

# beOnd selects Poltrona Frau's Interiors in Motion for seat upholstery



Poltrona Frau's seating upholstery on beOnd

[Poltrona Frau's Interiors in Motion](#) has been selected by [beOnd](#) to upholster the seats of its first aircraft on the Milan Malpensa to Malé, Maldives route.

beOnd's aircraft, an A319, showcases white Pelle Frau® leather seats crafted by Poltrona Frau and designed by [Optimares](#). The seats, debossed with the beOnd logo, are handmade with high-quality full-grain leather and a quilting system for enhanced comfort.

Poltrona Frau has previously upholstered seating for Singapore Airlines and Etihad Airways. The company said in its press release that the partnership with beOnd is pivotal for driving the growth of the brand's Interiors in Motion business unit as it pursues new opportunities in the aviation industry.

"By leveraging Poltrona Frau's legacy of craftsmanship, which is unique, we are shaping the future of luxury interiors across aviation, marine and luxury automotive sectors. This approach allows us to deliver bespoke solutions that marry Poltrona Frau's meticulous attention to detail with the latest industry advancements," said Ervino Riccobon, CEO, Poltrona Frau Interiors in Motion.