

PRESS RELEASE

LEMA presents 'Feel at Home' at London Design Festival 2026 A new creative direction for contemporary living arrives at the King's Road Flagship

London, September 2026

For London Design Festival 2026, LEMA opens the doors of its London flagship showroom on King's Road, Chelsea, to unveil Feel at Home, the philosophy first introduced at Salone del Mobile.Milano that redefines the home as an environment shaped by emotion, craftsmanship and architectural thinking. The London presentation marks the debut of the brand's renewed visual identity by A++ Studio together with Carlo Colombo's latest designs, creating an immersive journey through spaces where furniture, materials and light exist in perfect harmony.

Throughout the showroom, visitors are invited to experience a complete vision of living. Every room unfolds naturally into the next, expressing balance, warmth and timeless elegance. Rather than presenting individual products, LEMA offers a coherent narrative where design enhances everyday life and every detail contributes to a sense of belonging.

A new creative language

The new art direction by A++ Studio introduces a refined visual language that celebrates proportion, atmosphere and architectural purity. The showroom becomes a sequence of carefully composed interiors where contemporary design feels effortless, intimate and deeply connected to the way people live today.

Carlo Colombo's latest collection

Nobu brings serenity to the bedroom through generous upholstered volumes and quiet sophistication. Masami offers an inviting sculptural armchair defined by comfort and refined tailoring. Graffetta explores the dialogue between a slender metal frame and soft upholstery, creating a light yet distinctive presence. Aurel is conceived as a versatile modular sofa whose elegant proportions encourage conversation and relaxation. At the centre stands Traverso, an elliptical table whose inclined legs express both stability and movement, becoming the natural gathering point of the home.

Designing responsibly

Traverso also introduces Reglassing, an innovative process that transforms recycled photovoltaic glass into elegant architectural surfaces. This pioneering approach demonstrates how sustainability can inspire beauty, giving valuable materials a second life without compromising quality or aesthetics.

Quotes

“Feel at Home is much more than a collection. It expresses our belief that the home should evolve with the people who inhabit it, combining innovation, craftsmanship and timeless design. Through this new chapter, we continue to celebrate authentic Italian manufacturing while embracing a contemporary vision that is both international and deeply human.”

— *Angelo Meroni, President, LEMA*

“Our London flagship has always been a meeting place for architects, designers and clients. During London Design Festival we are delighted to share this renewed vision of LEMA, welcoming visitors to discover the new collection, experience our refreshed showroom and enjoy the atmosphere of Feel at Home in the heart of Chelsea.”

— *Umberto Salon, Managing Director, LEMA UK*

Late Opening

On Thursday 17 September, the King's Road flagship will remain open until 8.00 pm. Visitors are invited to join the LEMA team for a glass of Prosecco while exploring the new collection, the Feel at Home philosophy and the latest showroom installations in a relaxed evening setting.

Event Information

LEMA London Flagship

183 King's Road, London SW3 5EB

London Design Festival

12–20 September 2026

Late Opening: Thursday 17 September, until 8.00 pm

About LEMA

Founded in Brianza, Italy, LEMA is internationally recognised for its refined approach to contemporary furniture and bespoke systems. Combining artisanal expertise with industrial innovation, the company collaborates with leading international designers to create timeless collections for every area of the home.

LDF Contact

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