



A close-up photograph of a hand holding a piece of fabric, overlaid with a semi-transparent orange tint. The hand is positioned on the left side of the frame, with fingers slightly curled. The fabric is draped across the center and right. The background is a soft, out-of-focus light color.

Poltrona Frau Manifesto

Poltrona Frau is a beautiful blend of heritage, elegant creativity,
handwork, and the finest materials.

It is quintessentially Italian.



What We Do
(Our Mission)

Founded in 1912, the brand has three distinct dimensions.

We handcraft design furniture and accessories for living well.

We develop custom interiors for memorable experiences in private and public spaces.

We elevate the enjoyment and comfort of travel and mobility
with high-end upholstery and interiors.

A collection of design tools including pens, pencils, scissors, and sketches on a desk. The background is a light, monochromatic image of a workspace with various drawing instruments and papers scattered across a wooden surface. The text is overlaid on this background.

Why We Exist (Our Purpose)

We exist to craft unique design solutions for living life's most memorable moments.

A woman is sitting in a modern, light-colored armchair, reading a book. She is wearing a light-colored, textured sweater and matching pants. The room is minimalist, with a large, dark, abstract sculpture on the left and a low, dark wooden shelving unit on the right. The overall atmosphere is calm and sophisticated.

What We Want To Be
(Our Ambition)

We want to be the world's most desirable lifestyle design brand.

The dimensions of the Brand

Residential living
Special by handcraft

Custom Interiors
Unique by customization

Poltrona Frau In Motion
Innovative by nature

The Attributes of the Brand, across all 3 Dimensions

Heritage

Born and made in Italy, since 1912.

Timeless

Many have expressed our story in designs with staying power.

Durable

Our solutions and products are made to last generations.

Unique

Every solution and product is an original expression of functionality, craft and design.

Innovative

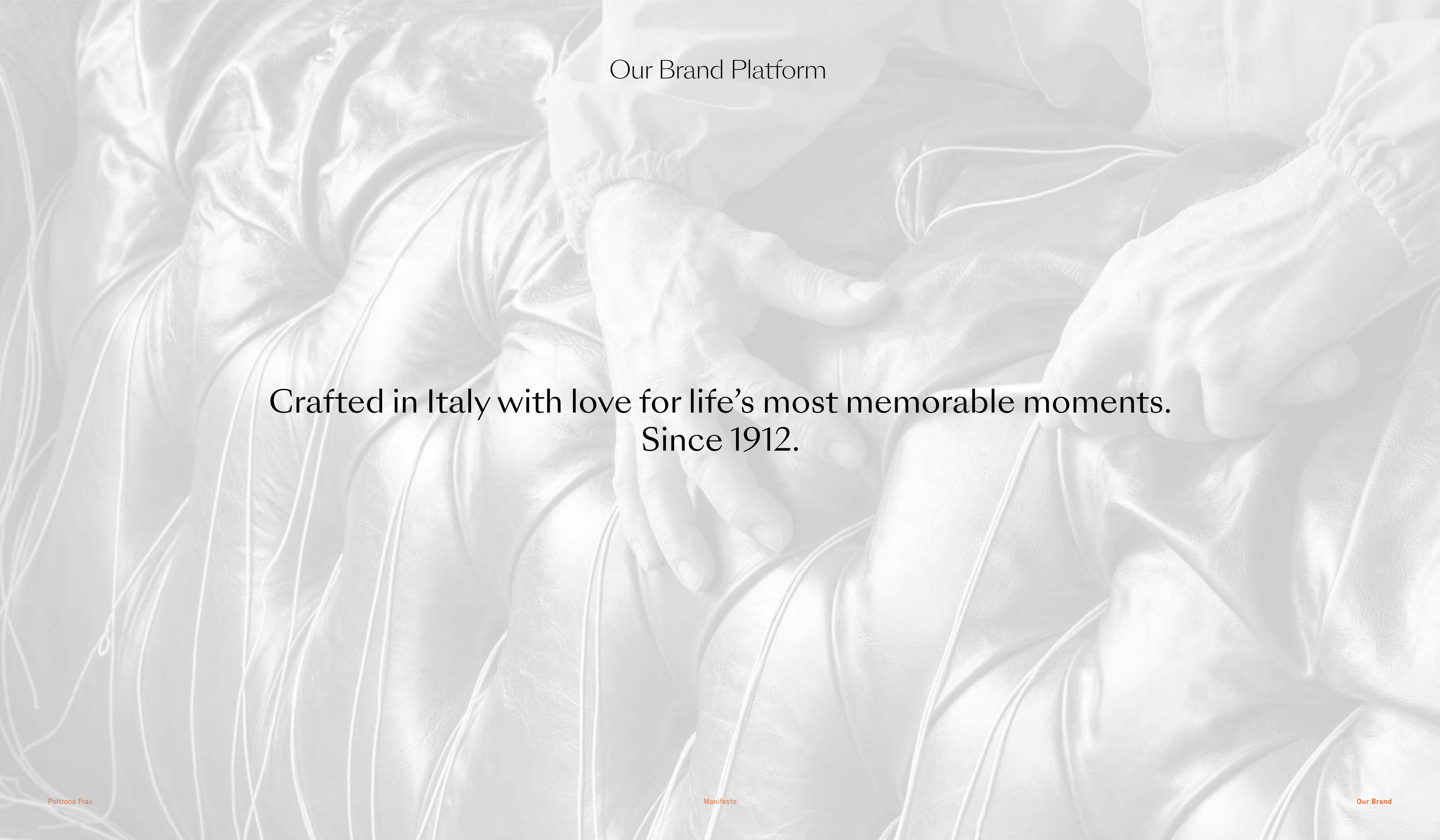
We are over a century old but we still invent for our future, based on both powerful ideas and continuous research & development.

Handcrafted

We use the most advanced technology in the world: our hands.

Sustainable

We improve the environments we live in with production processes and only the finest noble materials that support the circular economy.



Our Brand Platform

Crafted in Italy with love for life's most memorable moments.
Since 1912.

Our People

Generations of skilled artisans have transferred down from one generation to the next their unique expertise that is rooted in a centenary tradition of Italian craftsmanship.

This, coupled with the expertise of architects and engineers, allows us to create exclusive living solutions that enrich people's lives with taste, quality and comfort.

The passion and dedication of our people are our most valuable assets that can secure a future of success and growth.

Our Materials

Only noble materials such as leather, wood, marble, metals and fabrics with the finest natural fibres are used to craft Poltrona Frau products

Leathership® is the word that encompasses the sense of a long lasting expertise coupled with continuous research and innovation to stand always as the beacon in the industry.

Each material is carefully selected and sourced based on technical, functional and emotional characteristics to ensure every product is durable, optimized in weight and manufactured with advanced processes that are sustainable for the environment and long lasting for the customer.

Thanks to these technological processes specifically designed for the brand and special finishes make these materials “proprietary” that are unique to Poltrona Frau.



Our Stakeholders

Our customers

Our dealers

Our designers

The architects and designers Community

The press and media community

Public & private institutions

The academic community

Our Suppliers

Our team

Our followers both on and off-line

Our shareholders

Poltrona Frau is a proud member of the Lifestyle Design Group and Haworth Inc.

2025 Manifesto

© POLTRONA FRAU 2025

Company with certified Quality Management System in accordance with ISO 9001, certified Environmental Management System in accordance with ISO 14001, certified Occupational Health and Safety Management System in accordance with BS OHSAS 18001, certified Chain of Custody System in accordance with Forest Stewardship Council® FSC-STD-40-004 (FSC-C153281).

Company subject to management and co-ordination of Haworth Italy Holding S.r.l.

CONTACTS

Poltrona Frau S.p.A
Via Sandro Pertini, 22 62029 Tolentino MC Italy
Tel. +39 0733 909.1 Fax +39 0733 909246

www.poltronafrau.com

