

# FALL MARKET 2024



## HIGH POINT MARKET SHOWROOM:

IH504-IHFC, Floor 1

## MEDIACONTACT:

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Scervino: New Corner Sofa Collection  
Franco Ferri Italia 2024/2025



Hollywood: Corner Sofa Unit with adjustable backrests. New Collection  
Franco Ferri Italia 2024/2025



Genesi: Best Seller! Motion Sofa with adjustable headrests



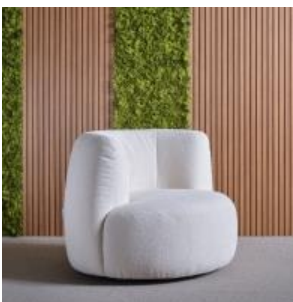
FRANCO6: NEW MOTION SOFA!!  
Zero Gravity Dual Motion



Porro: Best Seller!! Motion Corner Sofa



Italo: New Modular Motion Sofa!!



Elisa swivel chair



Valentina: New Swivel chair

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## COMPANY INFORMATION

A story of passion, craftsmanship and design that begins in 1956 with Rocco Ferri senior and continues nowadays with Franco Ferri and his son Rocco and daughter Paola in their third generation.

Projecting itself towards new and exciting challenges, the brand has always remained faithful to its philosophy: to use and develop precious craftsmanship techniques, high manual skills, combined with new technologies and materials of great value to respond to the demands of modernity and innovation.

The challenge of interpreting contemporary design with a recognizable identity, without ever forgetting its roots has been the task of our company.

This is how Franco Ferri Italia has become, over the years, synonymous with that all-Italian artisan knowledge applied to upholstery to ensure comfort and value.

Franco Ferri Italia is a brand that has always been capable to anticipate the changes in taste, ways of living creating a modern design that is destined to last over time.

Technology, international language and at the same time attention to details and finishes reserved for the single piece, all contribute to the search for maximum comfort and aesthetic value.

This is the winning key that explains Franco Ferri Italia's success: Ongoing know-how enhancement, use of the best raw materials, openness to new technologies, beauty and functionality in order to always offer the essence and excellence of an all-Italian design.

## HI-RES IMAGES AVAILABLE

Please contact this exhibitor for access to hi-res images.

## PRESS RELEASES