



Poltrona Frau Manifesto



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

It is quintessentially Italian.

Poltrona Frau Manifesto

Our Vision

Be globally recognized
as the undisputed excellence
in crafting leather upholstered
objects for homes, public spaces
and travel environments.

We create understated and elegant objects inspired by tradition and projected into the future to offer living solutions and guarantee the emotional and aspirational needs of a refined and sophisticated international clientele.

We have history and expertise.

We are an ambassador for the tradition of Italian craftsmanship.

We carry out stylistic and technical research.

Our key material is leather.

Since more than one century our quality products are used to furnish homes, offices, places of interaction, travel environments.

Our Mission

Our Positio- ning

We look at international markets positioning ourselves as a high-end aspirational Brand.

We stand out and we are acknowledged for our excellent handcraft, for the high quality of our materials, for our aesthetic sensibility and comfort and for the reliability of our services.

Heritage

We have a great future behind us.

Timeless products

Many have written our story,
this is what makes it so unique.

International flair

Born in Italy and raised around the world.

Innovation and research

We are over 100 years old
but we still think about our future.

Attention to detail

For us, quality always comes first.

Craftsmanship

we use the most advanced technology
in the world: our hands

Sustainability

we try to improve all environments,
including the one we live in.

Our Values

Through a constant innovation of tradition, we design and produce high-end sofas and armchairs, beds, storage units, cabinets, chairs, tables, furnishing accessories, directional systems, offering tastefully furnished environments that reflect the personality of those that use them. At home, at work, during leisure time, when travelling.

Our evolution over time, designing and creating products with a classical decorative or international contemporary taste, has made it possible to develop a distinctive lifestyle concept.

Our Offering

Our Materials

Natural materials (leather, wood, marble, metal etc.), without embellishments, used in such a way as to enhance and emphasise their quintessential qualities.

Made unique by finishes and technologically advanced processes specifically designed for the brand to make them “proprietary” design materials.

A process that strives to create unique categories of materials which, like Pelle Frau[®], might become registered trademarks: Legno Frau[®], Marmo Frau[®] etc.

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.

Generations of skilled artisans have transferred down from parents to children their unique expertise rooted in a centenary tradition of Italian craftsmanship to re-create every day the beauty of exclusive objects that enrich people's lives with taste, quality and comfort.

The passion and dedication of our people is the biggest asset of our Brand and guarantee for a future of success and growth.

Our People

We have established a honest
and long-lasting relationship with:

Our clients

Our dealers

Our designers

The A&D Community

The press and media community

Our Suppliers

Our team

Our communities

Our shareholders

Our Stake- holders

Poltrona

Frau

Means

Leathership[®] — vs — Materials that serve no purpose
(leadership in leather)
and excellent materials

Intelligence in our hands — vs — Standardisation and fashion
philosophy

Cross-cultural approach — vs — Self-referencing
International mindset

Stratification of experiences — vs — Story without values, total look,
Cultural layering luxury and ostentation

Open vision — vs — Just one genre, out of touch

Expertise — vs — Innovation for innovation's sake,
form without function

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