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A T T H E

A L T A R

of

authenticity



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crafted legacy

For over a century, Poltrona Frau has been crafting furniture that tells a story of heritage, authenticity, and innovation

In a world that constantly adapts and transforms, some creations endure — not by resisting change but by embracing it with intention. Poltrona Frau, founded in 1912, exemplifies this philosophy. Over more than a century, the brand has set a benchmark in the art of Italian furniture-making, creating designs that blend tradition and modernity into people's lives.

At the heart of Poltrona Frau's legacy is its Leathership® philosophy, which reflects over a hundred years of expertise with Pelle Frau® leather. This journey begins with carefully sourced raw materials and culminates in their transformation at the Tolentino factory in Italy. Here, more than 450 artisans — some with decades of experience — bring extraordinary skill to each creation. "Great design isn't just about how it looks," says Nicola Coropulis, CEO, Poltrona Frau. "It's about creating pieces that genuinely fit into people's lives. Each stitch and curve tells a story." This detailed attention extends to the materials and processes that define the brand's work. Poltrona Frau introduced Pelle Frau® Impact Less leather in 2022, a chrome-free material that reduces water consumption and chemical emissions. By pairing this with FSC-certified wood, the brand underscores its commitment to crafting responsibly. "Sustainability isn't just about the materials we choose — it's about creating with intention and care," Nicola explains. Poltrona Frau's designs are a perfect meeting of functionality and artistry. Iconic pieces like the Archibald armchair and GranTorino sofa are coveted by design enthusiasts worldwide, while the Assaya armchair, created in collaboration with Indian-born designer Satyendra Pakhalé, celebrates a harmonious blend of Italian craftsmanship and Indian creativity. The brand's work on projects like the Nita



Nicola Coropulis, CEO of Poltrona Frau, stands at the helm of a brand known for its century-old legacy in Italian furniture-making

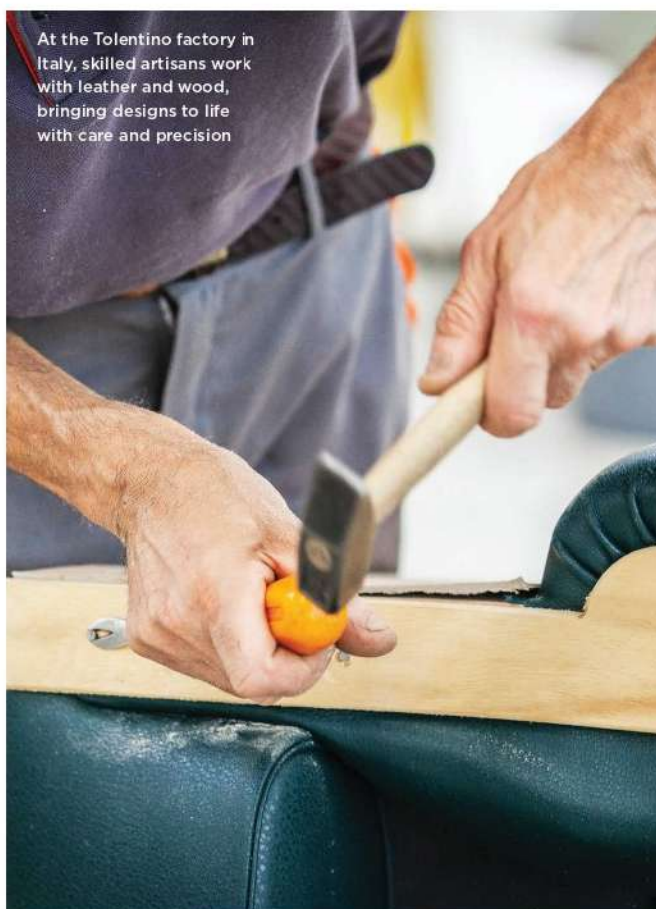
A craftsman shapes the leather, to create a tufted design, with every stitch contributing to the final form



An artisan carefully fits the springs into the chair frame, ensuring balanced support and durability



At the Tolentino factory in Italy, skilled artisans work with leather and wood, bringing designs to life with care and precision



The auditorium at the Nita Mukesh Ambani Cultural Centre (NMACC) features custom seating by Poltrona Frau, showcasing the brand's ability to tailor its designs for large-scale cultural venues

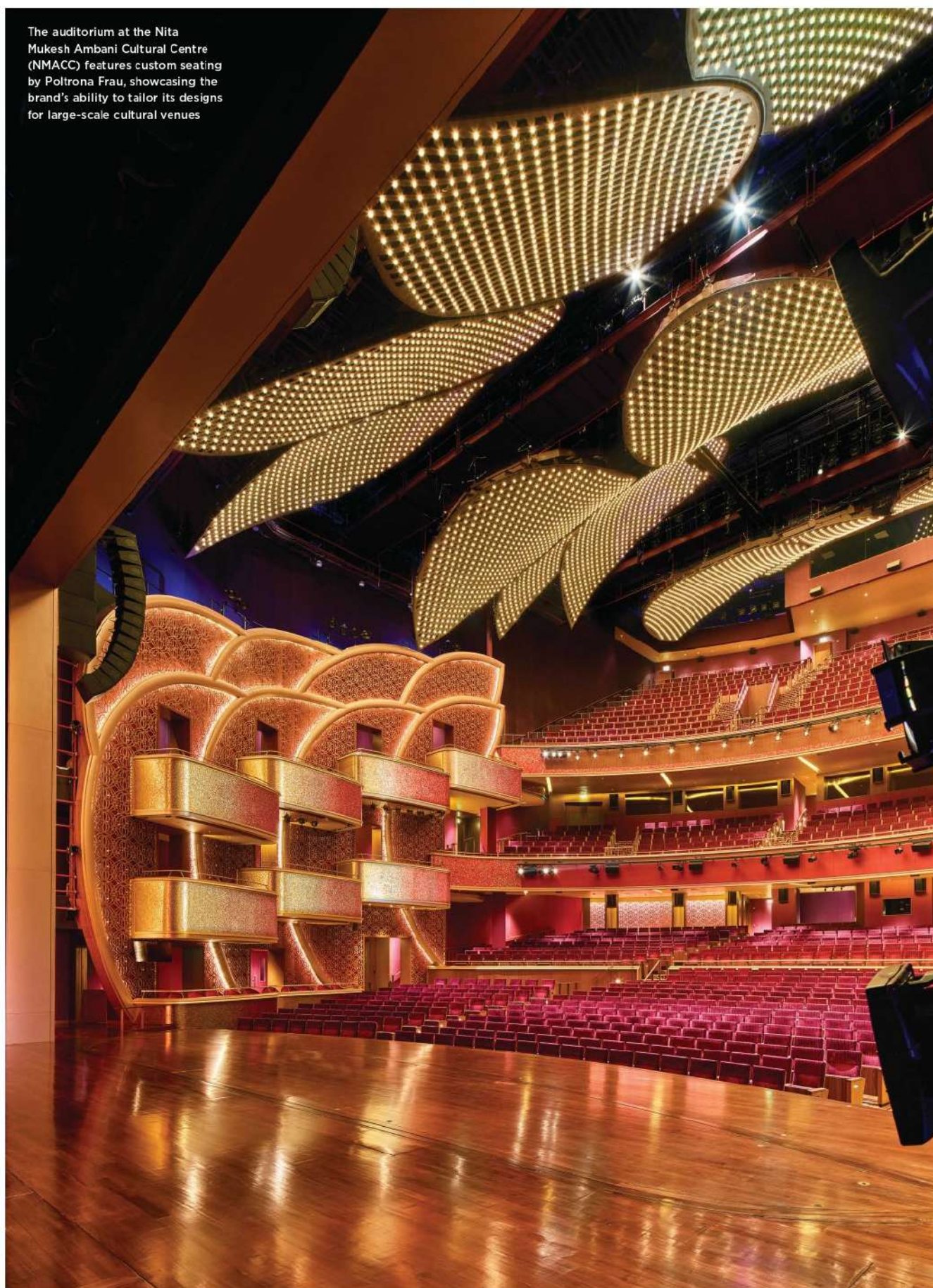


PHOTO HARSHAN THOMPSON



“For us, authenticity means staying true to our roots while always looking forward”

Mukesh Ambani Cultural Centre auditorium is a more recent example of how its expertise seamlessly integrates into both personal and public spaces.

“We want our pieces to bring beauty and comfort into people’s spaces,” Nicola adds, reflecting on the brand’s commitment to making every piece relevant to the lives it touches. Poltrona Frau’s ability to adapt its heritage to suit contemporary interiors makes it a natural fit for Indian homes, whether steeped in tradition or leaning toward modernity. As Poltrona Frau deepens its presence in India, it brings an invitation to experience a legacy of thoughtful craftsmanship. With bespoke solutions, new collections, and expanding stores in major cities, the brand is ensuring its Italian heritage finds a meaningful connection with Indian clients. “For us, authenticity means staying true to our roots while always looking forward,” Nicola concludes. Each Poltrona Frau piece carries the weight of a century of tradition, the hands of skilled artisans, and a vision for the future. ♦ poltronafrau.com