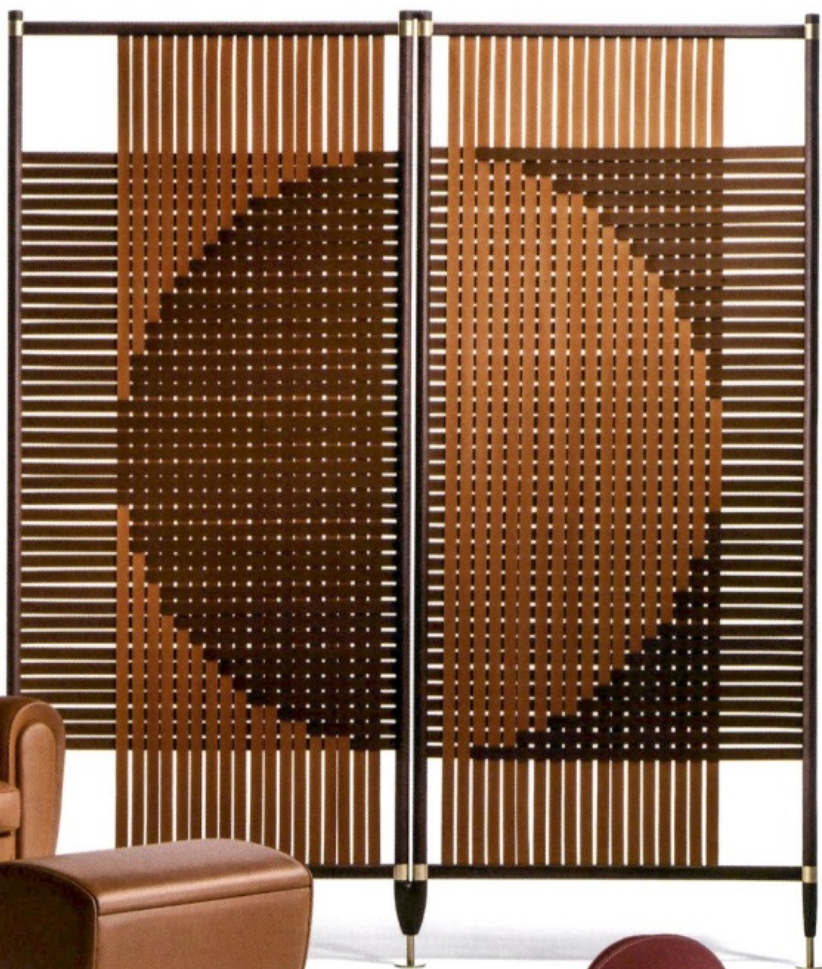




CLOCKWISE, FROM TOP LEFT The collection Poltrona Frau wears Loro Piana Interiors are covered with the Loro Piana Interiors Altai and Zelandar® Check fabrics; Designed by GamFratesi, Plot is a series of folding room dividers featuring geometric patterns created using plaited premium leather; The new Airound® Car Diffuser from Acqua di Parma combines formal purity, high-performance materials and unique scented composition; Iren, the new desk designed by Kensaku Oshiro, intuitively adapts to new work and study habits of the digital age; Exuding comfort and practicality, the Vanity Fair XC armchair coupled with the Vanity Fair XC pouf makes a stunning statement



## SIGHT TOUCH SMELL MODERN DAY SENSORIAL RETREAT

*Poltrona Frau's 2021 Take Your Time Collection focuses on these three senses to define a better quality of living granting the pleasure of enjoying time to the fullest*

Affording the luxury of taking all the time, the Take Your Time collection promises to tightly embrace the new routines and lifestyle endowed on us in recent times. It highlights the versatility of spaces and furnishings to meet new personal and professional needs. Multisensory pleasure as opposed to purely aesthetic pleasure and the desire to use time differently, in a more informed, hands-on way is the core theme of the new Poltrona Frau collection. Human beings are more receptive and open to appreciating, feeling and touching the details with hands. Keeping this in mind, the collection entails various elements that contribute to a richer and more sensory experience. Sight exhibits new products in the collection

that are developed on the basis of sensory duality—leather or fabric, wood or marble. Smell witnesses the convergence of Acqua di Parma with Poltrona Frau that results in an innovative way of experiencing fragrances. The Airound® Smart Home and Car Diffusers combine domotics, aesthetics and innovation for an intense and engaging experience. Taking their individual expertise to the next level, Poltrona Frau in collaboration with Loro Piana Interiors aim to give a unique tactile experience with Decorative Cushions and Aspen Plaid. The collection aims to incorporate the constant changes people encounter within contemporary living and effectively cater to it.

Website: [www.poltronafrau.com](http://www.poltronafrau.com)



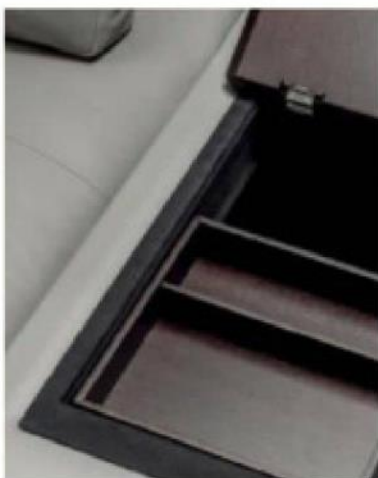


**SIT IN STYLE**  
**BEST SEATS IN**  
**THE HOUSE**

*Working diligently towards crafting plush designs that are both timeless and contemporary, sophistication reigns supreme in these seating variants by Poltrona Frau*

Picture this—coming home after a hard day’s work, all you want to do is crash on your favourite couch, pop some popcorn and watch Netflix. But do it in style with Poltrona Frau’s classic ‘In the Mood’! While its suave leather design, geometries and classic upholstery is enough to make you roll right in, the cherry on cake are its multifaceted armrests. Available in three different variants, enjoy the luxuries of life as you no longer have to worry about where to place the remote, food, glass, bottles, so on and so forth. Moving on, let’s take a small detour and revisit the Poltrona Frau 2020 Collection. Grab a book and settle in the new rocking chair version of the Martha armchair. Designer Roberto Lazzeroni decided to play around with his original creation, notable for its rounded forms and saddle-leather shell. Contrasting materials come together to create this welcoming chair that has a curved and slightly padded backrest that appears to float in air but is actually fixed to the frame with a hidden system. With ambition of leaving a distinctive trace in contemporary lifestyle, Poltrona Frau ensures comfort is their prime focus for each piece of furniture they create. ♦ **Kashish Kaushal**

Websites: [www.poltronafrau.com/en](http://www.poltronafrau.com/en)



CLOCKWISE, FROM TOP An efficient combination of comfort and lightness, this rocking chair by Roberto Lazzeroni, from the Martha armchair range is an authentic masterpiece of wood craftsmanship; Part of Poltrona Frau’s Take Your Time 2021 Collection, ‘In the Mood’ sofa is designed to be as elegant in leather as it is in fabric; The padded armrest houses a hidden compartment that looks like a tray when closed; Crafted by Jean-Marie Massaud, a compact pull out tray inside the armrest makes it ideal for holding everyday objects