

Frövi Launches Alto Modular Sofa Collection

For Immediate Release.

Leading UK furniture designer, Frövi, has launched a modular seating option into their hugely popular Alto collection, meaning customers can now choose from a fully modular range that can be easily combined to create unique combinations.

Crafted with deeply cushioned units for maximum comfort, by their In-house design team, Alto modular's design is born from a vision to seamlessly blend softened comfort with inviting pillowed forms. Its plush cushions and rounded edges create a welcoming aesthetic that transforms breakout, casual meeting, or social spaces into a relaxed and stylish destination for employees.



The arrangement shown: £6564 RRP

Benefits of Alto Modular

- **Seating formats:** Choose from seven modular units including single and double units with optional arms, and a corner unit to create unique combinations or where there are format preferences or spatial requirements.
- **Pillow Edge Detail:** Inviting pillow edge detail, adds a touch of refinement to the design and silhouette.
- **Plush Cushion Fillings:** Experience luxury and comfort with plush cushion fillings that invite users to relax and unwind.
- **Black Metal Feet:** The sleek and sturdy black metal feet provide a modern touch enhancing the overall appeal of the Alto sofa collection.
- **Extensive Range of Fabrics:** Select from an extensive range of soft, durable fabrics that enhance the tactile experience and contribute to the visual appeal.



James Lawrence, Senior Product Designer at Frövi expressed his excitement about the Alto modular, stating, "*We are thrilled to introduce the Alto modular collection into the Alto range, where comfort and style converge seamlessly. The unique design options, coupled with the attention to detail and the use of high-quality materials, make the Alto range a standout choice for those seeking a soft seating product that perfectly blends relaxation and sophistication.*"

Alto modular is available now to order, promising to redefine comfort and style in contemporary office workspaces. For further details, please visit frovi.co.uk, contact [01608 652411](tel:01608652411) or info@frovi.co.uk.



About Frövi.

Established in 1976, we're a family-owned British company with a deep-rooted passion for designing and creating beautiful furniture in our own unique and distinctive style. Our products can be seen across multiple sectors and industries including commercial office spaces, aviation, blue chip, sports, technology, and entertainment, so customers can be confident that we have the products, experience, and infrastructure to help deliver your projects.

For more information, please contact.

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