

Q&A

Off the Cuff: A Q&A with Frette's Filippo Arnaboldi

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Filippo Arnaboldi is CEO of Frette

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"Off the Cuff" is a Q&A series from Luxury Daily exploring the career paths, current projects and next steps of those shaping the world's best luxury brands.

The interviews feature a Proust-style twist, allowing readers to get to know industry leaders on a personal level. This edition features Filippo Arnaboldi, CEO of Italian luxury bedding and linens brand [Frette](#).

In this Q&A, Mr. Arnaboldi discusses the importance of genuine connections, the inspiring films of director Sophia Coppola and the ultimate luxury of good sleep.

Here is the dialogue:

What was your first job ever? What did it teach you?

My very first job was at a real estate company in Milan. That experience taught me the art of selling not in a transactional sense, but in creating an emotional connection and making the client fall in love with what I was offering.

It was my first introduction to the luxury world, where selling is about storytelling, trust and conveying a sense of belonging rather than just closing a deal.

Which skills have been critical to your success? Did you gain these skills within or outside of the workplace?

The most important skill has been the ability to build trust and genuine human connections. Understanding a client's needs and creating a sense of confidence is essential in luxury.

These skills were refined throughout my career at Frette, where the brand's heritage and customer-centric approach gave me the platform to truly develop them. Of course, life outside of work has also shaped my ability to connect with people, but Frette has been the place where I could bring them together and put them into practice.

What is the best piece of advice you've ever received?

The best advice I've ever received is to always be yourself. In a world that often tries to shape you into something else, staying true to who you are is the most powerful asset you can have.

Authenticity is what people connect to.

How has your field changed since you started out in luxury, and what do you think your industry will look like in a decade?

When I started, the home was considered a private and intimate space.

Today, it has evolved into a central part of people's lifestyle where they entertain, host and express their personality. This has opened new possibilities for brands like Frette to bring our touch not only to the bedroom, but to every space of the home and even beyond, from yachts to private jets.

In a decade, I believe our industry will be defined even more by personalization. We are already becoming "tailors for the home," creating bespoke environments that reflect each client's taste and needs.

The future of luxury will be about hyper-customization, attention to detail and creating meaningful experiences.

What recent projects have ignited your passion for working in luxury?

One of the most inspiring projects has been our collaboration with British interior designer Tara Bernerd.

We met through mutual friends and immediately discovered a shared passion for style and elegance. That synergy gave birth to a creative partnership where she brought a fresh decorative and lifestyle perspective to Frette.

Today, she has designed a beautiful collection of cushions and throws for us, with more exciting projects in development. While I cannot reveal too much yet, I can say this collaboration has opened new horizons for us and I look forward to what's ahead.

Who, in any industry or sphere, would you most like to share a long lunch with and where would you take them?

I would love to have lunch with Sofia Coppola. I admire her work as a filmmaker provocative, unique and deeply stylish and I find her fascinating as a person who moves fluidly between cinema, fashion and hospitality. I met her once by chance in Los Angeles.

I would take her to Palazzo Margherita, the hotel her family owns in Italy. Frette has actually worked on two Coppola hotels, Caf Zoetrope and The All-Movie Hotel, and I have always been intrigued by her approach: She would film in a location and then transform it into a hotel, blending cinematic vision with hospitality. For one of her properties, we even created jacquard linens inspired by a film reel an example of how storytelling can live in fabrics.

How do you get into the right mindset before a big meeting or presentation?

For me, preparation is about clarity and honesty. I try to approach every meeting by being transparent with potential partners and truly listening to their needs. It's not about imposing what Frette can do, but about understanding what we can bring to the partnership that is valuable and authentic.

On your days off, what can you be found doing to relax or have some fun?

I enjoy gardening and spending time with friends. Both allow me to disconnect, be present and recharge my energy.

What does luxury mean to you?

For me, luxury is having the time to enjoy life's simple pleasures: reading a book, taking a moment for myself and stepping away from the chaos of everyday life. It is not about excess, but about quality and meaning in how you spend your time.

Whether a product or service/experience, what is your favorite luxury indulgence?

Sleeping. And, of course, sleeping in luxury sheets. Rest, when elevated by craftsmanship and comfort, is one of the most indulgent luxuries one can have.