



Poltrona
Frau







Poltrona Frau



Company Profile

We have a great future

behind us.



HISTORY

Renzo Frau founded Poltrona Frau in Turin in 1912. In the 30's it was already a status symbol.

From 1926 it was appointed supplier of the Italian Royal Family, the Savoia dynasty. From then on, it will furnish all the most important houses, grand hotels, the interiors for Expo Turin 1928, and the lavish transatlantic Rex, pride of the Italian Navy.

In 1962, after the acquisition by the Nazareno Gabrielli group, the company moved to Tolentino in the Marche region, an area in central Italy with a very strong vocation for leather manufacturing.

Under the lead of President Franco Moschini the company cooperates with the most famous Italian and international architects and designers, creating new successful products, which will join their classic and historical collections.

1984 sets the beginning of two new divisions: Interiors in Motion and Contract.

In 2004, Poltrona Frau is acquired by Charme Investments, which englobes in its brand other historical and prestigious companies like Cappellini, and in 2005 also Cassina. This is the founding year of Poltrona Frau Group, a new point of reference in the luxury furniture industry.

In 2014, the American group Haworth is the new majority shareholder of Poltrona Frau Group, widening their undisputed leadership on a worldwide basis.

Many have written our story

this is what makes it so unique.



COMPANY

The more you "live" a story, the more interesting it becomes. This is true for the leather of our sofas as for our company's history, so full of personal experiences, encounters, professional skills and inspiring visions, which have made it a "unicum". A story that completes itself and stands out in the multi-coloured Italian manufacturing and creative world.

The heritage of the entrepreneurial genius of Renzo Frau has been preserved and handed down through time, reviving it each time with new challenges, new people and new markets. The deep knowledge of their own roots, together with a great capacity of interpreting the outer world is what has made Poltrona Frau such a different brand. A brand that has left a long-lasting trace in the world and culture of interior design.

To prove the difference and celebrate our Centenary in 2012, we created the Poltrona Frau Museum in Tolentino, designed by Michele De Lucchi. A tangible gesture of care towards our territory, and of legitimate pride for what we are today, we were yesterday and will become tomorrow.



Born in Italy

grown around the world.

MADE IN ITALY

Italians, or rather, Italians but from the Marche region. Because authentic Made in Italy originates in certain provinces, districts of excellence, each specialized in top quality artisan manufacturing.

Marche is renowned for its leather industry, family businesses handed down through generations. Only here you can find the right eye, the expertise and the technical skills for selecting and working leather with unmistakable craftsmanship.

These professional skills together with the typical Italian creativity, that makes the brand so appreciated around the world.

Poltrona Frau almost immediately decided to cross the borders proving their cosmopolitan vocation: flagship stores and show rooms in Europe, Asia, and Americas, sponsor of many international projects, worldwide distribution of their products, proving a real international attitude.





We are over a hundred years old

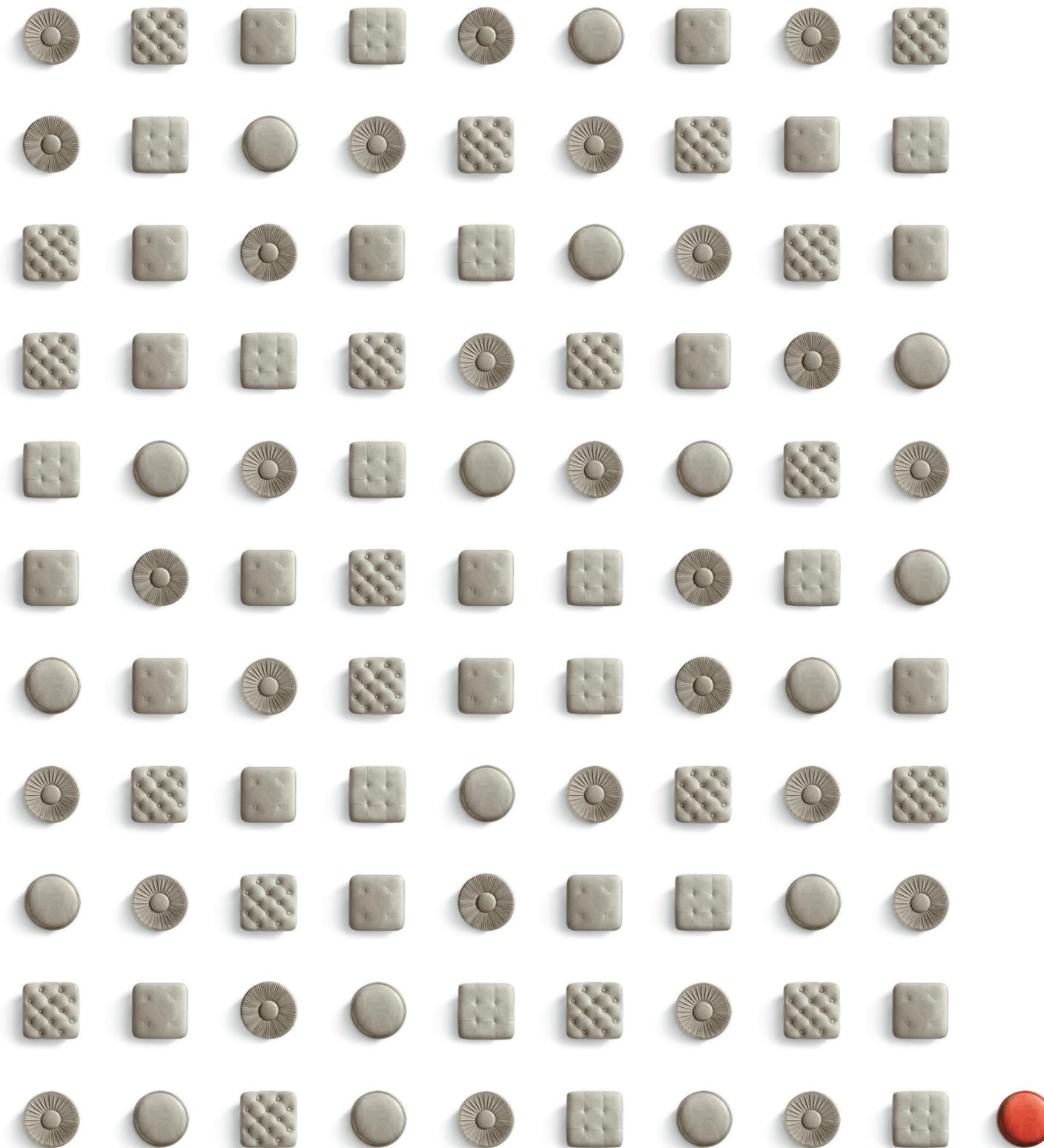
but we still think about our future.

RESEARCH AND INNOVATION

After all, we could have rested on our laurels. It's from 1912 that we design and manufacture products that have become true "classics". From the Chester sofa to the unforgettable Vanity Fair armchair. But we have never stopped pursuing new achievements. We have constantly created new contacts and established new cooperations with the most prestigious international designers:

From *Gae Aulenti*,
Achille and Pier Giacomo Castiglioni,
Pierluigi Cerri, *Michele De Lucchi*,
Rodolfo Dordoni, *Roberto Lazzeroni*,
Enzo Mari, *Peter Marino*,
Jean-Marie Massaud, *Paola Navone*,
Jean Nouvel, *Pininfarina*, *Gio Ponti*,
Ferdinand A. Porsche, *Andrée Putman*,
Gastone Rinaldi, *Claudio Silvestrin*,
Lella and Massimo Vignelli,
Marco Zanuso and many more.

Every new project, represented a new challenge, and every new challenge has required new answers in terms of raw materials, manufacturing processes and technologies. We have always innovated, experimented and even taken many risks. Because exercising and accepting new challenges is the only way you can really stay fit. Especially if you are over a hundred years old.



We are stitched to our values.

VALUES

We all know that the most exclusive luxury is time, and we take it all. We are used to taking care of all details, without rushing and with our personal style. Which, at the end, is the only way you can create a true handmade product. It takes 23 hours to make a Chester sofa, and we use 275 leather tacks for the back of a Vanity Fair armchair, hammered all one by one, by hand. Our long-lasting experience has taught us to think, select, wait.

To think of new contemporary furniture with the ambition of remaining a classic forever.

To select first quality materials – and highly skilled people – to create beautiful, long-lasting products, that will never tire.

To wait, because trends go by very quickly, while style remains. Because choosing a Poltrona Frau is first of all, a question of style.



LEATHERSHIP®

Quality, quality, quality.
We are really boring!

After all, this is the only way you can
conquest and defend **Leathership®**.

A neologism, created by **Poltrona Frau** to define its expertise and culture of the world of leather, which has become a registered trademark. Leather is a natural, ductile, elegant material. The symbol of a company that for over a hundred years has skillfully manufactured and celebrated the beauty of this material. A careful selection of the best leathers is the first step for an impeccable product.

Other raw materials, cutting edge and technologically innovative composites, like titanium or carbon fiber, are used to guarantee extra lightness and extreme comfort.

Every production phase is carefully monitored. In the Testing and Quality Control Department, we have specific equipment for testing the resistance, safety and elasticity of all materials and products, which must comply to the most severe international standards.

Poltrona Frau follows the ISO 9001 quality system certification.

For us, quality
is always
at the first place.





We use the
most advanced
technology
of the world

our hands.

INTELLIGENCE IN OUR HANDS

There is something that no automatic sewing machine, no computer, no precision laser can ever perform: the intelligence of our hands.

That special combination of experience and sensibility that allows you to feel if a padding is well distributed, or if the pleats have the right thickness or if a lining is well stretched.

Our artisans are real artists. They can cut, fold, fill and sew.

They know when a hide must be discharged for an invisible scratch, or for a minimum imperfection. They slowly built their talent working with more experienced colleagues, until reaching the standards we ask from all of them. Of course, many manufacturing processes are performed with the most advanced equipment and the most sophisticated technologies, but the final result is literally in their hands. Which remain our most valuable resource.



We don't discriminate any colour, they are all important to us.

THE COLOURS

We can definitely say that we love leather in all its forms and shapes, and we try to enhance all its features, textures, and nuances. Starting from its colours. From the warm natural shades to the most sophisticated and trendy tones. We offer an extremely wide and rich chromatic range that can hardly be equaled.

Besides the types of leather specifically treated for the Contract and Interiors in Motion departments, we have nine Pelle Frau® interior design collections. Each with its own style, warmth, visual and tactile characteristics. Color System Frau® features 96 nuances.

In the years, we have added on 23 Pelle Frau® Nest colours, 11 Pelle Frau® Soul shades, 6 colours from the Heritage collection, 21 variations of Pelle Frau® Saddle leather, 5 from the Cavallino collection, other 6 from the new Pelle Frau® Safari palette and the extra new Biscotto colour from the newborn Pelle Frau® Cuoietto collection.

181 options of colours which will satisfy any personal taste and style as if it were tailor-made.

Just like a bespoke outfit, which recalls in all its features the owner's personality.

We try to improve any environment

even the one we live in.

SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

Beautiful and responsible: the quality of our products is not pursued at any cost. We always like to keep in mind our workers' health and the impact our products might have on the environment.

Poltrona Frau is strongly committed to pursuing a strict ethical code. We give great care in providing a safe working environment, and all our suppliers are carefully selected according to their corporate social responsibility.

We believe in the importance of working in a serene atmosphere, respecting our employees, offering training opportunities and possibility of professional growth.

We sustain cultural and social activities in our territory. We try to optimize logistics, energy resources and waste disposal procedures following a sustainable perspective. Poltrona Frau has obtained all Social, Environmental and Ethical responsibility Certifications.





A Poltrona Frau home has always the right atmosphere

yours.

HOME DIVISION

Not only sofas and armchairs, but even bookcases, tables, beds, wardrobes, cupboards and interior design items. Poltrona Frau offers a complete home décor system expressing their philosophy of living.

A place that resembles us, that communicates our personal taste, that perfectly fits to our lives like a tailor-made outfit, that enhances our personality giving us maximum comfort. An elegant environment where everyone can relax and feel comfortable. Where you can gather your loved ones, best reads, experiences, treasures.

A Poltrona Frau home is the exact opposite of a "beautiful polished house". It refuses to be a mere status symbol to be shown off and prefers to be considered a comfortable place, where you like to stay and wish to return.

A warm, welcoming environment, built slowly piece by piece. The ideal setting for collecting and enhancing all the odd pieces that build our story and our everyday life.

This is why a Poltrona Frau home has always a unique and unmistakable atmosphere: its owner's style.



Take your time

even in the office.



OFFICE DIVISION

Comfort is our focus for each piece of furniture we create.

Because we believe that ergonomics cannot be separated from design. Living with functional, beautiful and comfortable objects is the first step to well-being. This is even more true for our working environment, the place where we spend most part of our day.

We need to create an environment that facilitates concentration, human relations, efficiency and productivity.

Poltrona Frau Office Division studies specific solutions for high profile offices.

Elegant, long-lasting furniture that will optimize all spaces, from the executive to the common areas, from the hall and waiting areas to the meeting rooms.

Poltrona Frau offers a range of seating solutions with different functional and technological characteristics, desks, meeting room tables, office furniture and file containers.

Different solutions according to the type of business and working necessities, combined with the unmistakable and personal style of all our products.

An ode to slowness

even at 350^{km}/h.



INTERIORS IN MOTION

1984 is the year when we designed the interiors for the Lancia Thema 8:32 equipped with a Ferrari engine. Since then Poltrona Frau Interiors in Motion Division has developed a specific competence in leather interiors for luxury cars, yachts, trains, helicopters and first class cabin areas for some of the most prestigious airline companies.

An experience that becomes even more valuable in such a competitive and demanding business field, where technology is in constant evolution. Today, the Interiors in Motion Division can list partners like

Alitalia, Audi, BMW, Bugatti, Chrysler, Etihad, Ferrari, Infiniti, Jaguar, Lamborghini, Land Rover, Lexus, Maserati, NTV, Pershing, Porsche, Riva and many other top class brands.

A unique outcome, achieved thanks to the company's great research and innovation capability together with an extreme artisan expertise, based on personal talent, outstanding quality of the materials and maniacal care for each manufacturing detail.

You need lots of time, passion, and obstinacy to go upstream against a market that expects everything and with very short deadlines. Only in this way, leather and saddle leather become an authentic symbol of luxury: demanding, selective and not willing to accept any compromise.



Please take a seat

or two-thousand if you prefer.

CONTRACT DIVISION

Design and interior decoration can also be a collective experience that can represent and be the expression of an entire community.

If the occasion requires it, we can also think big, transferring our artisan experience and approach to living to a large-scale basis. Our Contract Division creates tailor-made, turnkey interior design projects for theatres, conference halls, high profile shops, restaurants, hotels, museums, political and cultural institutions.

Large, prestigious spaces often set in historically protected buildings or in futuristic structures designed by famous Italian and international architects – among which there are 11 Pritzker award winners.

Each time we are the interpreters of a different mindset, quickly and professionally answering to all the requests of an ever more demanding and advanced sector.

The European Parliament in Strasbourg, *the Guggenheim Museum* of Bilbao, *Palacio Reina Sofia* in Valencia, *Teatro Real* in Madrid, *the Getty Museum* in Los Angeles, *the Apple Town Hall* in Cupertino, *the Walt Disney Concert Hall* in Los Angeles, and most recently *the Stavros Niarchos Foundation* in Athens and *the Elbphilharmonie* in Hamburg.

We are an acknowledged presence in the places where art, business, politics and culture set their highest standards, with the great ambition of leaving a distinctive trace in contemporary lifestyle.



Poltrona Frau Company Profile Credits

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I Dettagli di Poltrona Frau



Cucitura a doppio ago

Double stitching



Capitonné con losanghe regolari

Diamond tufting with regular diamonds



Trapunta con cucitura a "X"

Quilt with cross-shaped stitching



Capitonné con riquadri a "cucitura semplice"

Square tufting with basic stitching



Capitonné con losanghe a "cucitura ribattuta"

Diamond tufting with flat-felled stitching



Capitonné con losanghe allungate

Tufting with elongated diamonds



Chiodatura

Hand-pinned upholstery



Plissettatura

Pleating



Voluta Renzo Frau

Pleating by Renzo Frau



Filetto in pelle

Leather piping

