

FOR IMMEDIATE RELEASE

Frövi Launches Puffa: A Statement chair like no other.

UK furniture designer, Frövi, is launching their highly anticipated Puffa chair at this year's Clerkenwell Design Week at their Sycamore Street showroom, in London.

Taking inspiration from longstanding fashion and cultural references, Puffa features a large, flexible quilted hood inspired by the style of Puffa jackets and the popular trend of wrapping ourselves in quilted textiles for comfort and warmth.

Blending this with intelligent and progressive furniture design results in a desirable piece of lounge furniture for interior designers who are looking for an iconic seating option that's like no other.



Fully upholstered with an extremely relaxed sit and contemporary styling, Puffa's organic, inflated form and contours are highlighted with chunky piping and detailing, and its generous proportions envelope users, encouraging them to explore its organic curves.

Puffa can be upholstered in just about any fabric or colour, making it possible to perfectly tailor it to the atmosphere and experience of the surrounding décor. In addition, Puffa is also available in ruched fabrics, adding another tactile finish and a beautiful aesthetic, and optional table and footstools effortlessly complement the look.

"Puffa jackets are known for their extreme insulation, coziness, and comfort so we have translated that feeling into a piece of furniture that can be experienced in multiple applications and adapted to its environment. It's also more than an armchair; it's a place that's also been designed to evoke childhood feelings of safety and comfort."

Matthew Coules, Senior Creative Designer, at Frövi and principal designer of Puffa.



The sculptural forms help create a space away from the noise and distraction of modern life to contemplate and refine ideas away from the scrutiny of others or a sanctuary to rest at your hotel after a long flight.

Experience Puffa at Frövi's London showroom, 5 Sycamore Street, during Clerkenwell Design Week 2024 or contact Jonathan Williams, Marketing Manager on 01608 652411 or visit 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