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CASA FRUA - LAKE MAGGIORE, ITALY | C. 1910

Olga and Alberto Frua
MILAN, ITALY | C. 1920

HERITAGE

Olga Frua lived in Italy between Milan and Stresa, on Lake Maggiore, in the early decades of the 20th century. One of her passions was linen, especially intended for bedroom. Her handwritten lists as well as the trunks still to be found in the house on the lake, are especially devoted to “sets of sheets”, nightdresses and dressing gowns of linen, cotton, and rib knit fabric. Still today, those simple fabrics, made from natural fibres, resistant and respectful, often hand-embroidered with ajour decorations and monogrammed, evoke a refined, mysteriously timeless, elegance. Olga’s personality inspires a contemporary Nightstyle.

Olga was particularly fond of essential and pure colours: the white of silk, her best-loved colour, dressed up her nights, but also more daring hues, such as Adrianople red and indigo blue, the dyes of the Fabric Printing Workshop De Angeli Frua, where Alberto – Olga’s husband and son of the founder Giuseppe – worked. Alberto Frua was a textile engineer, very experienced in both the weaving, dyeing and printing processes. In those early years of the 20th century colours were usually used for dyeing fabrics intended for handkerchiefs, but also for women’s “working” dresses. Sometimes, adding a floral, printed design was enough to give a housework apron as well as an evening dress an elegant and romantic touch, softening the sobriety of the time with a taste for refinement. Having a fabric “printer” husband, it was easy for her to love colours.

The Company de Angeli Frua
 "MADDALENA" MILAN, ITALY | C. 1935

HISTORY

In 1896 the company De Angeli Frua was born. Its founders were Ernesto De Angeli and Giuseppe Frua, and it was originally (mid-19th century) just a small fabric printing workshop dealing with the manufacture of handkerchiefs based in Milan at the "Maddalena", which then employed ten workers.

Forty years later, in 1937, the company De Angeli Frua was a major industry with five plants in Italy and eleven thousand employees. It had distinguished itself for its excellent production, commercial far-sightedness and deep humanity: actually, after the war it promoted a number of social initiatives, such as the establishment of social security funds and the building of houses, schools and kindergartens for employees and their families.

Vestiges of the prestigious textile company, also known under the name of DAF, which between the two wars adopted the Made in Italy brand as their imperative, succeeding in building a reputation and competing successfully with the English and German printed textiles – which up to that period had been considered of superior quality and consequently were in greater demand compared to the Italian products – have fortunately been preserved until now, including documents, photographs, fabrics, prints and a great memory. The production activities of De Angeli Frua ended, in fact, in the late 60s.





Patrizia and Niccolò
MILAN, ITALY | 2019

NEW STORIES

Few images and personal memories are able to evoke the entire richness of a handcraft heritage that, combined with technology and innovative business culture, has been integrated within the business project of Olga Frua, a project conceived thinking of intimacy and dedicated to those who, like Patrizia Marforio and Niccolò Zucchi Frua, like to take their own time and space, an inspiration increasingly felt by an evolved public both nationally and internationally.

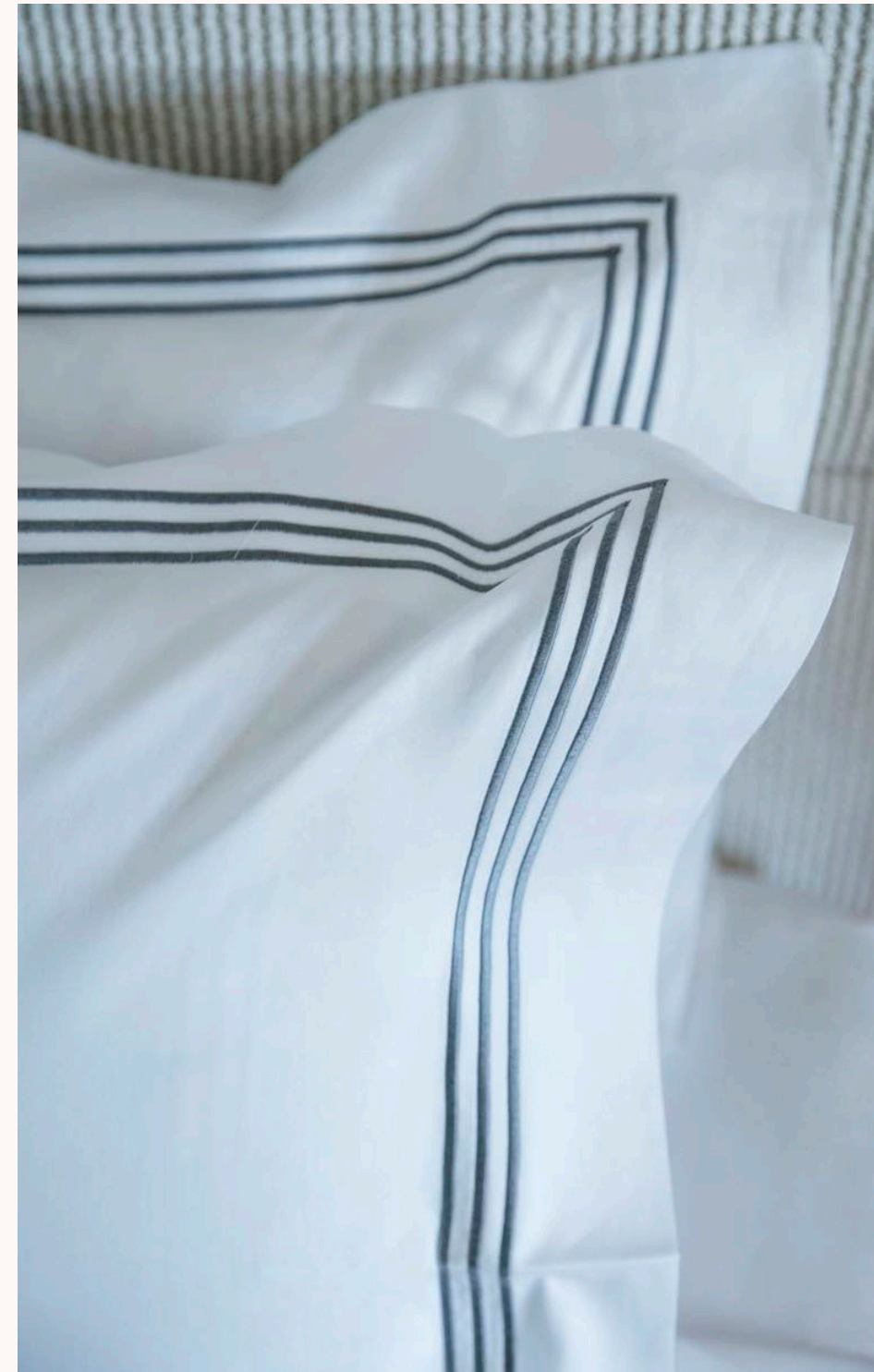
Their vision is translated into the creation of something that today doesn't exist any more, the culture and aesthetics of sleep which is in a way "ars dormiendi" (the art of sleeping).

History, art and design
JUST FOR YOU

BESPOKE

From Milan to everywhere, dreams come true!

Olga Frua follows each “custom-made” project from concept to delivery, working alongside designers and private parties in the customization of premium product, providing advice on the residential, yachting and hospitality sector. On a bespoke basis Olga Frua manufactures a wide range of different fabric density from the classic 200 TC until the finest 1200 TC or more. Every material is customizable with different, yet always stylish stitches, in addition to the exclusive details such as logo and monogram embroideries.





Olga Fina loves details

WHITE

White, its classic-contemporary elegance represents the grace of the Italian brand:

White is the sum of all colours and has the power to re-balance energy, loosen up the body, relax the mind, and cradle the soul.

MONOGRAM

A hallmark to express not only your own identity, but also a secret alphabet, an encoded message. From ancient times to date, the habit of monogramming one's own objects has always expressed a strong personality that asserts itself through its own "brand", as if to represent its uniqueness

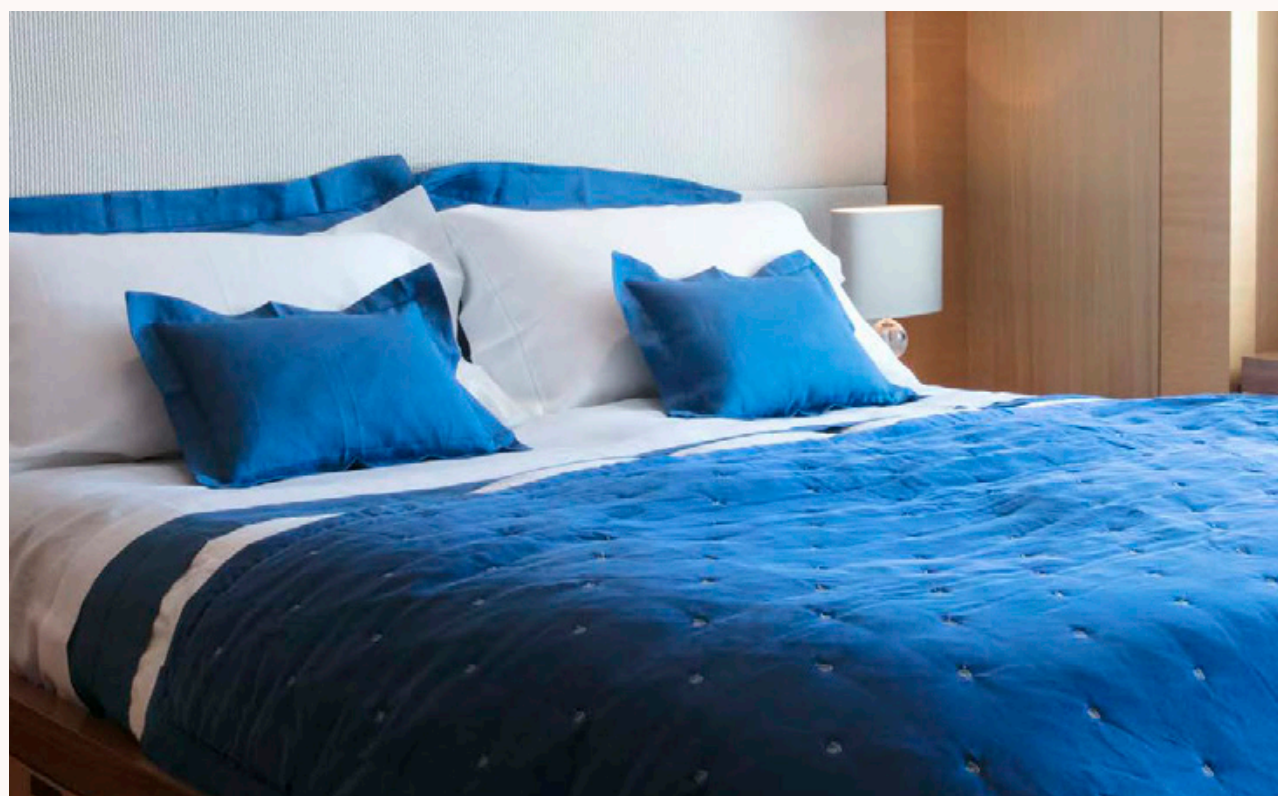
Timeless. high quality designs
100% LINEN

ARS DORMIENDI

Every sleep is a dream, a journey, an experience always different, but repeatable every night.

"Ars dormiendi", the project by Olga Frua dedicated to the night, comes full of certain allure, in which a special care for natural fabrics. Linen rigorously made in Italy, sea colours with energizing vibrations, ajour embroideries of exquisite refinement, combined with design details of contemporary taste, make each item a unique piece. Sleeping every night wrapped in sheets woven with excellent Linen yarns, wearing pyjamas and dressing gowns with an impeccable cut and embellished with handcrafted details is no longer just a simple luxury, but a real lifestyle.





Olga Frua loves details

INDIGO BLUE

A colour as old as the first linen fabrics, a plunge into the shades of the sky and the Mediterranean Sea, which has been the cradle of so many textiles and artistic cultures. A "family" and beloved colour, produced in large quantities by the former Fabric Printworks De Angeli Frua in Milan in the early 20th century, Olga Frua Indigo Blue is a tribute to the colour of air and water, of freedom and clear nights, as well as of the starry sky.

LINEN

Linen is simple and extraordinary. It evokes situations of past times, memories with a scent of freshly laundered clothes, healthy vapours and massage oils, well-being, lavender-flavoured dreams. A vegetable fibre, natural par excellence, which has been used by mankind for millennia. Our linen is very valuable and has a dry, yet flexible and durable texture, whose moisture absorption capacity is responsible for the feeling of well-being it conveys.

LINEN SILK

The harmonious combination of linen and silk is much more than a simple coupling between fibres of different nature in the twisting of a spinning or between the mechanisms of a loom: it is the meeting between East and West, between sunrise and sunset, between masculine and feminine, between past and future, between pleasure and peace. The linen and silk fabric proposed by Olga Frua is the synthesis of opposing attractions.

AJOUR EMBROIDERY

Gathering the threads inside an unthreaded border, hemstitching, is the most ancient skill, the art of making. From generation to generation, Italian women have handed down techniques and knowledge to embellish the world around them. Female hands, old sewing machines now almost impossible to find, time, simplicity, some imperfections and lots of love: today, Olga Frua hemstitching is a decoration of timeless design, elegant in its richness.

Timeless, high quality designs
100% COTTON

DO NOT DISTURB

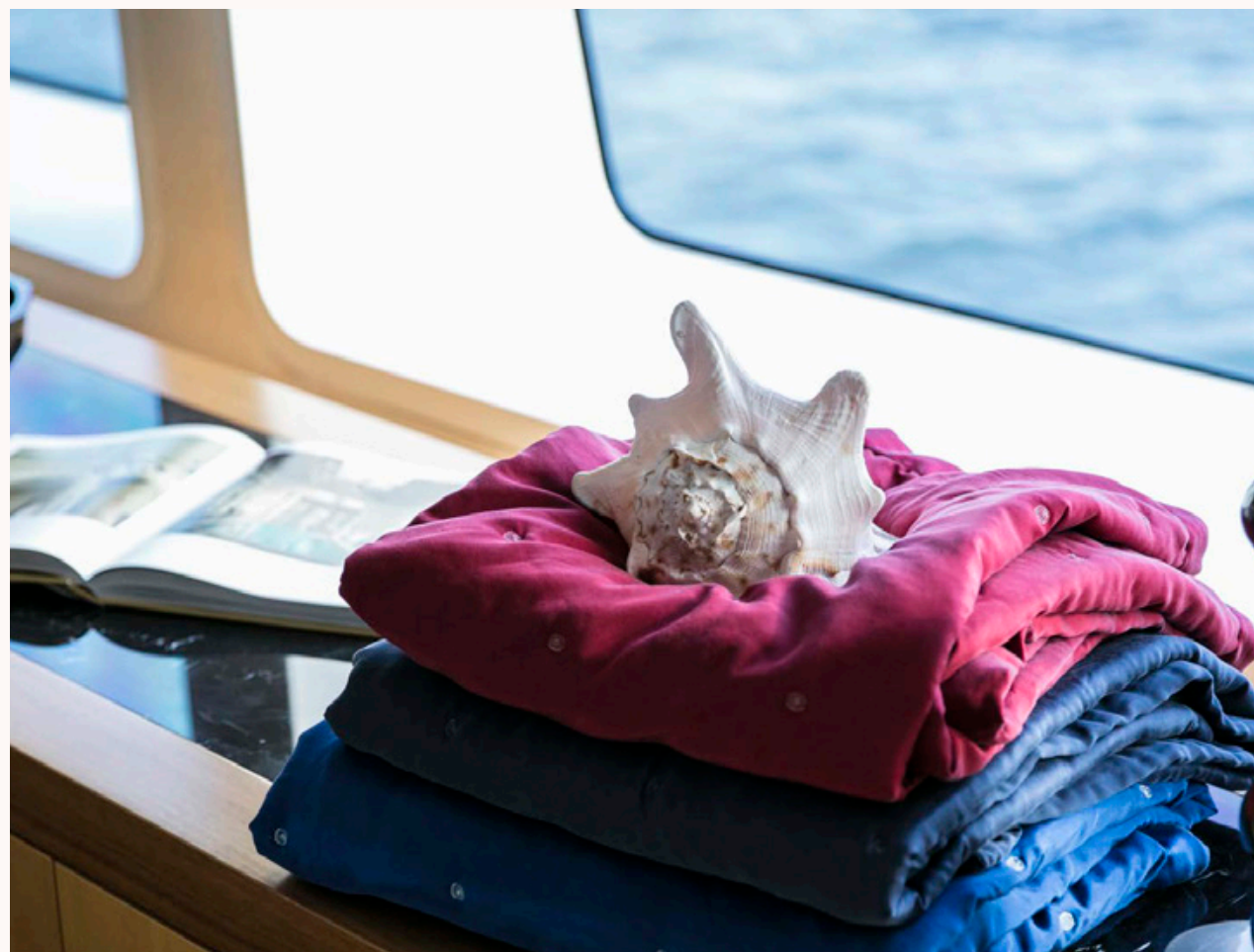
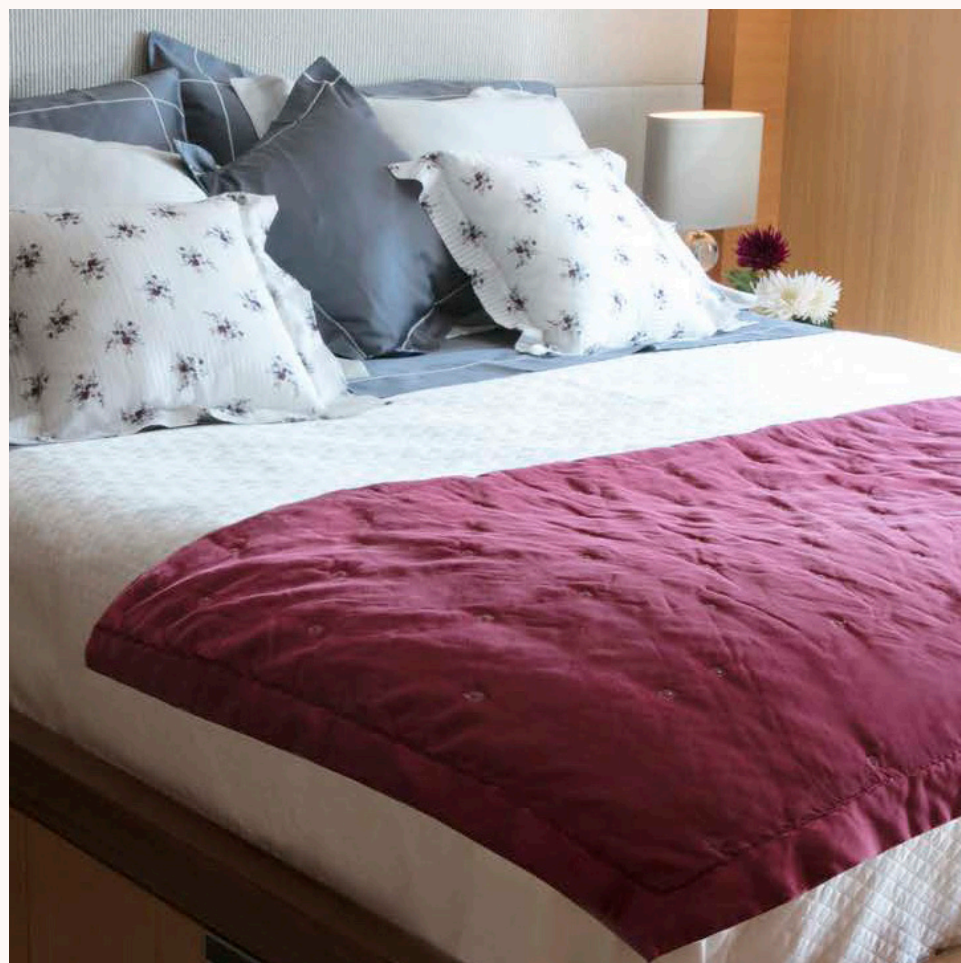
This collection, dedicated to Interior Designer, offer the possibility to choose from a huge palette of color with the aim to fulfill any taste and any desire.

Olga Frua, gently wakes up the intimate super-yacht world of sleeping, with its refined and elegant sets of bed linen. Especially dedicated to those who love to be lulled to sleep at sea by only the relaxing lapping of waves sound and the soft touch of sateen or the gentle feeling of percale, two excellent fabric realized using finest cotton yarn.

The sheets are finished with elegant details such as Ajour stitch or paspel, all cut and sewn by hand in Italy by skilled and devoted artisans.

Olga Frua designs all textiles in order to ensure the best possible conditions for an ideal sleep. Lightness, naturalness, pleasure ... and silence: please, do not disturb !





Olga Frua loves details

PROFILE

A small strip of unembroidered fabric (cotton, linen or silk) applied along the edges of each textile by Olga Frua. Contour line, whether imaginary or drawn, of a product, a landscape, an object or a person. This decorative perimeter recalls the sober and yet very elegant finishes of the bed linen used by European gentfolk in the early 20th century.

QUILTED SATEEN

300 TC 100% cotton sateen and 100% quilted silk sateen sets are available in different colour options.

Timeless, high quality designs
100% SILK

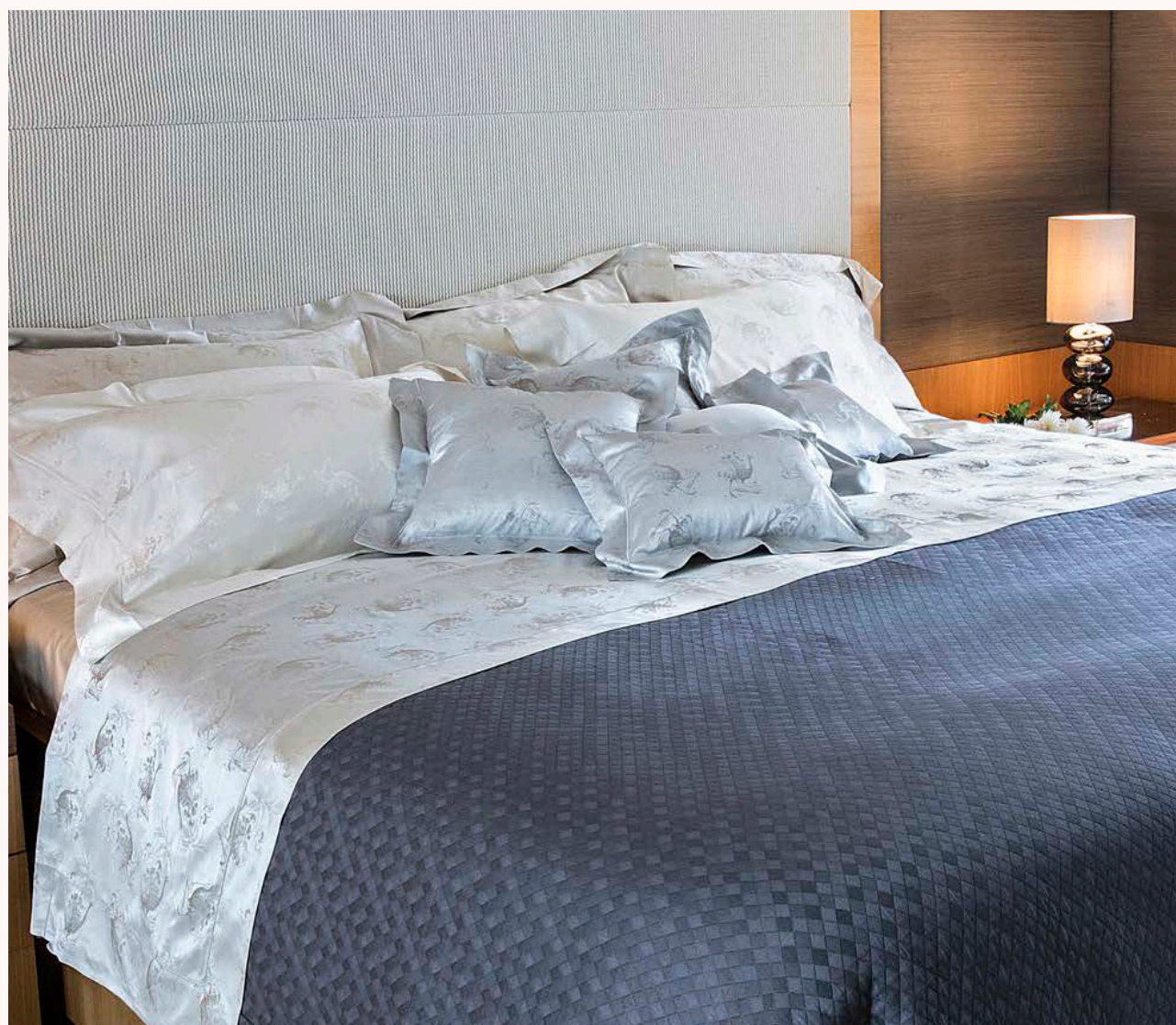
MAHARAJA

Smooth and gallant shapes, precious materials, refined colours and an old original design uncovered in a magical textile drawing archive in Milano. On the way of Silk following Marco Polo trail this is the story of a passion: the voyage.

Nights away from home, cabins and sleeping rooms around the world, Olga Frua invites you in the her most exclusive oasis, where you can feel the deepest and more mysterious essence of a timeless beauty, like a maharaja !

Dream sateen topped with 100% jacquard silk weave "maharaja".





— *Olga Fina loves details* —

SILK

A magic healthy fibre, with its 18 amino acids, like sericin, which beneficially affect the skin in a protective sense (with an anti-oxidation and anti-uv radiation effect) as well as increasing moisture content, and all this happens while you are sleeping.

JACQUARD

On looms equipped with Jacquard machine each warp thread can be moved independently of all the others; the result is extraordinary: any pattern and design can be made, tone on tone or choosing more colours.

Comfort and quality
YOU DESERVE

HOME COLLECTIONS

Bring home the world of Olga Frua!

Olga Frua bed linen includes stylish sheets, duvet covers, bedspreads, and pillowcases in the basic King size and decorative pillows in different sizes. In particular, the Ars Dormiendi Collection offers natural fabrics, entirely manufactured in Italy, in the colours Adrianople red, daring and passionate, and indigo blue, between sky and sea, in addition to the relaxing ivory, white, and sand. More design is found in the hues of Do Not Disturb, whose rigorous greys, sophisticated greens, mauve and polonium require modern architectures and research beds.





MORE FROM OLGA FRUA

Comfort and quality
ALL DAY AND ALL NIGHT

LOUNGEWEAR COLLECTIONS

The small rituals that accompany the moments before sleep or immediately after waking up have always been ours; they tell about us, about our ancient side, the most genuine and spontaneous one. Likewise, what we choose to wear, be it the softness of silk or the freshness of linen or much more, expresses our habit, "the essential dress" with the perceptions and emotions they arouse. Even at night!

The pyjamas, nightdresses and dressing gowns of the Olga Frua Collection are inspired by the same concept of comfort and elegance that characterizes the bed linen. The materials enhance the body slipping lightly on the figure: cotton, linen, linen/silk, satin and silk chiffon give birth to pyjamas that look like clothes, dressing gowns reminiscent of soft outerwear items and nightdresses like luxurious evening dresses.





In the women's line, especially as regards the nightdresses, the beauty of the ajour embroidery is expressed at its best, executed in the heart of Italy by the expert hands of local craftswomen.

This extremely refined embroidery embellishes all the fabrics used for the nightdress, highlighting the generous neckline and high waist, in the Empire style, of the garments with sinuous lines upon which the transparency effects of chiffon or the light of satin play with the smoothness of silk. Small side buttons, hand-lined with the same fabric, and imperceptible seams complement and enrich the garment, making it unique and valuable.

In the proposed men's dressing gowns, pyjamas e nightshirts, in addition to white, grey and sand, we also find manly colours such as Indaco Blue and Adrianople Red, original shades and hardly imitated from the old family printworks, De Angeli Frua, in Milan.

The contrasting profile gives each garment an original touch of contemporary design, a line that defines and enhances forms. The noble and precious materials, such as cotton, linen, and silk turn each garment into a masterpiece of discreet elegance or, in the case of shirts eclectic dandyism.

History, art and design
JUST FOR YOU

FROM OUR ARCHIVES

Olga Frua's heritage style is collected as the historic archives.

17,000 unique designs representative of fashion and costume from the early 1900s to over the middle of the last century. 50 years of creativity that describe a fertile period of ideas and unique cultural changes.





Small floral designs typical of women's dresses and proposed by the De Angeli Frua printing house, but also geometric, ornamental, abstract designs applied on all kinds of fabrics, from silk to cotton, to velvet....

As Olga Frua continues to propose her style on her products by fishing from her rich creative history, the archive is available to customers for the choice of exclusive and reproduced designs printed on pillowcases or pajamas or transformed into precious jacquard fabrics.
