

Frag

dal 1921

A Short Story
to tell
a long
history

More Than a Century of History

Since 1921 in Udine - Italy.

A family tradition.

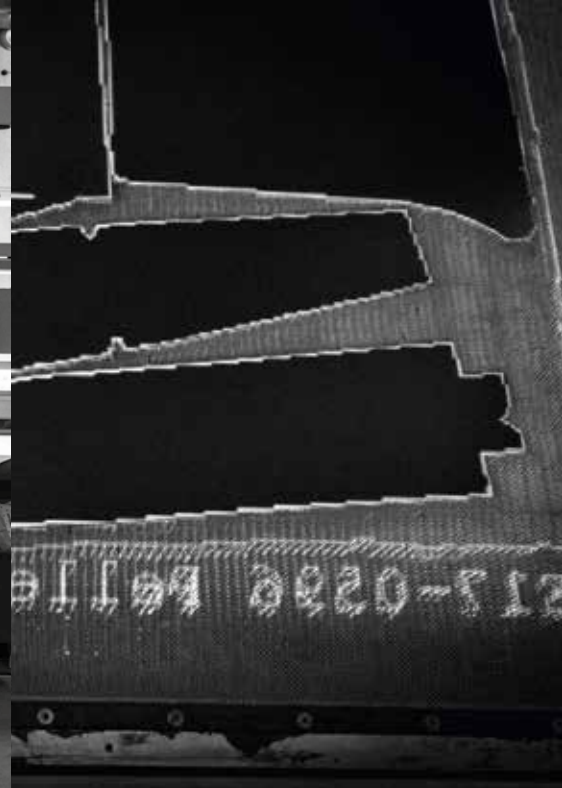
Treating leather with dedication, passion and
mastery to achieve a unique expertise.





A cultural and technical heritage driven
by continuous research and a unique expertise
in leather.

State of the art equipment combined with
artisanal care for detail and a technologically
advanced manufacturing process.





Our Dna

Our Dna

Handwork is an essential part of the process.

Precision craftsmanship and an obsessive attention to detail are part of our DNA.





Our Dna

Our work starts with a careful selection of the leather hides.

Two types of saddle leathers (Full grain leather and Saddle leather) for more than 40 colour tones.

Six families of leathers (Full Grain Aniline leather, Giotto leather, Tiepolo leather, Raffaello leather, Michelangelo nabuk, Leonardo leather) for more than 80 colour tones.

07-802

07-800

07-808

PE15-0875
PR7220019C
PELLE ARR.#07-715
FIAMMA

PE15-0839
PR7220019C
PELLE ARR.#07-715
FIAMMA

PE17-0807
PR620019C
PELLE ARR.#07-712
ROSSO CHILE

PE17-0287
PR7120019CW
PELLE ARR.#07-712
ROSSO CHILE

PE15-1450
PR7150019CX
PELLE ARR.#07-715
FIAMMA

PE14-0967
PR606001RPS
PELLE ARR.#07-606
CASTAGNA

Our Dna

Thanks to our technical and stylistic specialisation we transform these traditional materials into contemporary, functional and unique products.

Saddle Leather is skillfully processed to assume a functional, aesthetic and structural value.

Supple leather treated with dexterity becomes much more than mere upholstery.





Our Dna

Not only leather:
a deep knowledge of different materials that
combine with leather or stand alone:

Marble
Wood
Metal
Glass
Textiles

Our Dna

Quality control

Every product is carefully checked before shipment and is assigned a serial number. This number tracks the history of the product, and we can trace the order up to the leather hide with which it was upholstered.

Packaging plays a major role in handling leather goods so we have studied the best solutions to reduce delivery issues to the minimum.

Quality is also after sales and customer care: we are committed to this and have a dedicated department to provide the quickest and best possible service.



Our Dna

Innovative shapes and contemporary lines.

Compositions and combinations of materials,
style and colour.

An international language that represents the
quality in craftsmanship and in design for
which Italian products are known.

We create not just furniture but aesthetic
inspirations for public spaces and a world
of refined and contemporary domestic
landscapes.



Our Dna

We benefit from the inspired contribution of some of the most internationally acclaimed designers as well as emerging ones, such as Christoph Pillet, Gordon Guillaumier, Mist-o, Luis Arrivillaga.

Our research and development department is always ready to implement and industrialize even the most arduous projects.



The
Collection

The Collection

An extended collection of exclusive products
stylistically consistent and coherent.

Elegant, timeless pieces, with a top notch
design, rich of details manufactured and
handcrafted in a unique way.

A range of products which is
suitable for every part of the house,
except bathrooms, which includes:

chairs(side and armchairs)

chairs with casters

stools

tables

desks

sofas

lounge chairs

poufs

occasional tables

libraries

complements





The Collection

Chairs

Are our core competence: one of the most extensive and elegant range in leather for the upscale international design market.

Ergonomics, amazing design and quality up to the smallest detail are a common feature of the collection.

Suitable both for the domestic and contract market.

Easy to place in ambiances with different styles.



The Collection

Chairs With Casters

A collection for the home office, executive offices, meeting rooms and co-working spaces.

State of the art mechanisms.

A comfortable seating experience.



The Collection

Stools

An extensive collection that includes every possible solution: swivel, height adjustable, with four legs, with or without armrests, low, high or no backrest, metal or leather legs.

Bars, restaurants, office counter, home counters, a product range for different settings.



The Collection

Tables

Our range of tables is studied to be not only the visual central point of a dining room but to perfectly fit with our collection of chairs.

Structures in different finishings of metal/ woods/and our leathers.

Different tops in marble, woods glasses, concrete effects for different needs or tastes.

Various dimensions for bigger or smaller spaces for executive offices, meeting rooms or unique dining rooms.





The Collection

Desks

For big or small home offices, with the sartorial details of saddle leather which enhance the Frag quality.

The whole range of Frag leather colours are applicable.



The Collection

Sofas

The newest addition to the product range but already with a success story behind it.

Out of the ordinary lines enhance the potential of supple leather in becoming the central point of the living area.

An exclusive collection of fabric is offered to multiply the possibility of customization.

Different sizes along with modular elements allow for the use of these products both in the domestic as well as in public areas (waiting areas, lounges, co-working spaces).

Ergonomics, comfort, softness are the core of each and every product.



The Collection

Lounge Chairs

A wide variety of products in a number of different finishes: saddle leather, supple leather or fabric. Structures in wood or metal, exposed or completely upholstered.

From the typical low-back club chairs to imposing bergeres, from the generous sized armchairs to the more compact ones, with a swivel base or very different types of legs, each model has a very specific character.

Lounges, bars, hotel lounges and rooms, restaurants, ships, yachts, shops and showrooms, offices and private homes are all possible locations for a Frag lounge chair. The range combines perfectly with all the products studied by Frag for the living room, starting from the sofas.





The Collection

Poufs

A small range of products that are in perfect synergy with the sofas and lounge chairs, to complete the range but also as designer pieces to complete and enhance pre-existing spaces.



The Collection

Occasional Tables

A range in different sizes and heights, all with a number of tops ranging from different marble to wood, or lacquered mdf with concrete effect or even saddle leather.

Some very iconic pieces studied to make occasional tables the highlight of a living room.





The Collection

Bookcases

Bookcases are for us a way to define our soul and our understanding of space, therefore we have studied two stand-alone solutions in which the design is underlined by the leather details, the metal frame and the interaction of these two materials. The handcrafted details are a hymn to the total quality of Frag.



The Collection

Complements

Sideboards, cupboards, daybeds, valet stands and beds are the pieces, all studied around the concept of leather, that complete the collection.

Thought to work as stand-alone pieces or, even better, within a Frag environment, they underline the richness, elegance and quality that are the distinctive elements of our company's Dna.





Contract

Contract

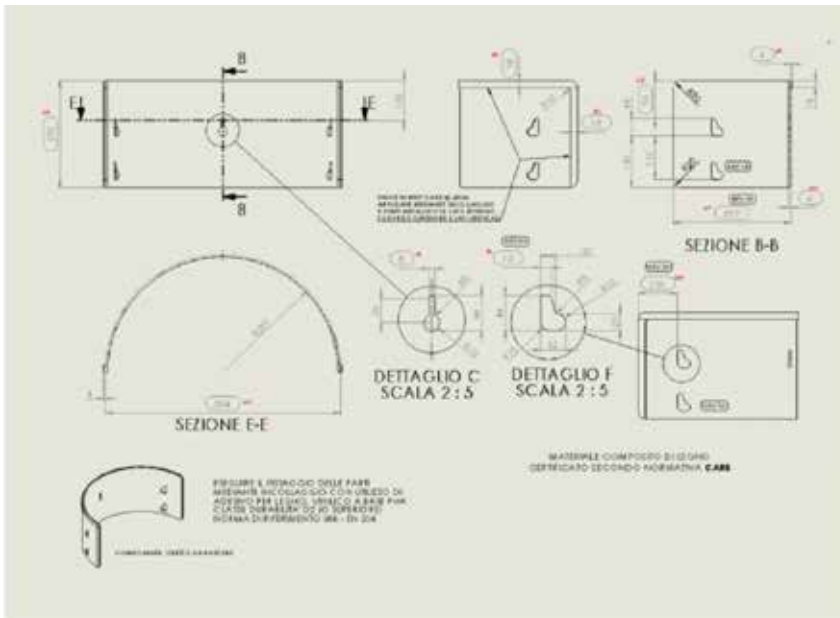
Between Serial And Bespoke Products

The expertise gained by Frag in almost a century of business and advanced manufacturing technologies are made available to architects, decorators, interior designers and developers.

Frag's significant experience and versatile structure ensure a commitment to consistent support in all stages of the process, from initial design to post-sales service.



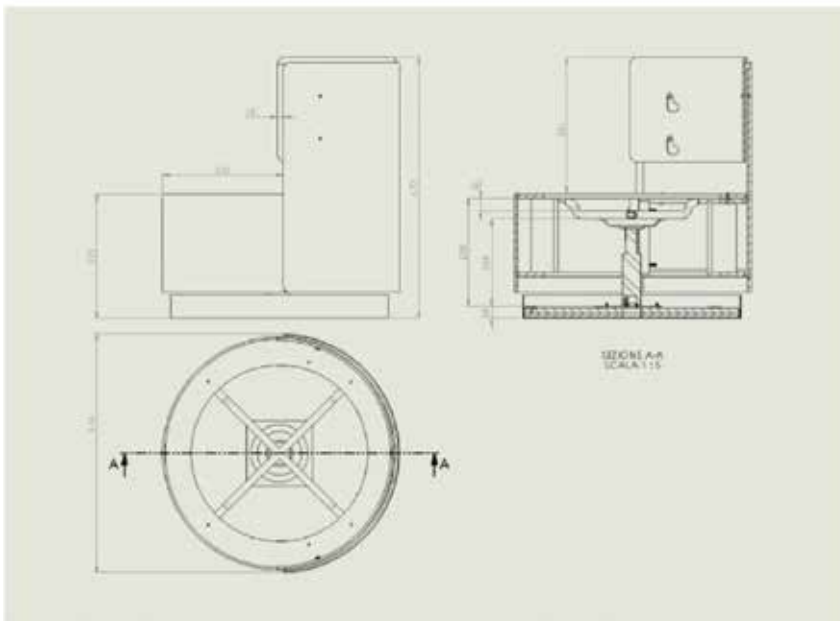
Contract



We guarantee a dedicated, tailored and highly professional contract service.

Moreover, the company offers a specialized contract service for full personalisation of catalogue items, the so called “customised serial products”.

The company’s “Tailor Made” service offers ad hoc products to specific designs. Frag’s expertise, familiarity with project work, and ability to work with a range of materials and upholsteries make it the ideal partner for custom creations.



Contract

Frag's commitment to precise and punctual manufacturing processes has developed over time to encompass checks, verifications and certifications that regularly attest the quality of the company's product.

Upon request, the company can perform any tests and trials required for certification of customised and bespoke products.



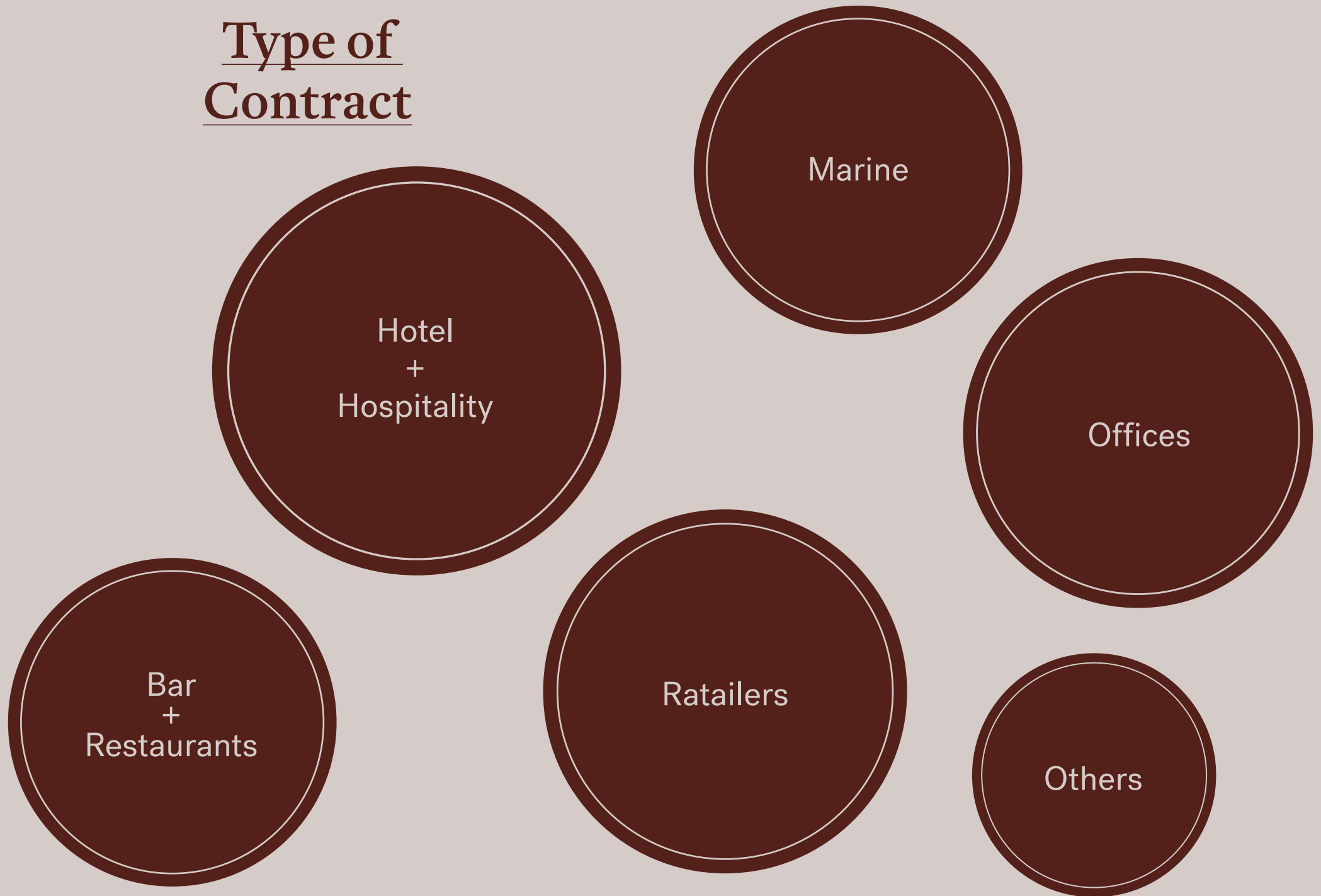
→ Certificati da / Certified by:

CATAS[®]



Il marchio della
gestione forestale
responsabile

Type of Contract



Some References

Hotels

Atlantic Hotel Bremen, Germany
Grand Hotel Tyson, Las Vegas, Usa
Jeju Grand Hotel, South Korea
Hotel La Finca Golf, Algorfa (Alicante), Spain
Hotel Wulfenia, Austria
Port Baku Residence, Baku, Azerbaijan
Soho Grand Hotel, Azov, Russia
Pullman Hotel Tour Eiffel, France

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Restaurants

Rica Nidelven Hotel, Trondheim, Norway
Camping Relax Haller, Luxembourg
Rica Seilet Hotel, Molde, Norway
Galvin At Centurion Club, Uk
Hongger Hor, Switzerland
Sartory Restaurant, Germany

...

Marine

Sanlorenzo Yacht
Lagoon Seventy7, Nauta Design
Norwegian Epic, Usa
Cantieri Navali Falcon
Carnival
Costa Crociere
Heesen Yachtbuilder

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Shops

Etam, France
Mauboussin Sas, France

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Offices and Corporate

Diagio Ltd., Uk
Novartis, Switzerland
Rabobank Group, Holland

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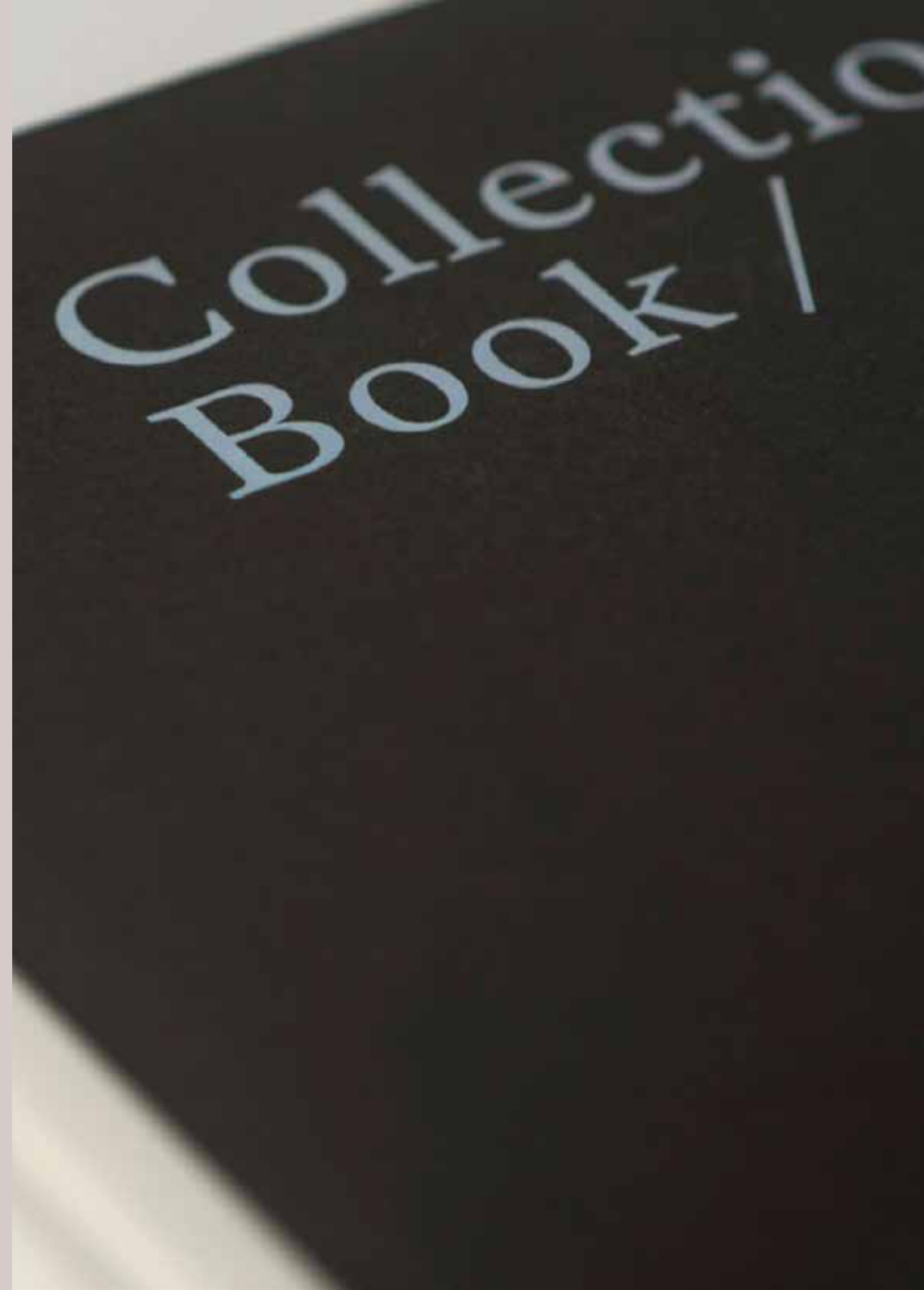
Marketing Tools

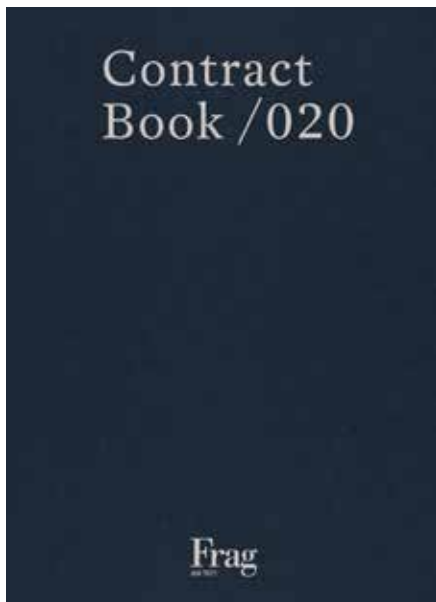
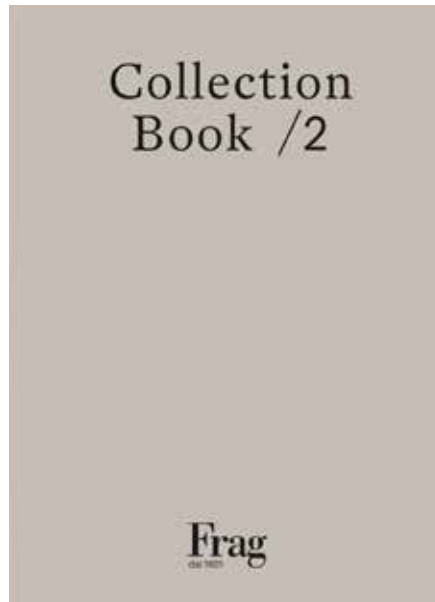
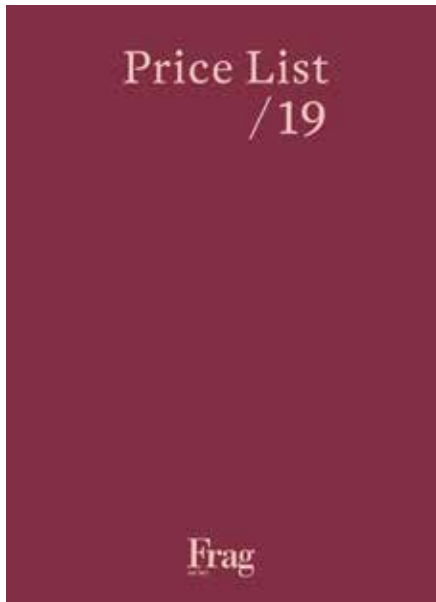
Marketing
Tools

Catalogue

Our Collection book with almost 300 pages in which each and every product is photographed in still life and in some of the most thrilling locations, a project by the most acclaimed Italian graphic designers, photographers and stylists.

A small introduction with a company reportage, a chapter dedicated to contract as well as one about all technical details and naturally the biggest section dedicated to our collection: a unique working, communication and image tool.





Marketing Tools

Other Catalogues

The very useful «Resume», provides an overview of our collection at a glance.

A visual price list studied to provide comprehensive information about the single items, not only about the price, but an image, a description, along with dimensions, weight and packaging details.

A contract book: a catalogue that illustrates the unique way Frag deals with the projects and some references.

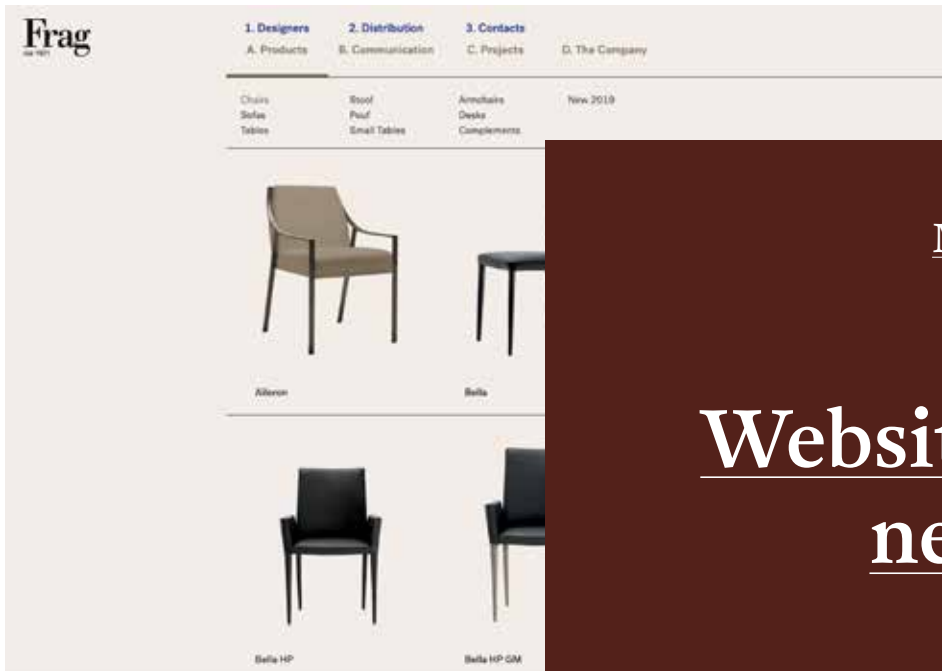
Marketing Tools

Sample case

A complete set of samples of all leathers, fabrics, metal, wood, and any other material or finishing available in our collection in each and every colour.

The box has been studied to contain also all the printed material in order to have everything at hand and in order.



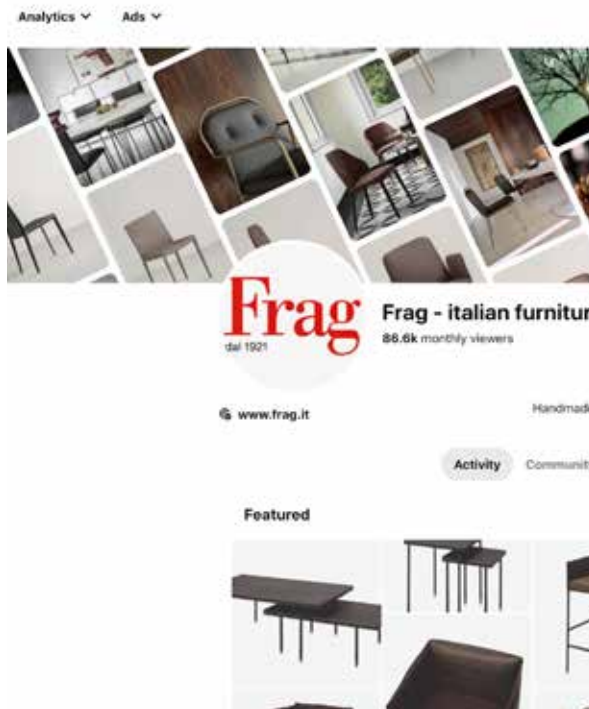
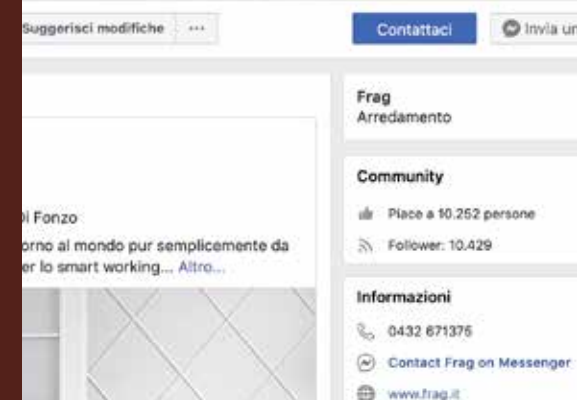


Marketing Tools

Website and social networks

A website with all the possible information about the products, technical details, 2D/3D library, materials charts and how they apply to the different products, company news, distribution, download links to the social networks and many more features all to discover.

A new important investment in social media communication, from Instagram to Facebook, from We Chat to Pinterest and Youtube are all part of our daily marketing plan.





*objects that live in **harmony***

Marketing
Tools

Video Corporate



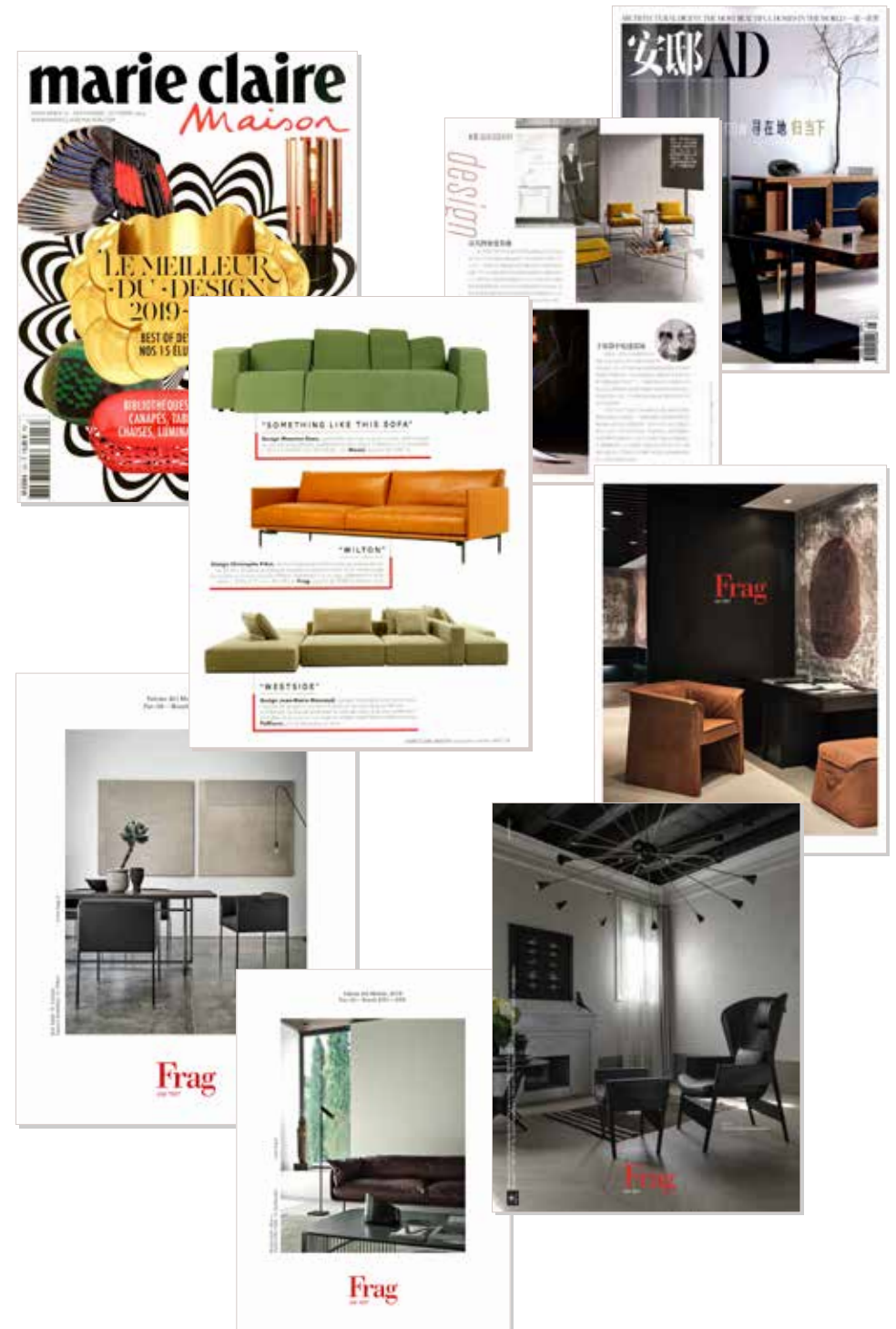
Marketing
Tools

Communication

Promotion and advertising campaigns studied with amazing visuals to get the maximum return on investments, dedicated to very specific target groups.

A press and p.r. office to promote our brand, our initiatives and our products worldwide, with some impressive press clips to be seen on the website.

A monthly newsletter with all the latest news, sent to a defined mailing list of architects, developers, journalists and influencers.



Marketing Tools

Presentations for architects and distributors dedicated to different subjects, from company news to new collections, as well as more specific for the hospitality or nautical market.



Marketing Tools

Stanze /Store Manual

Frag
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A special presentation is «The Room» dedicated to our distributors, where we present room settings (living rooms and dining rooms) via renderings and plans with a detailed descriptions of the products and the finishings.

A useful tool to create an in-shop living Space coherent with Frag total look.

The presentation will be supported by promotional materials to enhance the presence of Frag in the shop, from window logo stickers to banners, from display cases to carpets and styling.



Marketing Tools

Salone del Mobile

Absolutely the place to be if you are involved in furniture - and we are there! But we are not just there, we are in one of the most important pavillons, to highlight our total belief in design and quality, next to Knoll, Zanotta, Kartell, Molteni, Vitra, etc.

More than 200 sqm of booth, a project now carried on for more than 10 years by Ferruccio Laviani, one of the most acclaimed designers and architects on the scene (Flos, Kartell, Foscarni, Molteni, Dolce&Gabbana, Piper etc)

Marketing Tools

Every year we create a brand new booth, a new environment for our new collections to inspire our customers and to show our total look, our idea of living the home.

A fil rouge in more than a decade, that describes the success and the development of our brand, not only business wise but as a major subject that defines the guidelines of furniture design.

We have also attended the Salone del Mobile in Shanghai for the last couple of years, also as a major player in a market that we feel is becoming very important.



Marketing
Tools

Events, Openings
Comarketing

Whether studied by us or by some of our clients we give all our support in creating a unique event: from the design of the invitations to the layout, from the press kit to the promotion we are a present to maximize the result.

Over time we have developed and are always open to develop new opportunities new partnerships with other companies or institutions, starting from product placement to more complex comarketing events.



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