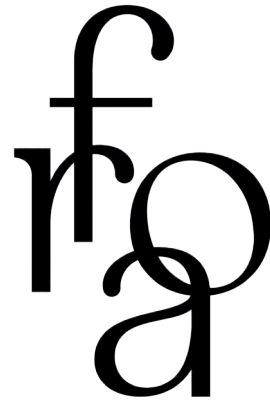




froa

CRAFTED FOR LIFE



Crafted for Life

Over the decades, behaviors of people have altered in many aspects, yet the demand for comfort in a living environment and the delight of living in a welcoming well-designed atmosphere have not changed.

Froa Collection is “Crafted for Life” and offers comfort, refined aesthetic and contemporary elegance in tune with the living environment.

Collaboration with prestigious creative professionals and combining their individual distinctive designs in a coherent way to form a harmonized contemporary and elegant collection is the essence of Froa Style.

While offering a range of finely crafted products that are congruent with each other perfectly, the choices of color, fabric, leather, wood, metal, marble, glass and dimension make each product exclusively designed for you.

Froa provides a timeless design rather than short-term enticing fashion trends, superior quality in craftsmanship, the best materials, technical excellence, and the latest production technologies for increasing the lifespan and absolute quality of each product. In essence, starting from the concept design up to the last stitch, we are working for ensuring quality and sustainability. Froa is crafting for life and caring about the world we live in.

Enjoy the welcoming comfort and style of Froa!

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north
by christophe pillet





North is a symbol of the contemporary concept of living space products incorporating sensual elegance, technology and comfort. It is a harmonious union of different materials which are combined as the essential elements of the product. A tubular metal frame, upholstered soft seat and backrest cushions, padded leather armrests, padded backrest fixed with concealed fittings and seat base plate with leather details are unified in tune and North comes to life with its elegant design.

west
by christophe pillet





West is a balanced combination of contemporary and vague traditional styles. The curved armrest, clean details of the backrest, and longitudinally positioned metal base frame are accompanied by the welcoming comfort of West. Its sculptural and aesthetic design, ergonomic shape, and distinctive comfort make it compatible with every living area and able to meet a wide range of design tastes.





Vaina is a modular sofa with organic and soft shapes. Its particular backrest shape gives personality and comfort to the modules. To fit every ambience and feel embraced in any occasion.

envelope
by favaretto&partners





Envelope is a sofa system featuring curved forms keeping the rigorosity of elegant sofa. Inspired by simplicity of an envelope closing way, these sofa is available for any space, giving a feeling of home comfort. Soft, enveloping lines, composed by various modules with which to create linear and or island compositions. Envelope is characterised by the stitching on sit ad back than enfatize the softness shapes and depths.

skate
by favaretto&partners





Skate because is versaliles and fast to change shape and direction. Upholstered soft elements; seats, backrests and armrests thought as cushions located on a solid wood platform sospensed from the floor. Idea was to give lightness to a rigorouse and round shape but in the same time heavy cushions, never losing the extreme comfort. Using different materials in this case wolid wood for the basament, precius fabrics foe cushions and marble for the table integrate on the base. Stong personalities and hestetics elements are the two strips on the cushions than recall the wooden slats of the basament.

ruhe
by rüya akyol





Ruhe Sofa is more than a sofa with its creative modules and accessories. It is designed to create a serene living unit with comfortable seating, smart side table and compact storage options. With over 20 modules it gives the user all the flexibility they need to create their own sofa.

lille
by rüya akyol





Simple but particular. Universal but original. Lille is a compact sofa that creates a cozy environment around itself wherever it is placed. Its rounded cushions are carried by four elegant wooden legs to give a light look.



Kimo range is inspired by the elegant lines and gentle curves of a comfortable tailored cloth. The collection features a minimalist yet curvaceous silhouette, carefully crafted to provide ergonomics, while maintaining a strong character which blends with any space.



Embrace forms that evoke serenity and tranquility, inviting individuals to experience a harmonious blend of aesthetics and functionality within their living spaces. The main character of the range is based on the inner inviting space in contrast with the strong and bold outer surface.

hana
by gower+woolf



Hana is an armchair characterized by its outlining slender wood frame exposed to view from every angle. The combination of superior woodworking technique, gentle and clean design of the shell, upholstery details and soft cushions give the design a contemporary look. Hana has a graceful silhouette and is a perfect complementary product for every living area.

zante
by david fox



Casual settings that support collaboration are among the most popular spots in all living atmospheres. Zante brings comfort and a distinctive aesthetic to any environment. Three back sizes built upon a common base provide a range of functional choices, while the crisp lines take upholstery beautifully. With functionality for the open plan in mind, designed with an emphasis on form and craft. Features the same simple and elegant detailing as the other pieces, all with its trademark hint of edginess.



Juno is a family of chair and armchair having a sense of proportion and soft contours. A compact and refined armchair which is complementing many interiors with its soft lines. Its functional purity and soft cushions resting inside its aesthetic and ergonomic frame ensure effortless seating comfort. Its upholstered curved shell and finely crafted solid wood legs make Juno a symbol of contemporary design and fit for either domestic or hospitality settings.



Juno is a family of chair and armchair having a sense of proportion and soft contours. A charming chair with rounded edges, soft and inviting seating comfort, and finely crafted solid wood legs make it suitable for any dining table or desk. A wide range of upholstery, color, and finish options allow you to customize your own furniture.



Lapelle chairs, with or without armrests, pair perfectly with all the dining tables. The aesthetic solid wood structure elongates through the backrest and supports the backrest with its fine-crafted horn design. The backrest padding offers a premium comfort and modern expression. Its distinct design is embraced with superior quality and Lapelle provides you with a wide choice of materials for customizing as per your own design taste.



Lapelle is a family composing of armchair, chairs, dining table, and coffee table. Family is designed by David Fox, where you can fill the space with different combinations. Perfection that adapts to any environment with its embracing structure and unusual back structure. Its padded and upholstered underlying shell, rounded form and well-balanced proportions offer elegance and premium comfort. Distinguished by its characterized curved form which is perfected through handcrafted detailing.



The round and welcoming shape of the Bussola armchair invites you to sit down and relax. It offers maximum comfort in a contemporary and minimalistic design that suits all kinds of environments. Even a small room can fit this compact and versatile lounge chair that will be an elegant addition to the interior design.

marina
by yonoh creative studio



Marina is a new concept inspired by the sea, in the organic forms it generates. Quality craftsmanship, precise lines and refined details are the key terms of the new seating system designed by Yonoh Studio, in a range of finishes. It's the ideal chair to distinguish contemporary settings such as lounge areas, waiting rooms, cosy seating areas.



I was curious to explore how multiple figurations of metal profiles could be utilised on the same piece, manipulating their own distinct properties to create a visually thin but structurally robust architecture. After many iterations we settled on a final framework disposition that creates a stage for the seat and back components, combining their approachable forms to give the chair generous warmth and a welcoming character, making a great addition to any residential, dining and flexible workspaces.



north chair

by christophe pillet



North chair is inspired from North sofa. Its distinctive feature is the leather details connecting the seat, backrests and armrests to the tubular metal frame. North chair has also a tempting design, inviting comfort in a similar fashion. Its precise and clean design details are another symbol that identifies the entire range of North collection.

solo x
by studio deberenn



The conical base underneath gives SOLO X the appearance of floating, yet giving a stable placing towards the ground. It offers a useful support top in lounge areas, residential and contract use adding value to the whole space with its refined design. The choice among different materials and colors available for the top and base leaves the imagination free.

igbubu&balance

by emma robson



Combined with a quality natural marble top plate with beautiful dynamic stripes, it gives off a gorgeous and profound presence like a solemn temple. This design, which you can add to your life with different sizes and versions, will add peace to the environment with its mystical structure.

Each Balance has its own unique pattern, texture and color transitions coming from the naturalness of the tree. This ensures that each product comes to life with a different identity.

virvel
by rüya akyol



Virvel coffee and side tables are designed to be the gem of the living room. They are both decorative and minimal at the same time. Curves of the legs are inspired by the whirlpools' spiral movement in the water. Each table has one single curved metal leg repeated to create the supportive structure.

yay
by favaretto&partners



Piece by piece and this is how the Yay tables collection was born. Easy shape starting from the most sweet shape ever... the cakes! Solid wood as main material, the pieces are joined each other from metal tube powder coated in black finishes. Yay tables are available from the dining table for home and cafeteria till the lounges area with two sizes of side table.



Garsa are small side tables designed to be combined and create spaces with a fractal aesthetic. The bases of each table are inspired by the legs of flamingos and how they perch in the lagoons.

lIsto

by yonoh creative studio



Llsto is a collection of side tables in different sizes that combine with each other. The most interesting thing about this collection is the double board of each piece. Each table is made entirely of metal, but each one has a second surface in another material (wood or marble) that serves as a completely smooth surface. This double surface creates a very interesting asymmetry of circles.

tiramisu
by rüya akyol



Tiramisu pouf family is an iconic companion to any living setup. Thanks to its silhouette it is easy to grasp and move around. It comes in different sizes with a cushion or tray top. It can be used to welcome your guests thanks to its wide seating, or simply as a side table with its wooden table top options.



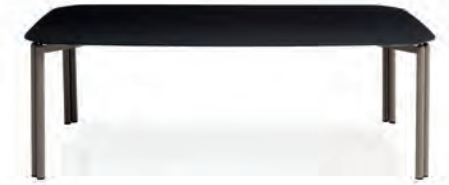
Contemporary lines meet the dining table. The legs rise from a square to a full sphere. The two identical sculptural legs holding an oval table top with a consistent and supportive metal structure to create the iconic piece in the dining room. The legs can be covered in textile or leather to match with the rest of the living room.

arko
by rüya akyol



Arko dining table is inspired from the old italian architecture and interpreted with a scandinavian design language. With its four identical legs it creates various arcs from different angles. Simple yet detailed legs are soft and rounded from outside, sharp and strong from inside creating a solid appearance.

tvin
by rüya akyol



A new interpretation of a four legged dining table. In each corner there are two metal twin tubes that allow the structure under the table to connect and hide. Corners of the tabletop follow the legs and create a unique silhouette.

fold
by studio deberenn



The potential to change according to every size and area challenges your imagination. It adds a soft and airy look and a homely feel as a nice contrast to the robustness. Powder coated metal elements come in different heights and a beautiful muted hue. Easy to install and suitable for growing together.

raff

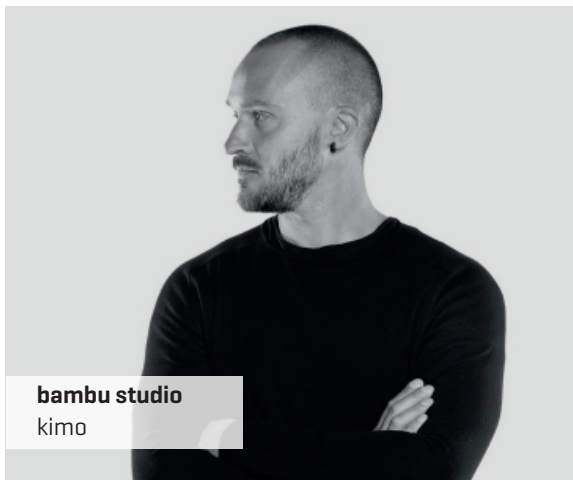
by studio deberenn



Raff is a shelving system standing out by its functional, simple and contemporary design. The veneered solid wood shelves are standing on metal poles with a plate section and connected to the veneered solid wood backplate. Raff is designed in a way to serve different requirements such as a wall unit or a separator inside the living area. The shelving system design allows you to choose different dimensions based on your own vision and need.



christophe pillet
west, north, north chair



bambu studio
kimo



favaretto&partners
envelope, skate, yay, bussola



david fox
lapelle, zante, bang bang



emma robson
igbubu, balance



rüya akyol
ruhe, lille, tiramisü,
virvel, arko, tvin



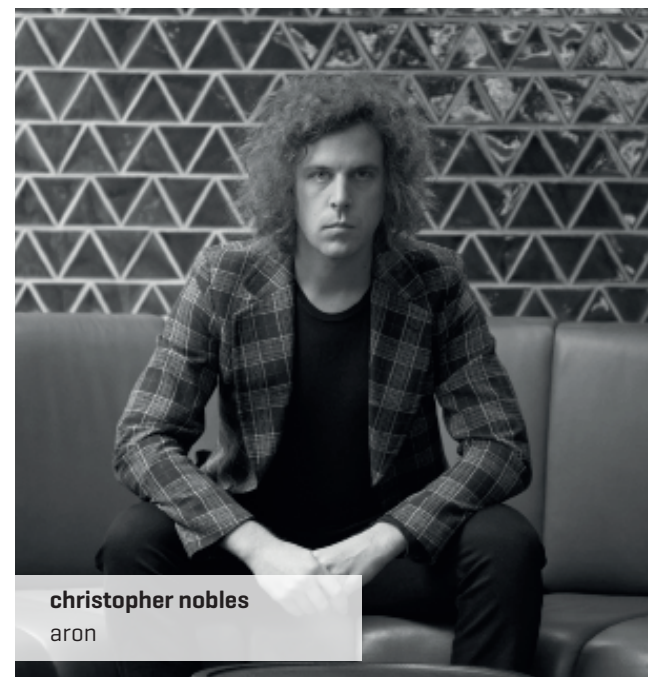
yonoh creative studio
vaina, llisto, garsa



gower + woolf
hana, juno



studio deberenn
solo x, fold, raff



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