



DEDAR

MILANO



WESTWING

Westwing announces exclusive collaboration with renowned
Italian textile specialist DEDAR Milano

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Westwing, Europe's #1 Beautiful Living e-commerce, is excited to announce a new collaboration with DEDAR Milano, an Italian fabric house founded in 1976, whose fabrics are characterised by seductive colour palettes and unexpected patterns and combine precious yarns with research into fiber technology to offer various solutions for curtains, upholstery and wall covering of timeless elegance. This partnership underscores Westwing's strategic focus on premiumisation, enhancing its product portfolio with high-quality materials.

The Collaboration features an exclusive collection of iconic products across selected Westwing Collection categories, including sofas, chairs, poufs, and textiles. Each piece will showcase DEDAR Milano's signature fabrics. Celebrated for their rich textures, bold patterns, and sophisticated colour palettes, DEDAR's expertise in combining innovative high-tech fibres with the finest yarns complements Westwing's commitment to offering elevated design solutions.

"I'm so excited about our collaboration with DEDAR Milano – their craftsmanship and stunning fabrics are a perfect match for our design philosophy," said Delia Lachance, Founder & Chief Creative Officer of Westwing. *"We've created a collection that brings timeless elegance and bold, contemporary patterns into the homes of true design lovers. It's all about rich textures, vibrant colours and high-quality materials that elevate any space with effortless style."*

"Our company's roots can be traced back to the world of tailoring, characterised by a meticulous attention to detail," stated Caterina Fabrizio, CEO of DEDAR Milano. *"But the real driving force was provided by our father's interest in art and design."*

Targeting design-conscious consumers, the collaboration aims to strengthen Westwing's presence in the premium segment while appealing to a broader audience, including professionals in art, architecture, and design. The integration of DEDAR's high-quality fabrics reinforces Westwing's strategy to differentiate its offerings through exclusive, high-quality partnerships.

"We are very proud and excited to be able to finally show the result of our most recent collaboration: For this small capsule, we took our beautiful Westwing Collection designs and brought them to the next level by transforming them with DEDAR's signature weaves and fabrics," said Alexandra Tobler, VP & Creative Director, Westwing Collection. *"DEDAR is widely known in the design world for their exceptional craftsmanship and their iconic patterns. This collection is all about elegance in design, comfort, and touch—a true celebration of design and beauty that speaks to the senses."*

Selected pieces from the collaboration were already showcased at Fuorisalone in Milan in April 2024, with the full collection available for purchase starting 21st of January 2025.

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About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is now present in 12 European countries and has achieved a GMV (Gross Merchandise Volume) of EUR 481 million in 2023. As Europe's premium one-stop destination for Design Lovers we offer a unique brand experience with a carefully curated assortment of our Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Club-Sales, Stores, the B2B Service (Westwing Business) and our Westwing Design Service. Our team consists of more than 1,700 professionals working together on our shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.