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India



A SYMPHONY OF DESIGN EXCELLENCE

In a triumphant celebration of Italian craftsmanship and innovative design, *Poltrona Frau* has revealed its 2025 collection, "The Five Seasons."

Drawing inspiration from the rhythms of nature, this exquisite new line harmonizes the essence of Spring, Summer, Autumn, and Winter, while introducing a transcendent Fifth Season—a personal sanctuary that invites individual expression and celebrates the sensory experience of luxury living.

This year marks a special milestone for the storied brand as it commemorates the 60th anniversary of Gio Ponti's iconic Dezza armchair with a limited edition of just 60 pieces, each featuring exclusive illustrations by the legendary designer himself. The collection artfully balances heritage with innovation, reinforcing Poltrona Frau's position as a leader

ABOVE Blisscape Sofa by Ludovica Serafini + Roberto Palomba & Downtown Lounge by Jean-Philippe Moutou

in high-end furnishings since 1912.

"With the 2025 collection, we're celebrating the transformative power of the seasons and their ability to inspire harmony within the home," explains Nicola Coropulis, CEO of Poltrona Frau. "At the heart of this collection is the Fifth Season, a concept that draws on the Japanese idea of 'go-ai' to create a deeper connection between nature, design, and personal expression."

A standout introduction is the Blisscape sofa by Ludovica Serafini and Roberto Palomba, which reimagines contemporary comfort with generous proportions and innovative mechanisms. Inspired by Lou Reed's "Perfect Day," this piece features large seat cushions with simple



volumes resting on a refined leather platform, with hidden mechanisms allowing the back cushions to move naturally with the body.

The collection expands into the bedroom with the groundbreaking DressCove Night System, Poltrona Frau's first modular wardrobe solution. This sophisticated storage system blends luxury with functionality, incorporating high-quality materials like Pelle Frau® leather paired with wood and innovative support pole systems that allow for freestanding closet designs.

Collaborations continue to enrich the brand's offerings. The partnership with Fornasetti revives the iconic 1969 armchair alongside a reimagined version of Jean-Marie Massaud's Isidoro trunk. Meanwhile, a new alliance with Leica introduces the customized Fidefo Multimedia Cabinet for the Leica Cine i smart laser TV, featuring elegant leather finishes and a remote-controlled door that reveals a 100-inch screen.

Material innovation shines through the introduction of Pelle Frau® Soulful, a leather collection with a deeper, more natural appearance created through the Impact Less tanning process. The 2025 Textile Collection complements these

LEFT DressCove Night System - The First Wardrobe & Walk-in Closet System
 ABOVE RIGHT Lepid Dining Chairs by Renzo Ostro
 BELOW RIGHT Telescope Sofa by Ludovica Serafini - Roberto Poltronas, Protogem Granzerford Sofa & Ozzio Limited Edition Chairs

developments with three new fabric families that refresh the color palette to match contemporary design sensibilities.

The brand's lifestyle expansion continues with lighting creations from digital art pioneer Six N. Five and Sebastian Herkner, alongside travel accessories by Carlotta Fortuna and tableware co-branded with Giobagnara. These beautiful everyday objects exemplify Poltrona Frau's commitment to bringing exceptional design into all aspects of living.

Behind the brand's success lies a rich history and a three-pronged business approach encompassing Residential Living, Interiors in Motion for luxury automotive and aviation sectors, and Custom Interiors for prestigious architectural projects worldwide. This holistic vision has established Poltrona Frau as a partner of choice for names like Bugatti, Ferrari, Zaha Hadid Studio, and Foster+Partners.

"The Five Seasons" Collection debuted on April 1st, 2025, at Poltrona Frau's Milan flagship store before rolling out worldwide, offering discerning clients an opportunity to experience Italian luxury that seamlessly blends timeless elegance, modern comfort, and exquisite craftsmanship—truly making the fifth season entirely yours. ■