

GUBI

Product story
2026

FLANEUR REVISITED BY GAMFRATESI





GUBI presents GamFratesi's Flaneur Collection, recalibrated for how we live today

An ergonomic evolution of the contemporary roll-arm archetype

One of the hallmarks of enduring design is its ability to evolve alongside the way we live. In close collaboration, GamFratesi and GUBI have recalibrated the Flaneur Collection, elevating its ergonomics, refining its proportions, and strengthening its performance for contemporary residential and hospitality interiors.

Since its introduction, Flaneur has reinterpreted the classic English roll-arm sofa through GamFratesi's distinctive lens – balancing Scandinavian clarity with an Italian sense of indulgence. Recognizable by its low profile, graceful geometry, and welcoming softness, it has become a contemporary archetype defined by restraint and comfort in equal measure. Building on this foundation, GamFratesi and GUBI have undertaken a comprehensive evolution – enhancing comfort, posture, and durability while safeguarding the design's essential character.

Calibrated for contemporary posture

At the center of the update lies a shortened seat depth that supports a naturally upright, engaged sitting position – one that reflects the way we gather, converse, and inhabit our spaces today. The back cushion now rests directly on the seat cushion, reinforcing a composed, well-defined aesthetic.

The updated ergonomics lend the design a subtly more architectural stance while preserving its inviting softness. The result is a more resolved sit, equally suited to relaxed lounging and social interaction – ideal for modern living rooms, compact interiors, and hospitality environments where interaction takes precedence.

Refined proportion, strengthened performance

The internal composition has been optimized to elevate resilience, structural integrity, and long-term performance. A reengineered seat core incorporating pocket springs and layered high-performance foam creates a firmer, more tailored expression – delivering responsive support, enhanced shape retention, and enduring durability. The upholstery execution sharpens the design's architectural clarity, reinforcing a composed and intentional silhouette. Seat cushions are discreetly secured beneath to prevent movement, ensuring the design maintains its precise form in high-traffic residential and hospitality settings. Attention extends to the back cushions as well, with additional adjustments designed to enhance shape control and reinforce the sofa's composed presence.



A slender wooden frame set on discreet metal legs maintains Flaneur's elevated, light expression. The internal wood construction is FSC®-certified wood and wood from other responsible sources (FSC® C176589). The modular system continues to offer a wide range of configurations, enabling the design to adapt to evolving spatial demands – from a single lounge chair to compact two- or three-seaters to expansive sectional arrangements. Together, the collection forms a cohesive and versatile seating system suited to private residences, hospitality projects, and dynamic social environments.

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Textile character, expressive identity

Flaneur's character shifts subtly through its upholstery. In *Asator* velvet by Raf Simons for Kvadrat, the design takes on a richer, more classical presence – the depth of color and soft matte pile amplify the silhouette and lend it a confident, almost dramatic elegance. In contrast, *GUBI Bouclé* introduces a softer, contemporary sensibility: its structured weave and nuanced tones add texture without weight, creating a calm and inviting expression. Together, these textiles reveal Flaneur's dual nature – poised yet expressive, composed yet tactile.

Evolution without compromise

Throughout the process, GamFratesi were guided by a clear principle: to strengthen the essence of the Flaneur Collection rather than transform it. The simplified roll arm, precise tailoring and piping, and clearly defined silhouette remain intact. Rather than a reinvention, the update reinforces the collection's comfort, material expression, and craftsmanship, upholding the clarity that defines Flaneur.