

GUBI

Theme story
2023

UNDER THE SUN





Under the sun

Summer is more than just a season; it is a way of living – the time of year when we can fling open the doors, embrace our outside spaces, and savor the carefree pleasures of a world unconfined by walls.

Sunshine enriches the body and the soul, invoking fantasies of golden shores and azure seas. Summer is the season of light, of bright skies, lifted hearts and easy, breezy alfresco

living. In the summer sun, we can slow down and relish every moment, live the good life.

In the summer, time seems to expand into longer, brighter days, allowing us to shake off the everyday cares of the rest of the year. Instead, we can enjoy the endless hours spent outside, soaking up the warmth and light, conversation and connection, together under the sun.



Going further alfresco

Building on GUBI's outdoor debut in 2022, the SS23 Collection takes the life alfresco to new levels of luxury and leisure – with colorful new designs, alfresco reinventions of GUBI favorites, and portable and outdoor lighting, offering everything you need to shape your space for the summer.

The 2022 Outdoor Collection took GUBI's distinctive modern design aesthetic from inside the house and into the open air – via the transitional spaces in between. As well as reintroducing Mathieu Matégot's beloved Tropique Collection to the world, it included the iconic rattan furniture families, Gabriella Crespi's Bohemian '72 and Joe Colombo's Basket Collection, alongside outdoor-specific variations of classics by Marcel Gascoin and Pierre Paulin, and alfresco-friendly editions of GamFratesi's TS Table and Bill Curry's lovable Obello Lamp.

The SS23 launches expand on the success of 2022 and underline GUBI's commitment to this category, with a suite

of new pieces and a bold upholstery upgrade, as well as GUBI's first ever outdoor-specific lighting.

Summer without limits

Summer is the season of fun, freedom, and flexibility. GUBI's SS23 Collection includes lightweight outdoor furniture and lighting that let you easily configure and reconfigure outdoor living areas to take advantage of the changing light and shade through the day, into the night, and across the season.

From sun-kissed open terraces to covered patios, leafy loggias, and crossover indoor/outdoor spaces such as sunrooms and summerhouses, GUBI's take on alfresco living has been curated to cover every setting that summer touches. Whatever your style of summer living, GUBI's expanded outdoor vision helps you break down the boundaries between indoors and outdoors, embracing fresh air and golden sunlight.



Inside out

Today, we want our outside spaces to look and feel as good as our interiors. GUBI's outdoor portfolio is curated to enable design lovers to apply the same aesthetic standards they would expect indoors to outdoor settings. Some pieces are brand new, created especially with materials chosen and treated to withstand the elements. Others are versions of beloved indoor pieces, specially adapted and redeveloped for deployment alfresco, injecting new outdoor energy without compromising on quality, comfort, or style.

Color and texture have a big part to play. For SS23, GUBI introduces new, exclusive upholstery that balances strength and durability with sophisticated looks and a soft, tactile feel. Across the collection, colors range from bright, bold accents that capture the vibrant energy of summer, to soft, chic natural-look neutrals with the versatility to complement and enhance any outdoor furniture combination.

Bluer skies, brighter nights

GUBI has your every moment under the sun covered. Long, leisurely days give way to balmy evenings. Morning coffee and pastries on the patio segue into lingering lunches on long tables with friends and family. Slow-paced afternoons sipping sundowners in the shade slip past the sunset to evening cocktails and convivial nights.

Thanks to new portable versions of both contemporary and iconic mid-century lighting design, GUBI's SS23 Collection lets you stay outside even after the sun goes down, making the most of balmy, breezy evenings and taking in the summertime spectacle of clear, star-studded skies.