

The Invisible Collection Partners with Etel to Celebrate Iconic Brazilian Design at Salone

Anna Zaoui and Isabelle Dubern, founders of the online specialty retailer, speak to AD PRO about the collaboration ahead of the Milan design fair



There's no doubt Brazil is having a (design) moment. Not only does São Paulo host two major [annual design fairs](#), but this year, Rio de Janeiro was named by UNESCO as the world's first capital of architecture. Fitting, then, that when Anna Zaoui and Isabelle Dubern, founders of online specialty design retailer [The Invisible Collection](#), were choosing a partner for this edition of [Salone del Mobile](#), they looked to iconic Brazilian furniture purveyor [Etel](#).

“There is something about the Brazilian aesthetic that is distinctly unique and compelling—the sensual lines, timeless shapes, strong artisanal feel, exceptional varieties of wood, and applied textures; we’ve always loved and admired the great Brazilian modernist masters,” explains Dubern. “We were looking for the best way to add a curated selection of their iconic work to our offering on The Invisible Collection, so we approached Etel to start a conversation.”

That conversation grew into a collaboration that includes a special [Salone](#) exhibit honoring Brazilian designer and architect José Zanine Caldas. The showcase, which runs from April 8 through April 14 at Milan's Etel store, is titled *Zanine (R)evolution* and will feature a handpicked selection of the iconic designer's signature work—several pieces of which will also be available for purchase on [The Invisible Collection's website](#) afterwards. “Standout signature pieces spanning Zanine's career include the Zc2 coffee table from 1950 and the ZC desk, beautifully carved from ipe Brazilian walnut wood,” says Zaoui.



To enhance the offering, Dubern and Zaoui also worked with Etel to curate an additional selection of furniture from other famed Brazilian designers—big names such as [Lina Bo Bardi](#), [Jorge Zalszupin](#), and [Isay Weinfeld](#), to name a few. It's a collection that spans 100 years in total, with plenty of noteworthy pieces. Of particular interest to design aficionados may be Weinfeld's Toto tea trolley, which is crafted from freijo wood: It was awarded the Linha de Móveis prize from the Instituto dos Arquitetos do Brasil in 2006.

This new assortment should be a natural fit on the site; not just in terms of complementing the already robust roster of notable contemporary designers on offer, but also when one considers that the two brands have built their reputations by honoring quality design. “We both feel very strongly not only about originality and high craftsmanship, but also about responsible, eco-friendly practices,” explains Dubern, who points to Etel's guarantee that their re-editions stay completely faithful to the original.

“Adding these Brazilian masters of modern design to The Invisible Collection makes total sense from our curatorial point of view—this is our own way of starting an exciting conversation and introducing timeless, iconic pieces to our informed clientele,” adds Zaoui. “We want to underline our commitment to promoting the work of masters whose lasting influence and legacy have been somewhat overlooked.”