



IDEA BOOK

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erbaidea.com

IDEA BOOK



Erba Idea's origins date back to the early 1960s, during a time of great creative and industrial buzz. It was thanks to the inaugural editions of the Salone del Mobile di Milano that the brand first introduced itself to the broader audience, marking the beginning of its growing recognition within the world of furniture design.

It was in 2007, however, that the brand's identity truly took shape. The designer Giorgio Soressi introduced collections defined by a bold and contemporary attitude, while always maintaining elegance and refinement. Innovative and distinctive, the brand developed a recognizable aesthetic language in which color and form became expressive tools, shaping interiors with character and personality.

Deeply connected to the artisanal heritage of Northern Brianza, an area internationally renowned for excellence in high-quality furniture manufacturing, Erba Idea is supported by a family with over sixty years of experience in the industry. Each product embodies the essence of Italian craftsmanship: strong technical expertise, rigorous production standards, and a careful selection of premium materials.

In 2026, a new generation leads the brand into its next chapter. Erba reintroduces itself with a renewed creative Idea that blends energy, style, and beauty. This direction is grounded in a clear intuition: spaces are not merely to be furnished, but interpreted and transformed. Colors become a language, forms engage with those who inhabit them, and comfort merges with a bold yet harmonious aesthetic.

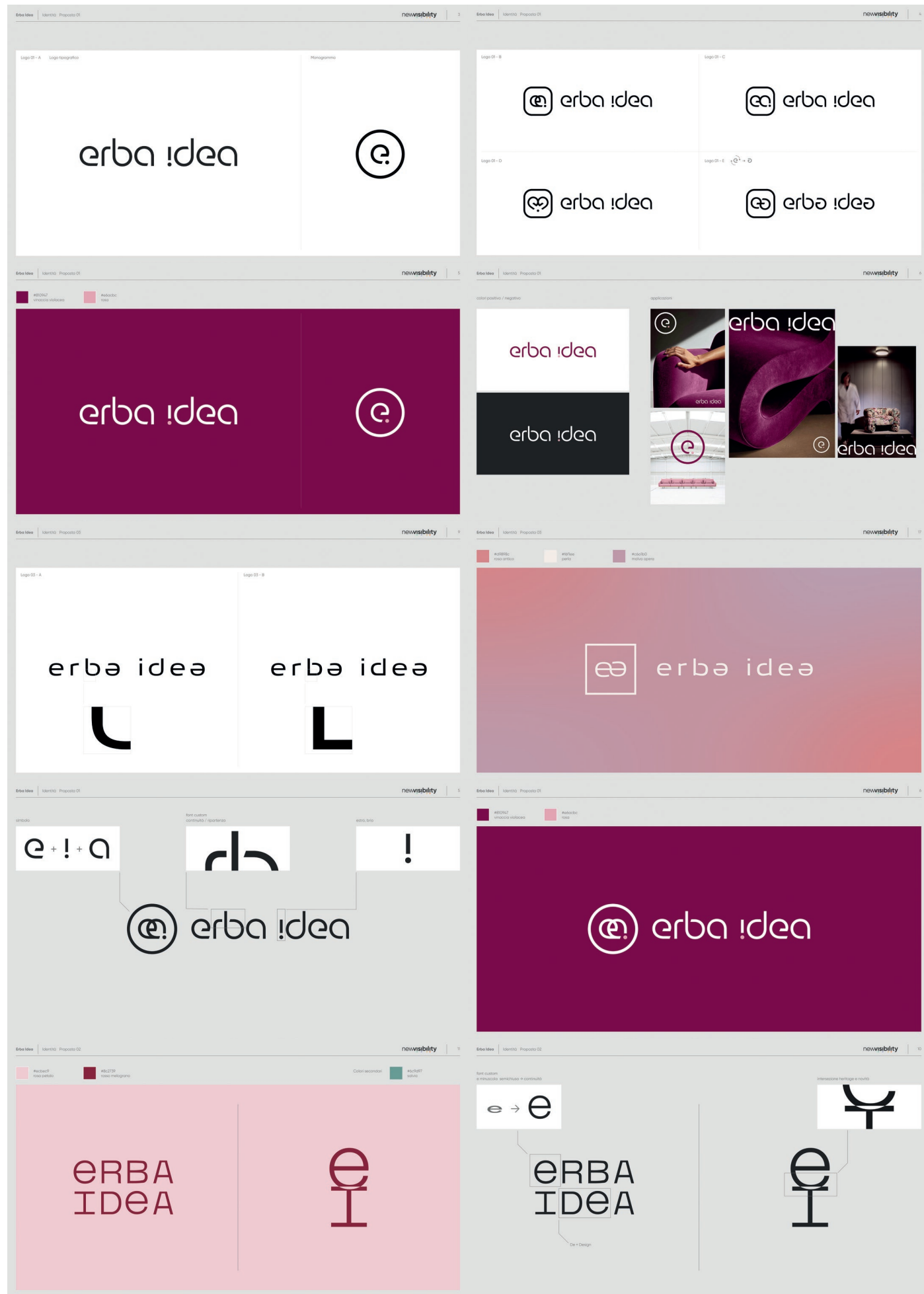
Some of the brand's historic pieces continue to live on in the Heritage Collection, preserving memory and identity in their original design. The Idea Collection, by contrast, reinterprets tradition through a contemporary lens, together with new creations in a continuous dialogue between heritage and innovation.

In this way, Erba Idea evolves into a true symbol of "living pop" celebrating creative freedom, authenticity, and a strong statement of identity.

Finally, those wishing to experience the world of Erba Idea firsthand are welcomed into a showroom housed within a historic steelworks, close to the factory. Here, early twentieth-century architecture has been carefully preserved, creating an industrial stage for the brand's collections.

1.

The Rebranding





221 C

hex 860F37
rgb 134/15/55
cmyk 0/100/50/50

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Edizione sofa

204 C

hex E781A8
rgb 231/129/168
cmyk 0/60/0/0

196 C



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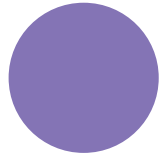
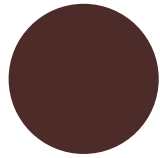
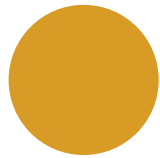
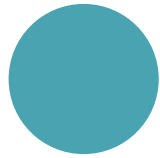
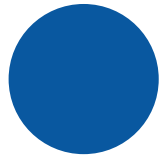
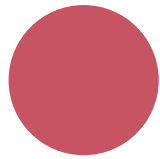
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rgb 235/199/205
cmyk 0/30/15/0



2 .

The Colors





Bloom sofa and
Invece pouf





Edizione sofa and
Cronaca armchair







Abbraccio armchair





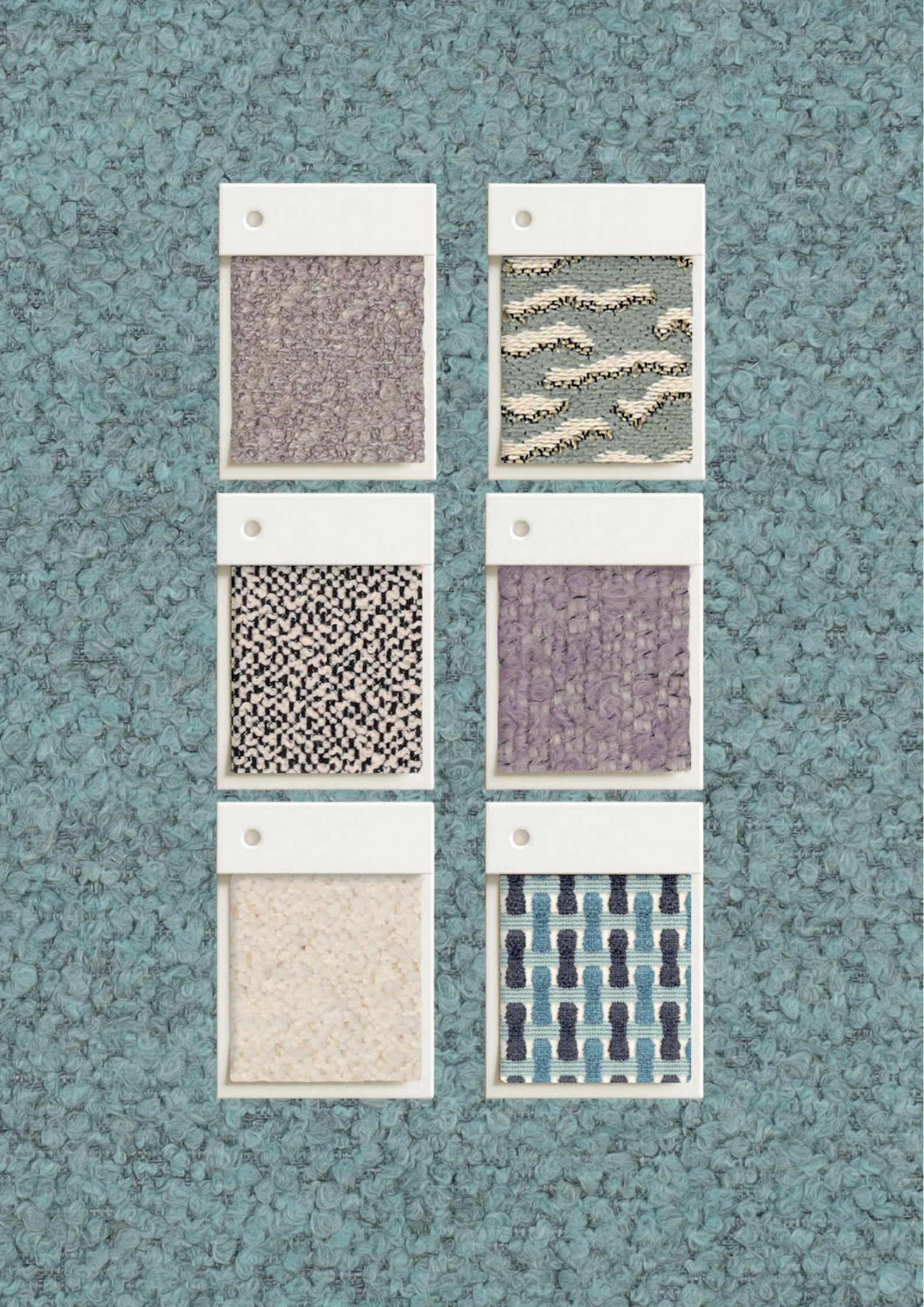
3 .

The Materials



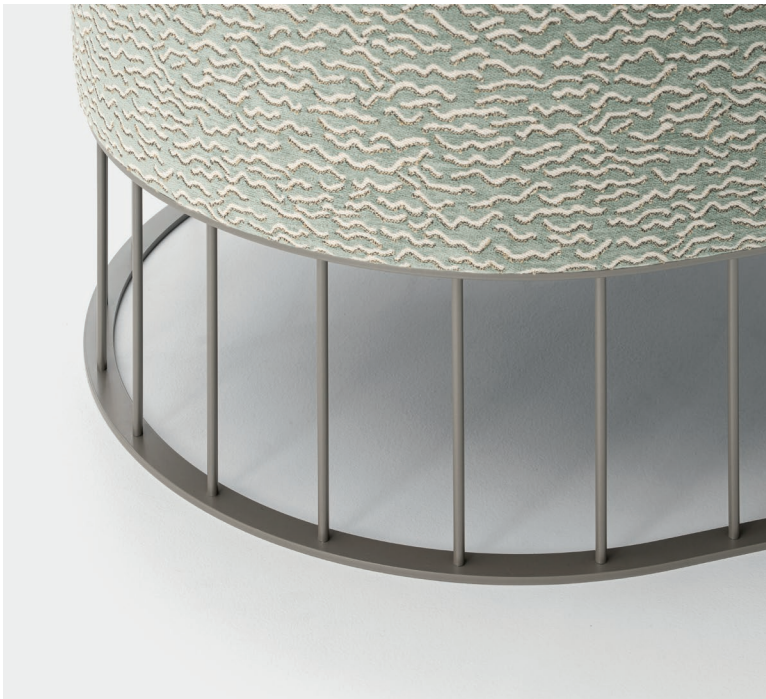
Abbey Road armchair







Flora sofa and
Tentazione armchair





Stella sofa





4.

The Manufacturing





Musa sofa, Musa armchair and
Invece coffee table





Opale armchair





5 .

The Product

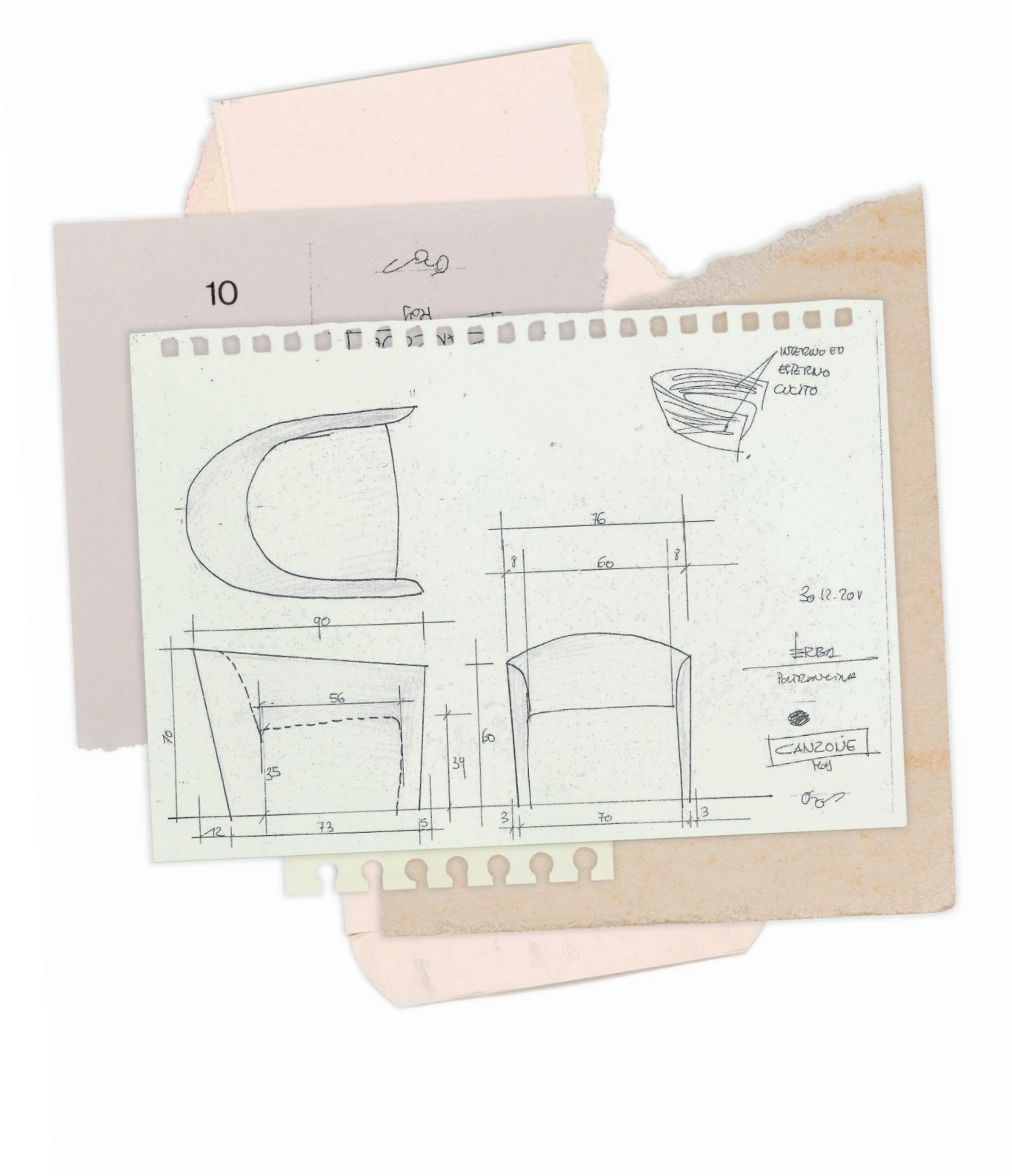


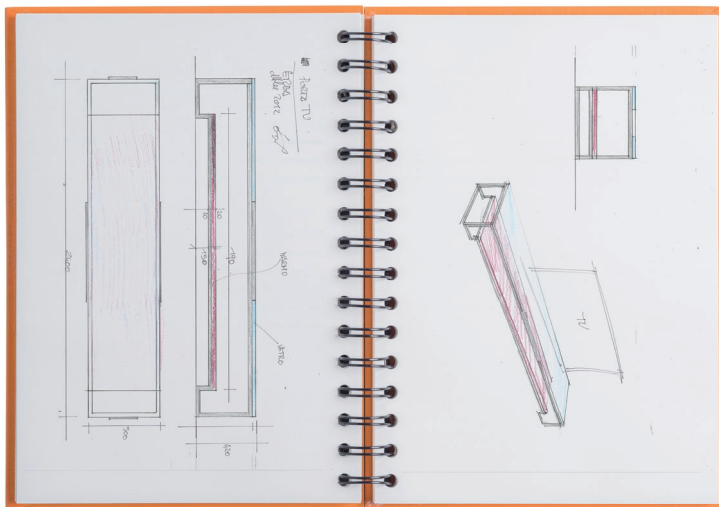
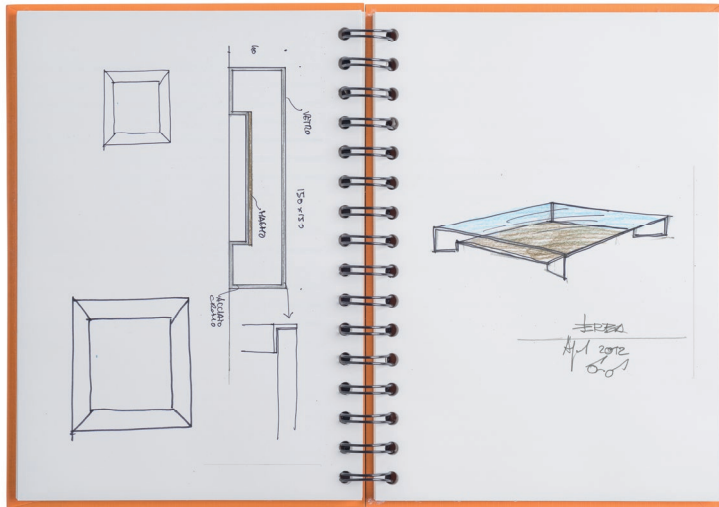
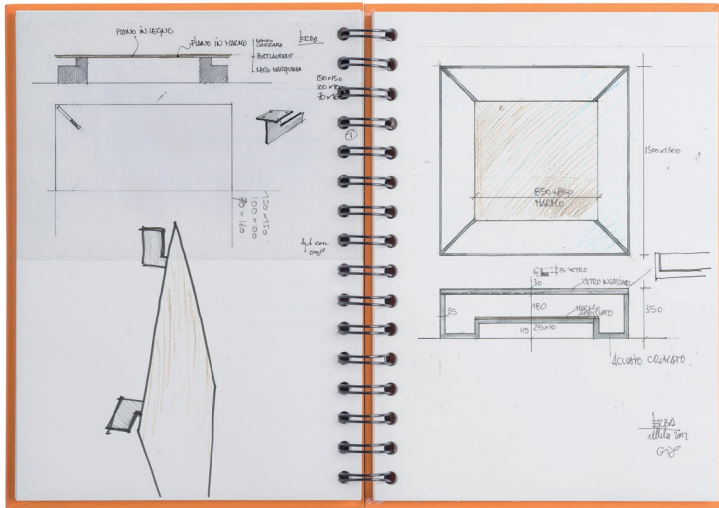


Forever Young sofa



Canzone armchair and
Lulu` pouf





Paso Doble coffee table
and Bloom sofa



6 .

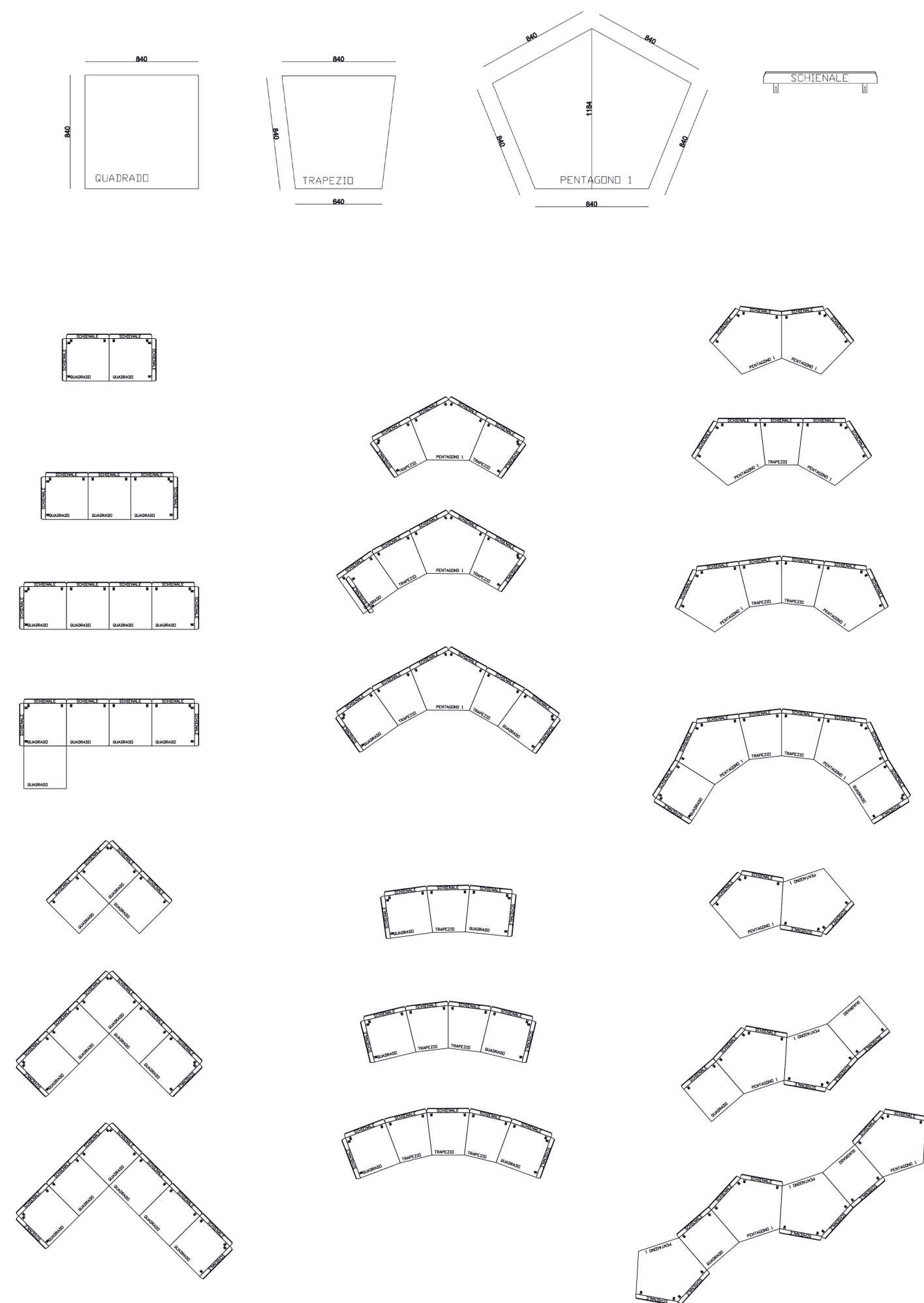


The Modularity





Skyline sofa





Lips armchair





7 .

The Communication



Icona armchair





Petalo Lounge armchair

8.

I Saloni 2026







Melody sofa and
Melody side table



Cupido coffee table





Red Baroon armchair





Candy chair,
Nord table and
Cupido mirror



Candy chair and
Cupido mirror





Eleganza mirror,
Flora sofa and
Invece coffee table





Edizione sofa
pages 6-9



Bloom sofa
pages 10-13/43
Invece coffee table
pages 12-13/32/73



Cronaca armchair
pages 14-15



Drink pouf
page 17



Abbraccio armchair
pages 18-19



Abbey Road armchair
pages 22-23



Flora sofa
pages 25-27/73
Tentazione armchair
pages 26-27



Stella sofa
pages 28-29



Musa sofa
pages 31-33
Musa armchair
page 32



Opale armchair
pages 34-35



Forever Young sofa
pages 36-39



Canzone armchair
page 40
Lulu` pouf
page 40



Paso Doble
coffee table
page 43



Skyline sofa
pages 45-49



Lips armchair
pages 50-51



Icona armchair
pages 54-55



Petalò chair
pages 56-58



Petalò Lounge armchair
page 59



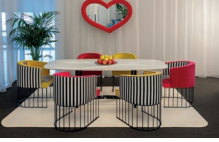
Melody sofa
pages 62-64
Cupido coffee table
page 64



Melody side table
page 64



Red Baron armchair
pages 66-67



Candy chair
pages 68-70
Nord table
pages 68-69



Cupido mirror
pages 68-71



Eleganza mirror
page 73

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