

# When Design Becomes Essence: Millefiori Milano Meets the Art of Endless

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Art and fragrance share a unique quality: the ability to evoke emotions, memories and atmospheres. Both have the power to transform the perception of a space and create an experience that goes beyond the object itself.

This vision lies at the heart of Millefiori Milano's new creative journey. With the opening of its first [Flagship Store](#) in the heart of Brera, the brand is strengthening the dialogue between home fragrance, design and contemporary art.

Marking the beginning of this new chapter is a collaboration with Endless, the internationally renowned British artist whose distinctive visual language sits at the intersection of street art, contemporary culture and a thoughtful exploration of society's relationship with brands.

## A New Space for Fragrance, Design and Art

With the opening of its new Flagship Store on Via Madonna 2, Millefiori Milano has created a space conceived not only as a retail destination, but as a meeting point for creativity, aesthetic research and sensory experiences.

The brand has always been guided by values such as Italian heritage, elegance, personality and exclusivity, with the aim of bringing beauty and wellbeing into living spaces through design and home fragrance.

It is no coincidence that this project has taken shape in Milan. An international capital of design and creativity, the city has long provided the ideal setting for expressing the brand's philosophy: *Design Becomes Essence*.

The Flagship Store was created with this very ambition: to become a space open to collaborations and creative dialogue, welcoming artists invited to interpret the world of Millefiori Milano through their own distinctive visual language.

## The Encounter with Endless



photo credit: James Hole

Through a collaboration with Cris Contini Contemporary, Millefiori Milano met Endless, the London-based artist whose work has attracted the attention of the art world, international media and leading global brands.

The name *Endless* perfectly reflects his creative approach: a boundless energy expressed through artworks that explore themes such as consumerism, celebrity culture, branding and contemporary society.

Having started on the streets of London, Endless went on to become the first street artist to have a work acquired into the collection of the [Uffizi Galleries](#). He has also exhibited as part of the Venice Biennale, further establishing his presence on the international contemporary art scene.

## Reimagining the Chapel Series for Millefiori Milano

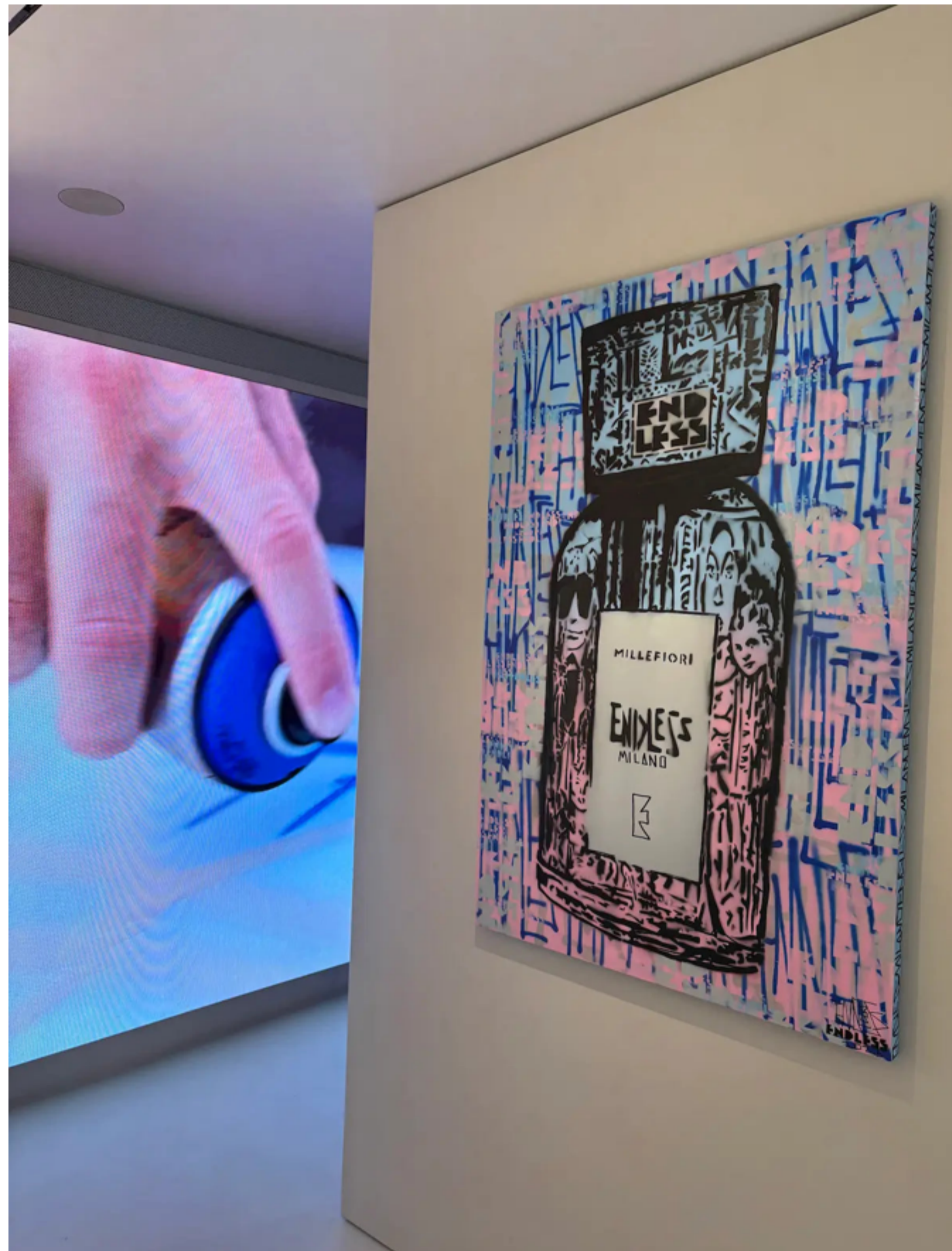
For this collaboration, Endless chose to reinterpret his iconic *Chapel* series, one of the most recognisable bodies of work in his artistic practice.

Originally conceived as a reflection on the power of brands and their influence on contemporary culture, the series reworks universally recognisable symbols, transforming them into a lens through which to observe modern society.

For Millefiori Milano, the artist replaces the iconic bottle at the centre of the original series with the unmistakable silhouette of the [Millefiori Milano diffuseur](#), creating a new visual narrative inspired by the brand's world.

The result is a unique dialogue between contemporary art, product design and home fragrance, where an everyday object is transformed into both artistic subject and creative medium.

## Two Works Between Street Art, Design and Contemporary Culture



The two works created exclusively for Millefiori Milano retain all the distinctive elements of Endless' visual language.

Within the silhouette of the diffuser, faces, graphic details, symbols and visual references emerge, inviting viewers to discover multiple layers of meaning. Layered surfaces, hand-cut stencils, spray paint and painterly interventions come together in compositions rich in energy and movement.

Applying the same techniques he developed on the streets of London, the artist brings the immediacy of street art to the canvas, creating works with a powerful visual impact.

The colour palettes, characterized by shades of pink and blue alongside vibrant contrasting tones, echo the aesthetic universe of Millefiori Milano while creating a balance between urban expression and contemporary refinement.

The artworks are currently on display at the Millefiori Milano Flagship Store in Brera, where visitors can experience them as part of the brand's immersive journey.

## From Art to Fragrance: The Endless x Millefiori Milano Limited Edition



The collaboration between Millefiori Milano and Endless takes shape not only on canvas, but also through one of the brand's most recognisable elements: the label of the [Milano collection](#).

For the occasion, the artist reinterpreted the label's design through his distinctive visual language. Starting from his signature spray-painted line work and reworking it digitally, Endless created a fragmented, contemporary aesthetic that reflects the meeting point between street art and digital culture.

One of the most compelling aspects of his work is the constant dialogue between handcrafted elements and digital forms. This balance is reflected in the design of the special edition label, where textures, graphic marks and layered effects come together to create a fresh interpretation of Millefiori Milano's visual identity.

The delicate pink-to-blue gradient draws inspiration from the colours of the Milano collection, resulting in a design that is elegant, contemporary and instantly recognisable.

This graphic reinterpretation comes to life in a limited edition 500 ml reed diffuser, available in three iconic fragrances from the Milano collection:

- Fiori Chiari
- Fresa e Pera
- Sandalo Bergamotto

The collection will be available from July 2026, while stocks last, exclusively online at [millefiorimilano.com](#) and at the Millefiori Milano Flagship Store on Via Madonna 2 in Milan.

## The Beginning of a Creative Dialogue

The collaboration with Endless marks the beginning of a journey that sees Millefiori Milano increasingly embracing the worlds of contemporary art and design.

A natural encounter between different creative disciplines, united by a shared ambition: to transform spaces, engage the senses and evoke emotion.

Because when design, art and fragrance come together, every environment can become an experience to be lived.

If you would like to discover the project up close, be inspired by the artworks and immerse yourself in the olfactory universe of Millefiori Milano, we invite you to visit us at [Via Madonna 2](#), in the heart of Milan.

Visit our [Flagship Store](#) or [subscribe to our newsletter](#) to stay updated on the launch of the collection and future artistic collaborations by Millefiori Milano.

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
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