

HOME FURNISHINGS

Poltrona Frau turns Shanghai flagship into design museum

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Beyond static displays, the museum is built as a cultural engine, with rotating shows, artist talks, workshops and design salons that feature local and international voices. Image credit: Poltrona Frau

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Italian furniture maker **Poltrona Frau** is showcasing a transformed retail space.

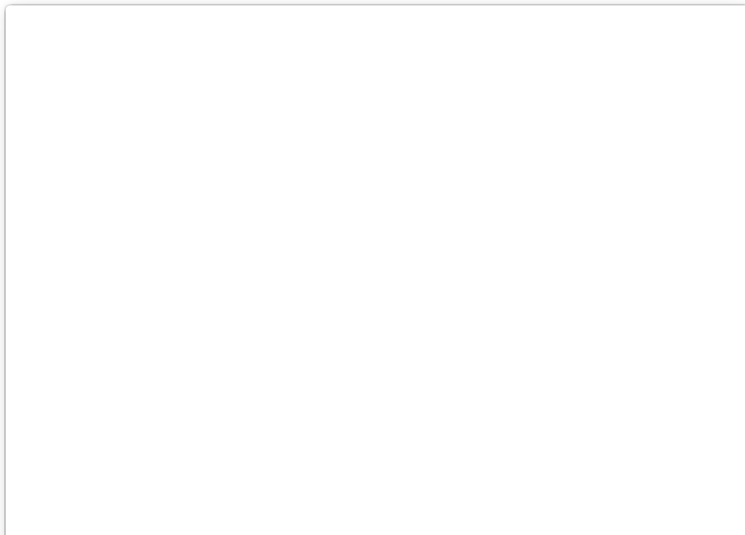
Last month, the brand revealed that it has flipped its Jing'an District flagship in Shanghai, turning the boutique into its first international museum. The venue mixes archive and atelier: visitors move from early icons and designer collaborations to hands-on explorations of Pelle Frau leather and exhibits that decode how Poltrona Frau pieces are made.

Retail, reimagined

Poltrona Frau's museum-within-a-store acts as a discovery trove for the house's century-plus-long design history.

The debut also introduced "A Squashed Space," British designer Faye Toogood's first Shanghai show, centered on sculptural forms upholstered in the brand's signature hides.

The narrative begins at a Brand Heritage Wall that traces the company's journey from 1912 to today, placing items such as the 1919 armchair alongside cross-generational partnerships with talents including Gio Ponti and Jean-Marie Massaud.



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A post shared by Poltrona Frau (@poltronafrauofficial)

A Leather and Materials Showcase unpacks the maison's Leathership philosophy and displays newer, lower-impact developments from the brand.

Nearby, the museum's Craftsmanship Area celebrates "intelligence of the hand" through small leather goods, legacy tools and production films that reveal the precision behind processes such as stitching, cutting and finishing.

A special exhibition featuring Toogood's Squash collection, which translates spatial emotion into soft, sculptural pieces clad in Pelle Frau leather, ends the circuit.

Beyond static displays, the museum is built as a cultural engine, with rotating shows, artist talks, workshops and design salons that bring local and international voices under one roof. A co-creation platform invites Chinese designers to experiment via special projects, installations and limited editions.

The opening complements Poltrona Frau's Lifestyle Experience Hub, its new retail concept co-developed with architect Michele De Lucchi, already present in Shanghai. Here, multi-sensory touchpoints invite seeing, touching and testing, underscoring how heritage, sustainability and contemporary design can share the same floorplate.

Last October, the luxury furniture maker began a new chapter in its production journey, onboarding with the Aura Blockchain Consortium ([see story](#)).

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