**Grumello del Monte (BG), Italy**

**October 2025**

**Press Release  
Update 2025**

**ALIAS. DESIGN THAT EVOLVES**

**The Italian design company, recognised for its iconic furniture, celebrates its SEC, Legnoletto and Hub collections by expanding its offerings.**

Alias, the historic Italian contemporary design brand, announces the update of some of its most iconic collections, designed by Alfredo Häberli and by Alberto and Francesco Meda. This development confirms the company commitment to combining innovation, functionality and formal refinement.

The protagonists of this major restyling are the **SEC** (1997) and **Legnoletto** (2001) collections, both designed by **Alfredo Häberli**, and the **HUB** system (2022) designed by **Alberto and Francesco Meda**. New proposals are also being introduced for the **Rollingframe 52** and **Meetingframe 52** office chairs, as well as for the **Frame stool** seats by Alberto Meda.

Thanks to these evolutions, Alias reaffirms its design identity, demonstrating its ability to bring new life to some of the products that have shaped its journey in design, adapting them to the aesthetic and ergonomic contemporary needs.

The new material and colour proposals reaffirm Alias' talent for self-renewal, refreshing its iconic products alongside its latest creations, and maintaining its status as one of the foremost avant-garde brands in the design landscape. This harmony between heritage and innovation results in collections that meet the needs of contemporary living in both domestic and professional environments.

The updated collections are set to debut in the autumn 2025 season and will be showcased in the company showroom.

**NEW RELEASE**

**SEC, designed by Alfredo Häberli**

SEC is a system of modular elements built around a sleek yet robust load-bearing structure out of extruded aluminium profiles. Its components — in steel, glass, methacrylate, and wood veneer — are available in different heights, widths and depths. Thanks to its flexible dimensions and near-infinite configurability, SEC can be used to create a large product range, from compact bedside tables to expansive wall-mounted storage systems.

Today, SEC continues to evolve, introducing **new finishes and compositional possibilities**. The structure, shelves, and drawer fronts are now available in **four embossed colours**, featuring a tactile texture with a contemporary character. Six glossy variants — white, black, brick red, ochre brown, British green, and navy blue — add elegance and brightness to the entire system. **Painted methacrylate** introduces new panels and sliding doors, combining visual lightness and chromatic depth.

To complete the extension of the range, **two new wood veneers** - oak and walnut - enhance the design of shelves, sliding doors, panels, side and back coverings and drawer fronts, offering an elegant material space interpretation.

The introduction of a **new depth of 560 mm** further expands the design potential, confirming SEC as a versatile and cross-functional solution, capable of adapting, with formal and functional consistency, to every room in both domestic and professional spaces.

**LEGNOLETTO, designed by Alfredo Häberli**

The die-cast aluminium legs supporting a solid wood structure represent the common element of Legnoletto, a comprehensive collection that elegantly and soberly furnishes your bedroom.

Sleek and modern, Legnoletto comes in a variety of sizes and models. Its different configurations are created by combining modular MDF components (footboard, centrepiece, headboard) designed to meet both functional and stylistic needs.

Legnoletto has been enhanced with **new finishes**, broadening its expressive range. The die-cast aluminium legs are now offered in six glossy and four matt shades, delivering either a more technical or a more material effect, depending on the design intent. The modular MDF elements are available in new matt lacquer shades -navy blue, English green, brick red and ochre brown - or with veneers in natural oak, walnut or ash.

With these new variants, Legnoletto confirms its identity as a refined, flexible and versatile system, able to interpret the contemporary bedroom environment with coherence and personality.

**HUB, designed by Alberto & Francesco Meda**

Hub, designed by Alberto and Francesco Meda, interprets strictly the modular wall system. Conceived for the contemporary living room and suitable also for hospitality spaces, HUB is an essential yet sophisticated system that organises the living area through bookcases, sideboards and open wall units.

Its design is developed thanks to the interaction of three key elements: vertical uprights out of extruded aluminium, tapered shelves and steel infill panels — either lacquered or covered with fabric — creating a balanced interplay of solids and voids. The uprights, available in both floor-standing and suspended version, are secured to the wall using invisible hooks. The shelves, offered in two depths, feature a groove enabling the sliding of the front panels.

Today, HUB introduces new finishes that further enhance its expressive potential. The vertical uprights are now available in six glossy colours, while the shelves come in veneered plywood out of oak (in natural or ash grey) or walnut, or matt-lacquered MDF in six different colours.

Alias thus expands its offering with a flexible modular system designed to meet the diverse demands of contemporary lifestyles — with elegance and efficiency.

**Rollingframe 52 High - Meetingframe 52 High, designed by Alberto Meda**

The Rollingframe 52- Meetingframe 52 office chair collection is enriched with the introduction of the new *High* variants: 4 models with a taller backrest, designed to deliver enhanced comfort and support a more ergonomic posture. These are perfect for operational, executive, hospitality and home office settings.

Alias and Alberto Meda respond to the evolving dynamics of work and social environments by updating a brand bestseller with a thoughtful and coherent enhancement. The newly introduced **Rollingframe 52 High** and **Meetingframe 52 High**, also available in a soft version with padded seat and backrest, preserve the original design lightness and formal precision, now enriched by refined proportions that elevate comfort and overall user experience.

**Frame stool outdoor, designed by Alberto Meda**

A new chapter enriches the Alias catalogue: the *Frame stool* collection expands with the introduction of dedicated outdoor versions, designed to meet contemporary needs for versatility and comfort.

Available in seat heights of 60 or 80 cm, the new stools retain the formal integrity that has made *Highframe* a distinctive success for the brand since 1994. The four extruded aluminium legs extend seamlessly from the chair frame and integrate a refined cast aluminium footrest that reflects the collection's aesthetic principles. Both versions are also offered with a low backrest, providing discreet and functional lumbar support.

The seat, made out of PVC-coated polyester mesh and available in different colours, is mounted on a lacquered aluminium frame, ensuring lightness, durability and resistance for outdoor use. The *Frame stool outdoor* exemplifies essential and precise design, balancing successfully aesthetics and functionality to elegantly complement outdoor spaces.

**ABOUT ALIAS**

Experimental creations, technological lightness, versatility, and the desire to be different: since 1979, these have been the overriding values of Alias, one of the most consolidated names of Italian design. The same values have guided the firm’s close association with some of the most pivotal signatures in the design universe. These visionary collaborations have grown and evolved throughout the years. Today they are all part of Alias’ multi-faceted DNA. A single spirit composed of many hands, visions, formations and stories, catalyst of a never-ending exchange of ideas, home to an open-minded approach to formal and technological experimentation, expression of cultural transition. A pioneering essence guided by the solid industrial structure of a firm that controls each phase of the process, from design to production and distribution.

Located in Grumello del Monte, near Bergamo, Alias counts on a distribution network of several stores around the world. Alias products’ highly expressive style offers numerous solutions to residential, contract and outdoor applications. A portfolio in constant evolution to reflect the needs of the present while stressing the attention on the intellectual value of design.

Today, Alias remains bold and continues to believe, and prove, that there can be synergy between the creative and operational aspects, guiding its vision in between functionality and artistry, in the quest for Something Else.

[alias.design](https://alias.design) / [@alias.design](https://www.instagram.com/alias.design/)

For further information

**Press Office**

gcagency.it  
@gc\_agency

[press@gcagency.it](mailto:press@gcagency.it)

+39 340 699 2880

**In-house Press Office**

**Silvia Tiraboschi**

press@alias.design