

Designers' Circle

by Poltrona Frau



Welcome to the *Designers' Circle* by Poltrona Frau

The region's first bespoke rewards experience,
crafted exclusively for the world of luxury
furniture and design.

Designers' Circle Member Benefits

1 Personalized Design Support & Dedicated Account Manager

Access expert guidance to bring your creative vision to life with precision and excellence. Enjoy seamless project coordination and tailored service from a single point of contact.



2 Access to Poltrona Frau's E-Learning Platform

Deepen your knowledge of the brand heritage, collaborations with designers, materials, and collections through curated digital training modules.

3 Full Access to the Technical Library

Instantly download product sheets, images, and 2D/3D blocks to support your design process.



4 Priority Access to Exclusive Launches & New Collection Previews

Be the first to discover and specify Poltrona Frau's latest innovations and collaborations. Receive early access to the regional launches and product reveals before the general public.



5 Invitations to VIP Events

Join a curated guest list of designers, architects, and VIP clientele at exclusive brand experiences.

6

Client Meeting Access at Poltrona Frau Showrooms

Book our private meeting room and host your clients in a luxurious setting complete with curated refreshments, with full access to full collections and professional consultation support. Access our updated material kits and physical catalogues to elevate your client presentations and design process.



7

Designer Awards

Receive a special recognition for your project that features Poltrona Frau, Ceccotti Collezioni, or Sahrai, in line with our dedicated reward program.



8

Annual Factory Visit

Join the Top 10 designers recognized for their outstanding partnership and achievements. Experience Italian craftsmanship up close with an exclusive invitation to visit Poltrona Frau factory in Tolentino, Italy.

9

Annual Recognition Ceremony

Join us at the yearly celebration of the Designers' Circle by Poltrona Frau and receive your personalized ID Card, marking your official welcome into the Poltrona Frau family!



10

Become part of the Majid Al Futtaim Ecosystem

Unlock a world of exclusive benefits across the Majid Al Futtaim Lifestyle portfolio, including renowned brands such as Crate & Barrel, CB2, LEGO, Lululemon, and more.

Enroll in our membership today and become part of the Poltrona Frau world.

Submit your inquiry through one of our Poltrona Frau Sales Representatives, by visiting our showrooms, or by contacting our locations in the UAE and KSA.



Poltrona Frau Dubai - Jumeirah Showroom

Mob: +971 56 398 8266

Email: PoltronaFrau.Jumeirah@maf.ae

Location: 653 Jumeirah Road, Umm Suqeim 1, Dubai, UAE



Poltrona Frau Dubai - Mall of Emirates

Mob: +971 5 0565 2344

Email: PoltronaFrau.MOE@maf.ae

Location: Mall of Emirates, Level 2, Fashion Dome, Dubai, UAE



Poltrona Frau Riyadh - Centria Mall

Mob: +966 53 815 6589

Email: PoltronaFrauCentria.KSA@maf.ae

Location: Level 1, Centria Mall, Riyadh, KSA

For commercial projects including FF&E procurement services, please contact us at Projects.PoltronaFrauME@maf.ae



Next steps:

Register with Majid Al Futtaim Lifestyle and sign the Designer Agreement.

Submit the following documents:

- Copy of Valid ID
- Trade License
- Bank details on official bank letterhead
- Tax Registration Number and VAT Certificate



Join us in shaping the future of design
through a legacy built over 100 years —
welcome to the Poltrona Frau family!



CECCOTTI COLLEZIONI