

POLTRONA FRAU 1912 <Y>

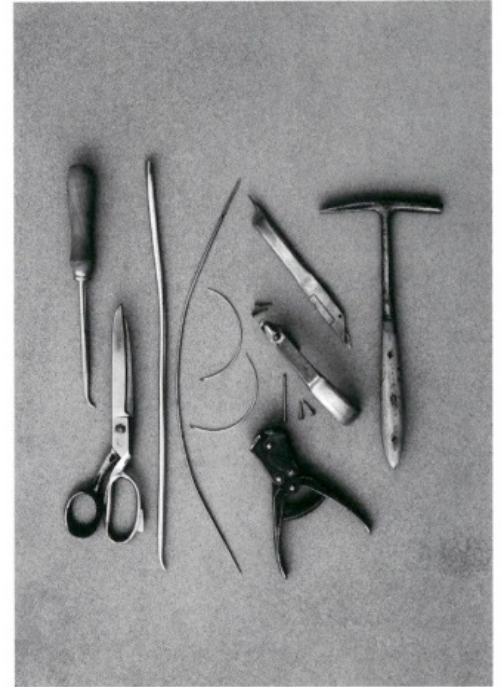


TORINO

Founded by Renzo Frau in Turin in 1912, Poltrona Frau has passed through all the far-reaching changes in Italian society, until today it represents one of the outstanding examples of excellence made in Italy. Today it is part of Lifestyle Design, the design division of the Haworth group, a leading American holding company that took over the brand in 2014.

Since its origins, research has been in its DNA, as well as the drive to continually invent new forms, constructional solutions and styles, creating timeless pieces that express a universal elegance that is both intimate and personal. From the Chester sofa and the 1919 armchair, designed by the founder Renzo Frau, to Vanity Fair, the absolute icon of the brand, to Dezza by Gio Ponti, and Titanio, a project by Pierluigi Cerri and the company's first product to win the Compasso d'Oro. This course has led all the way to its current successes, such as the collections designed by Jean-Marie Massaud, Roberto Lazzeroni, Ludovica+Roberto Palomba, GamFratesi, Neri&Hu, and Kensaku Oshiro. "Over the course of its history, 60 years of activity took place at Tolentino, in the Marche region where the company moved in 1962, thanks to the brilliant insight of Franco Moschini. He saw the potential of applying to the furniture sector the refined craft leather processing skills that had been flourishing in the region since the Middle Ages," recounts Nicola Coropulis, CEO of Poltrona Frau. "This means the company has close ties with the region from which it has inherited manual skills in leather processing, itself fostering its growth by becoming the main driver of economic and social development in the area, where it gives work to over 700 families and contributes to the creation of a lively sector that fuels the local economy." Today, Poltrona Frau's thinking is a symbiosis between a modern vision, thanks to the support of technologies, and the classic world of craft skills.

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POLTRONA FRAU



- 1—
Chester sofa
production
- 2—
The tools of the
upholstering
department—
scissors, chisels,
hammers, files,
punches and steel
folders.
- 3—
Ginger chair designed
by Roberto Lazzeroni
- 4—
The Secret Garden
collection designed
by Roberto Lazzeroni
- 5—
Bob outdoor coffee
tables designed by
Jean-Marie Massaud
- 6 —
Solaria collection
designed by
Ludovica+Roberto
Palomba
- 7—
Solaria modular sofa
designed by
Ludovica+Roberto
Palomba

“In this world of excellence of manual work, our contribution is to reconcile the value and identity of our products with the industrial idea of making products efficiently and with high levels of customer service. Reconciling the times of the craft worker with the times and ways of doing business, while trying to protect the uniqueness, quality and beauty of everything that gives our brand its focus.” Poltrona Frau products are first of all designed to last over time and are always made with natural materials. “One thing I often repeat is that Poltrona Frau has been a sustainable company since 1912. As is well known, the main material used by Poltrona Frau is leather and it is understood, according to a recent study by the independent FILK Freiberg research institute, as a sustainable, natural and renewable material, first of all because the leather comes exclusively from waste deriving from the food industry, which would otherwise need to be disposed of. Poltrona Frau has now considerably expanded its research, also by using industrially sustainable alternatives to leather, primarily fabrics and wood FSC® certified. At the same time, we are also active in the search for alternative bio-materials to leather, of non-animal origin, which could in future become part of our range.” Poltrona Frau’s commitment also means ensuring that, at the end of their life cycle, the products can actually be dismantled and recycled: a factor strengthened by the fact that the customer can always change the upholstery on an old product or receive special assistance in case of any minor damage. Poltrona Frau is a constantly evolving company that this year launched its first two macro collections for outdoors: Solaria by Ludovica+Roberto Palomba and The Secret Garden by Roberto Lazzeroni. Alongside them, it presents a highly articulated range of lanterns designed by Kensaku Oshiro, as well as a series of accessories and outdoor rugs developed by the Style Center. Today much of Poltrona Frau’s business is conducted outside Italy with a dominant position in China, where it is present in some 30 monobrand stores. On the five continents the company has a further 16 proprietary flagship stores, 150 monobrand stores and about 300 multibrand stores.



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