



DISTINCTION
Group

COMPANY PROFILE

LEADING SPECIALISTS IN CONTRACT FURNITURE

Manufacturing and Supplying for over 40 Years

- CONTENTS
- UAE & INTERNATIONAL HOSPITALITY PROJECTS
- UK HOSPITALITY PROJECTS
- PRIVATE RENTED SECTOR PROJECTS
- STUDENT PROJECTS
- PRIVATE RESIDENTIAL PROJECTS
- WHO WE WORK WITH
- ABOUT US



FIVE

FIVE LUXE JBR, DUBAI UAE



Developer: Five

Development type: Hospitality & Leisure

Units: 382 bedrooms & Suites

Project Scope: case goods & Joinery

Installation period: Completed 2024

The Diplomat

by *Radisson* **BLU**

MANAMA, BAHRAIN



Developer: Radisson Blu

Development type: Hospitality & Leisure

Units: Over 170 wardrobes, desks & cabinets

Project Scope: Joinery & casegoods



FIVE

DESTINO FIVE IBIZA – PACHA RESORT



Developer: Five

Development type: Hospitality & Leisure

Units: 140 standard bedrooms & 19 Junior, Epic, DJ & Cherry Suites

Project Scope: case goods, Joinery & Window Dressings Curtains
Shears & Tracks

Installation period: Completed 2025



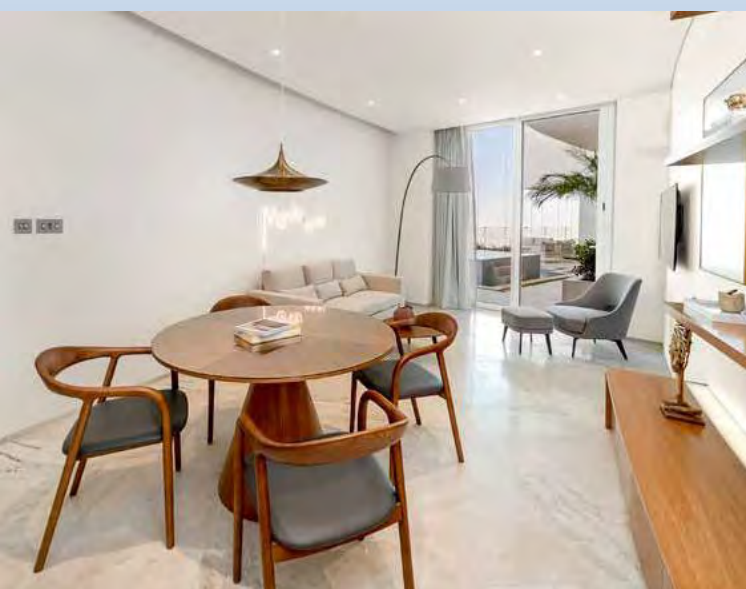
FIVE

DESTINO FIVE IBIZA – PACHA RESORT



V at Jumeirah Village Circle - Dubai

FIVE

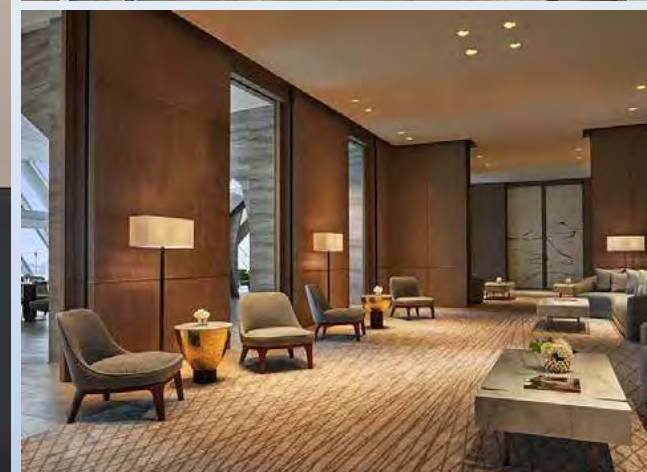
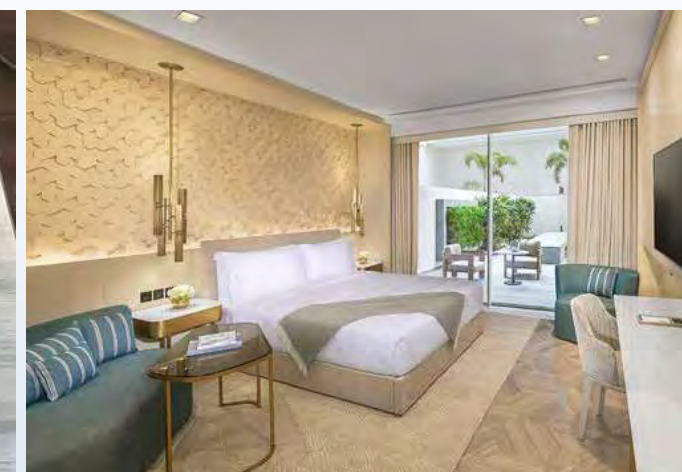


Developer: Five Development

Development type: Hospitality & Leisure (Patented Design)

Units: 501 suites & apartments plus all public areas

Project Scope: Casegoods, upholstery & outdoor furniture



Developer: Five Development
Development type: Hospitality & Leisure
Units: 700 hotel rooms, apartments & all public areas
Project Scope: Caseloads, upholstery & outdoor furniture
Installation period: 16 weeks



RIYHADH, SAUDI ARABIA

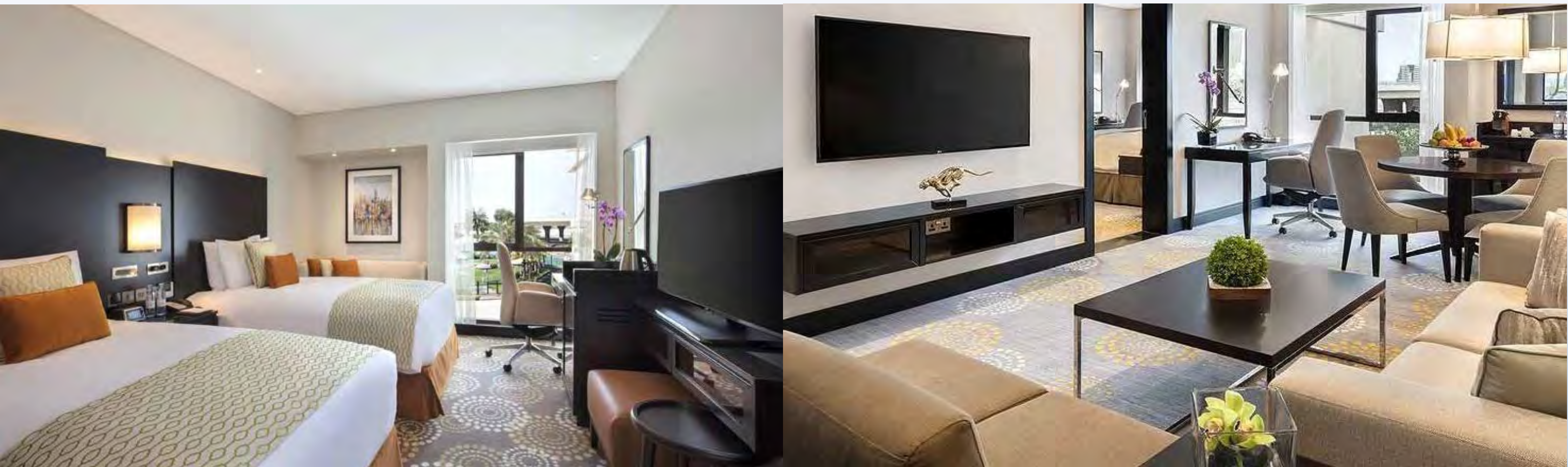


RIYADH

Location: Riyadh, Saudi Arabia
Developer: Edafah
Development type: Hospitality & Leisure
Units: 350 bedrooms & all public areas
Project scope: All products



MANAMA, BAHRAIN



The Crowne Plaza is perfectly placed in the heart of the diplomatic area and close to the newly opened Avenues Mall. The hotel offers rooms that are smart and contemporary, making it one of the most flexible and unique destinations in Bahrain for both business and leisure. Distinction worked with the contractor, Kontra, to supply wardrobes, headboards, floating bedside units and minibars to the 138 bedrooms - over 1,200 pieces in total.



BELGRADE, SERBIA

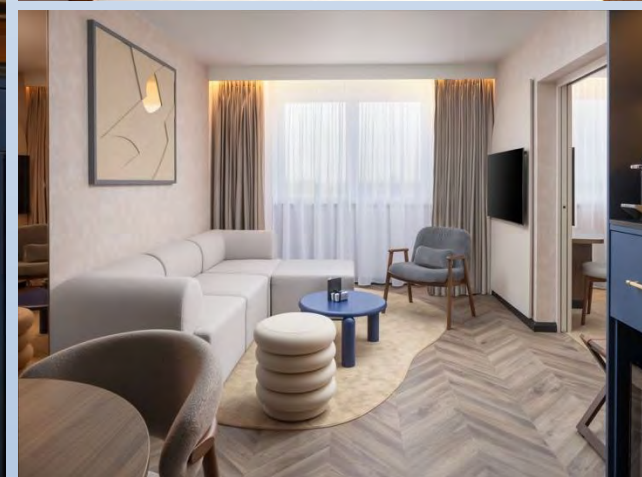
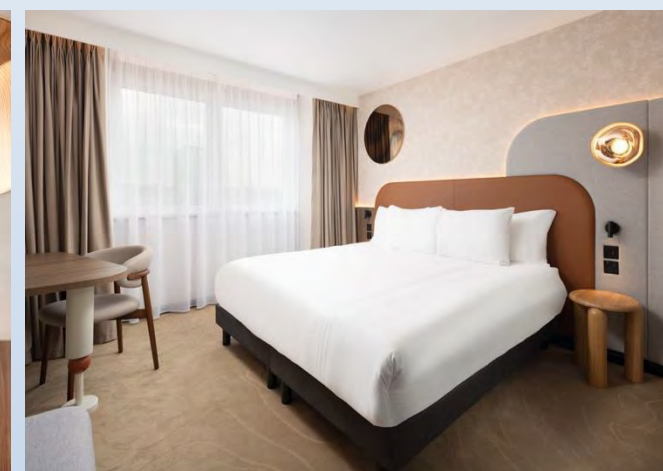
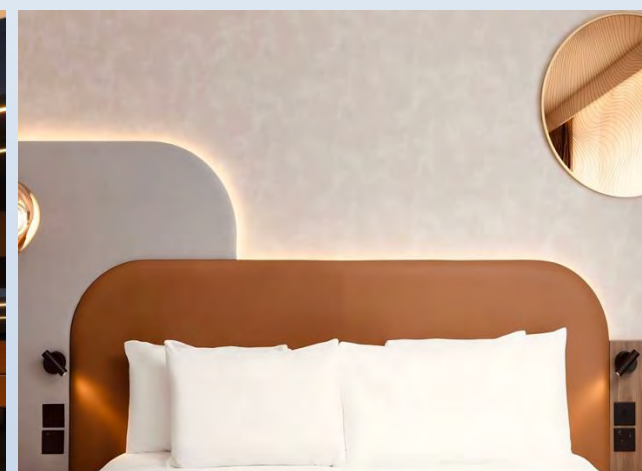


The Radisson Blu, Old Mill Hotel, Belgrade is centrally located in Old Belgrade near the banks of the Sava River. It boasts 236 contemporary designed bedrooms and 14 impressive suites. Distinction Group worked with Graft, the leading hotel architects based in Germany and the USA, producing originally designed, comfortable seating in the form of armchairs, desk chairs for the bedrooms, conference suite chairs, as well as tables, rugs and lighting. The result is undoubtedly the most contemporary, creative new hotel in the region.

U K P R O J E C T S



EARLS COURT, LONDON



Developer: Accor

Development type: Hospitality & Leisure

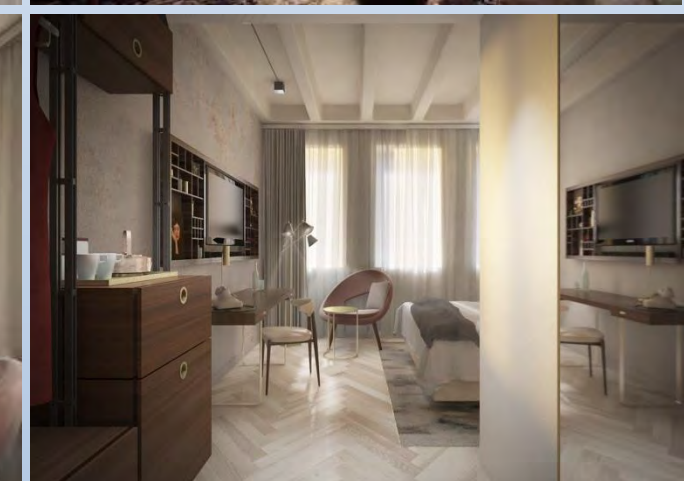
Units: 282 bedrooms, Suites & public areas

Project Scope: Joinery, case goods, Mirrors Lighting & accessories

Installation period: Completed January 2025



ALDGATE, LONDON



Developer: 4C Hotel Group

Development type: Hospitality & Leisure

Units: 340 bedrooms & public areas

Project Scope: Joinery, casegoods & accessories

Installation period: Completed June 2021



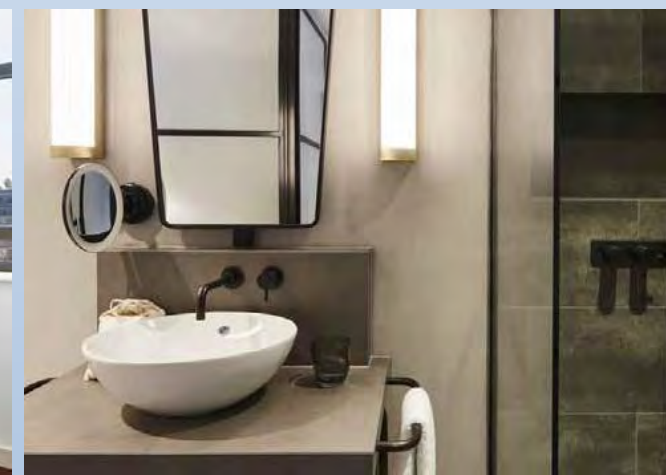
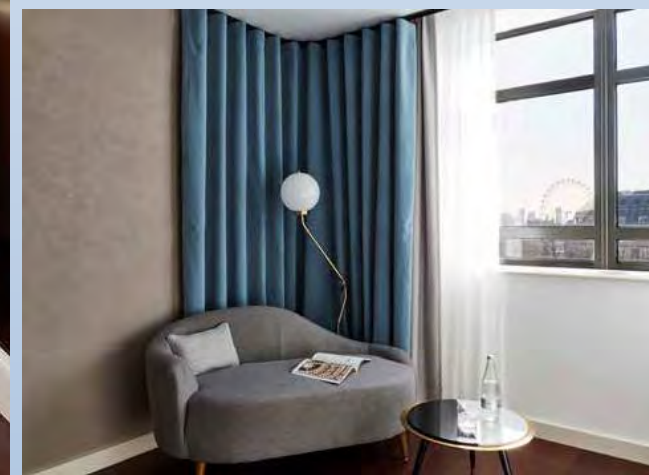
Developer: The Ascott

Development type: Hospitality & Leisure

Units: 156 Bedrooms bedrooms, lounges, Suites & public areas

Project Scope: Joinery, case goods, curtains, Rugs accessories

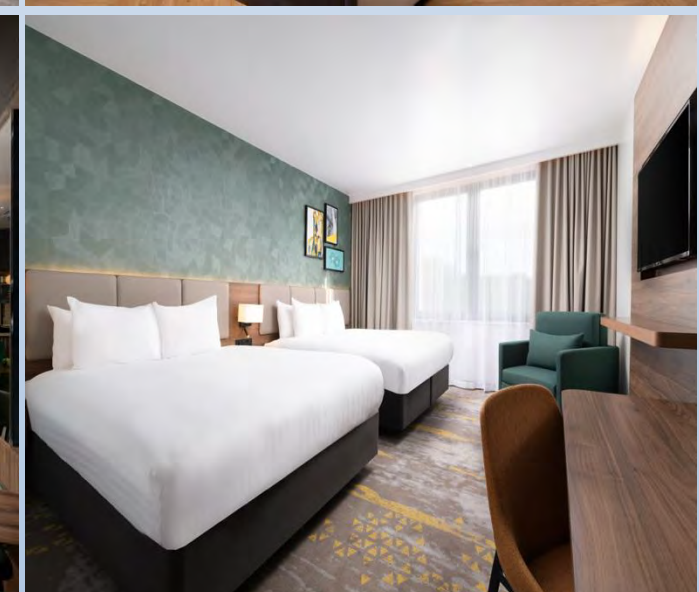
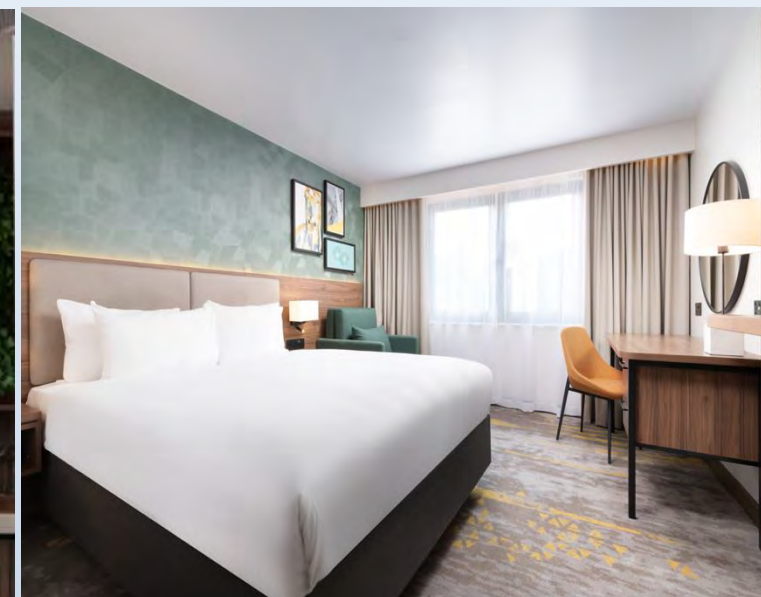
Installation period: Completed January 2025



Developer: Criterion Capital
Development type: Hospitality & Leisure
Units: 700 hotel rooms, apartments & all public areas
Project Scope: Caseloads, upholstery & outdoor furniture
Installation period: 16 weeks



Gatwick Worth



Developer: Pearl Holdings

Development type: Hospitality & Leisure

Units: 40 Bedroom extension and refurbishment

Project Scope: Caseloads, upholstery & accessories



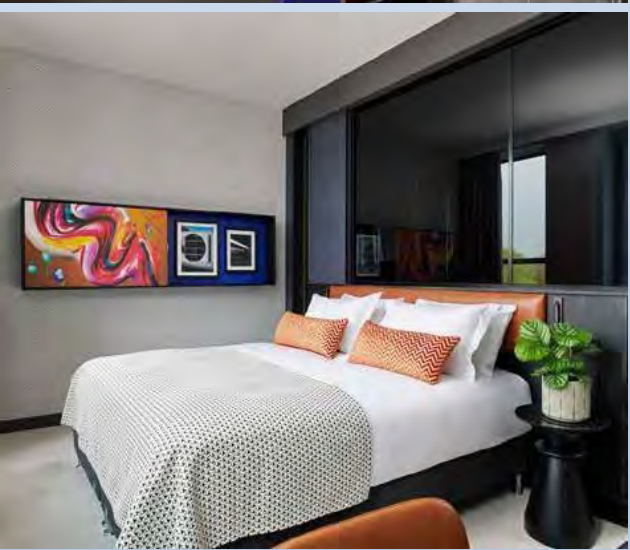
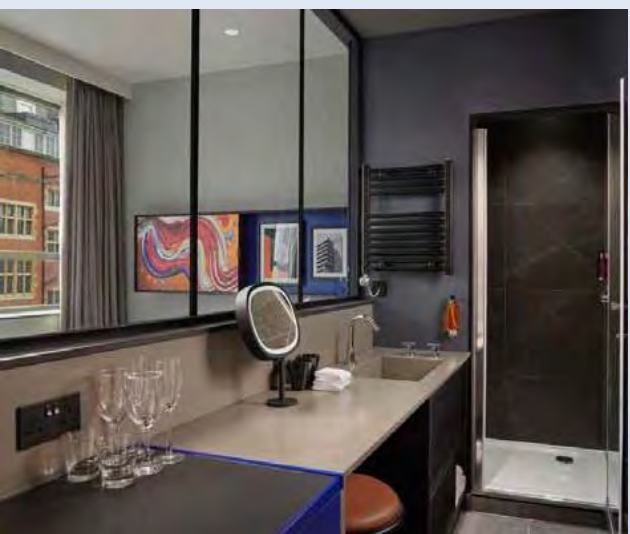
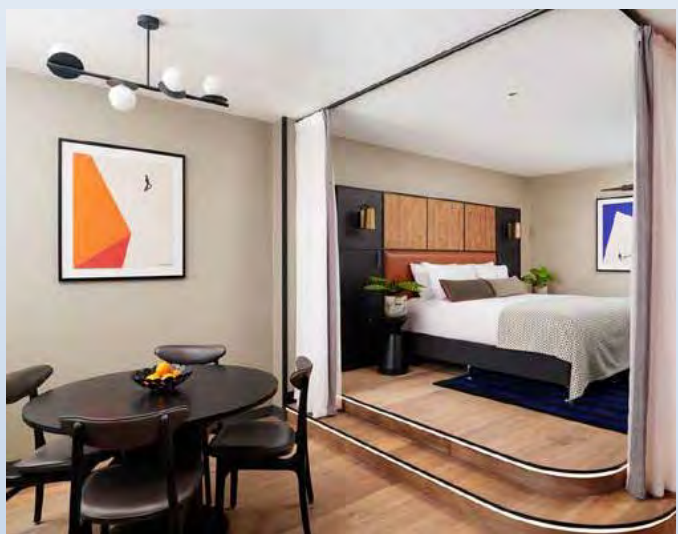
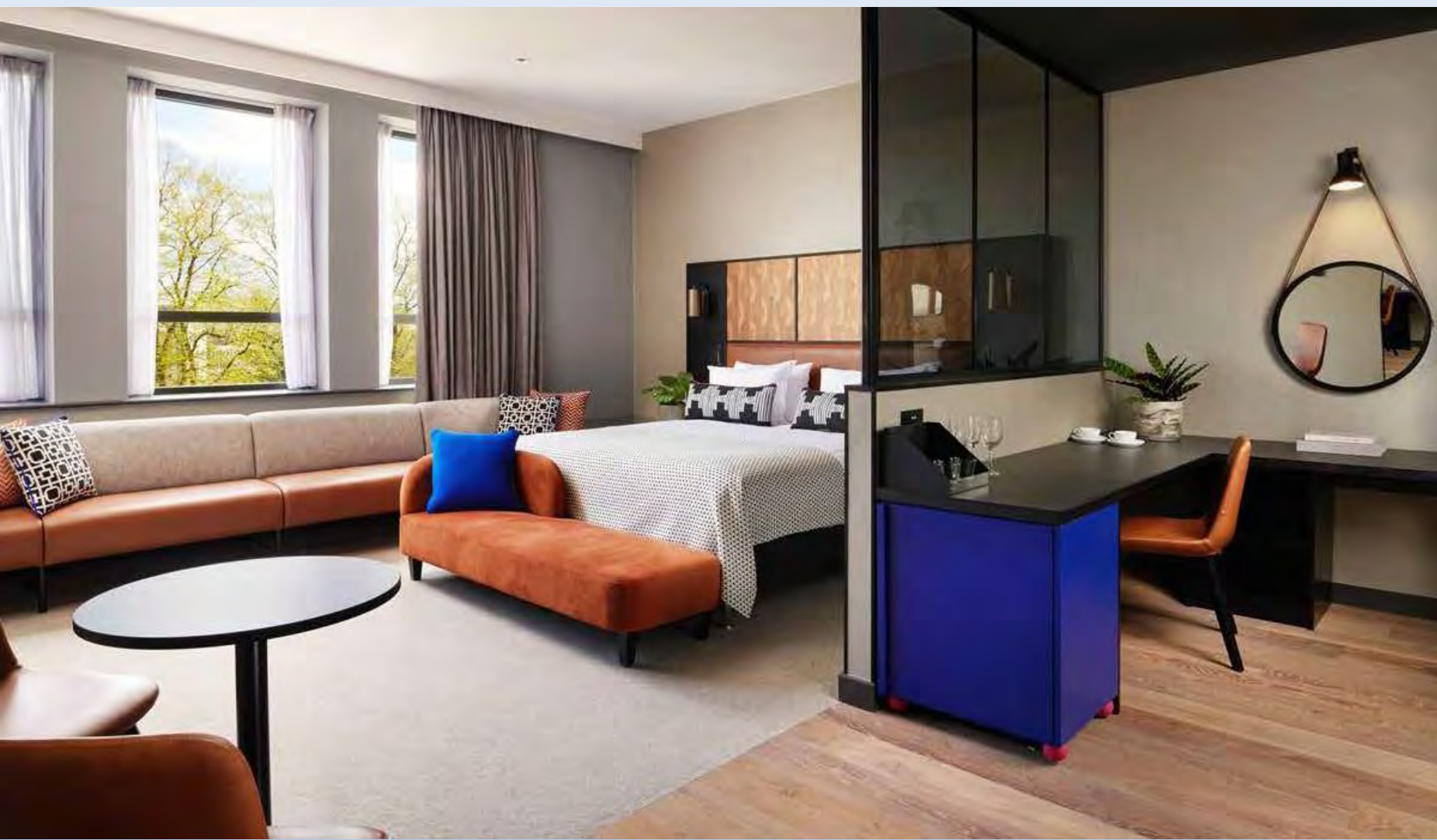
EDINBURGH, SCOTLAND



Developer: Malmaison Hotels
Development type: Hospitality & Leisure
Units: 72 hotel rooms
Project Scope: Casegoods, upholstery & accessories



YORK, YORKSHIRE



Developer: Malmaison Hotels
Development type: Hospitality & Leisure
Units: 150 hotel rooms
Project Scope: Casegoods, upholstery & accessories



by



STRATFORD-UPON-AVON



Developer: Malmaison Hotels

Development type: Hospitality & Leisure

Units: 46 bedrooms with headboards, tables, chairs & mirrors

Project Scope: Joinery, casegoods, upholstery & accessories

Installation period: 6 weeks



KINGSTON, LONDON



Developer: EQ Group

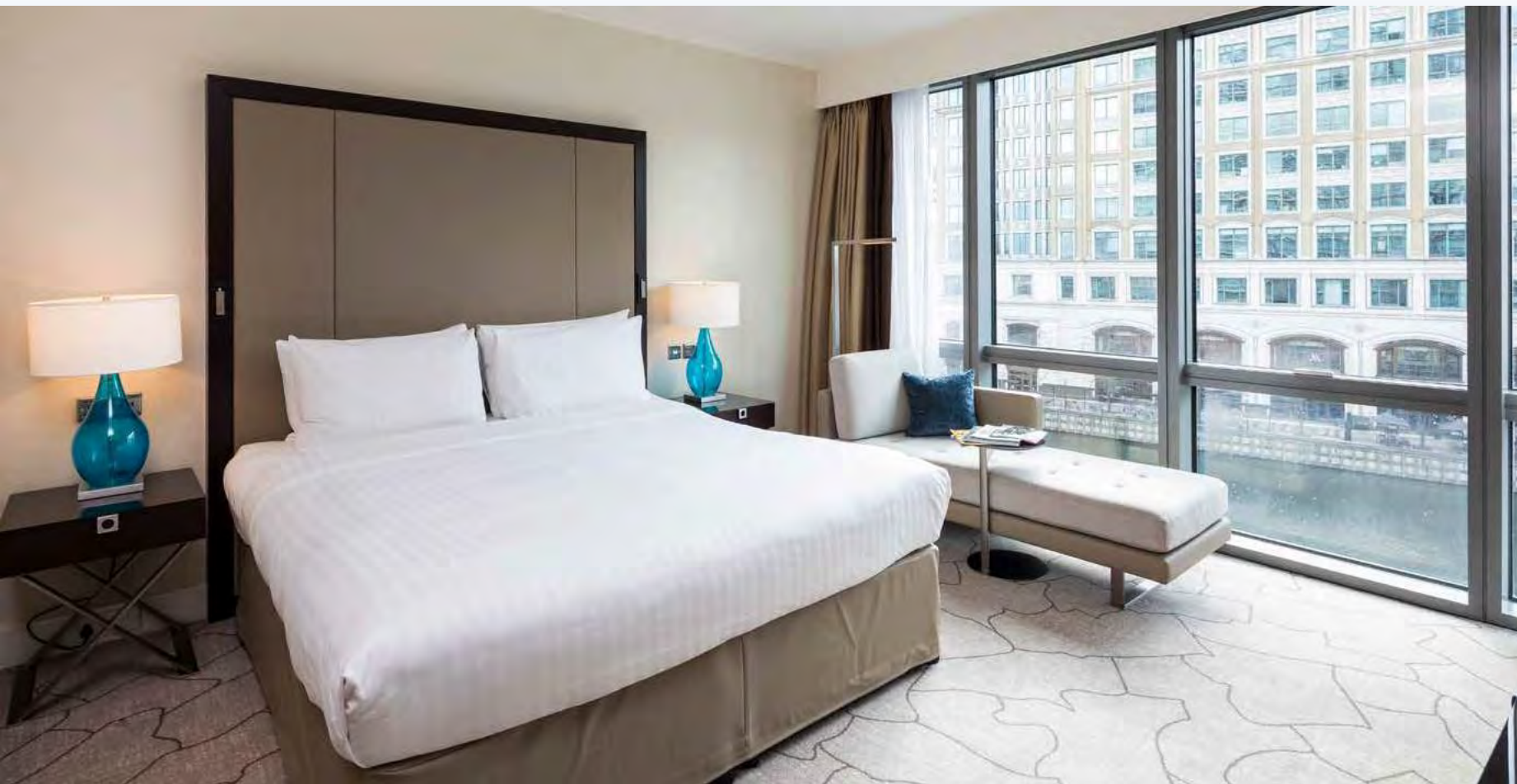
Development type: Hospitality And Leisure

Units: 147 hotel rooms

Project Scope: Casegoods & upholstery



CANARY WHARF, LONDON



Developer: Yianis Group

Development type: Hospitality & Leisure

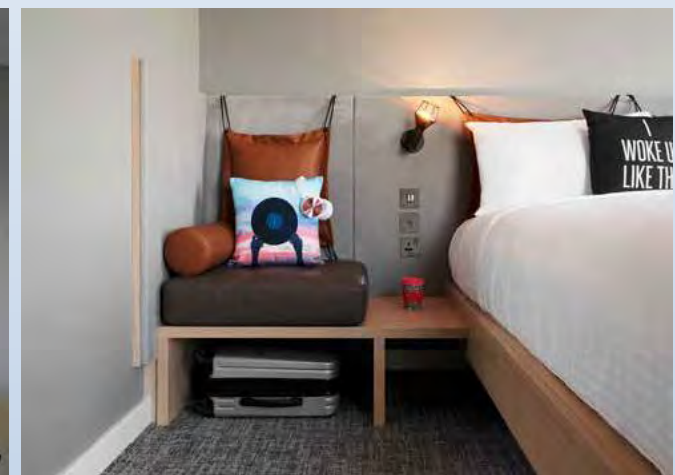
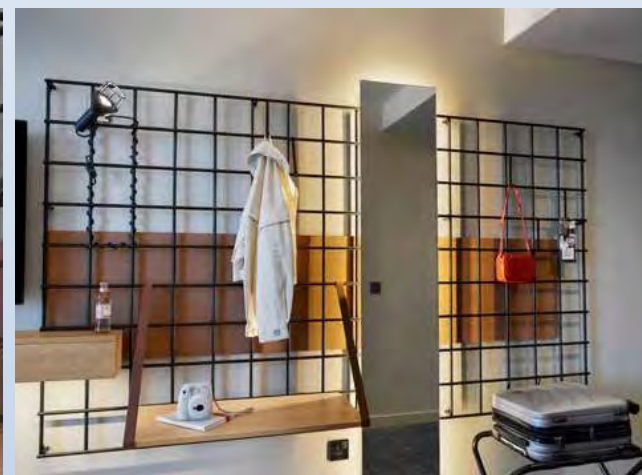
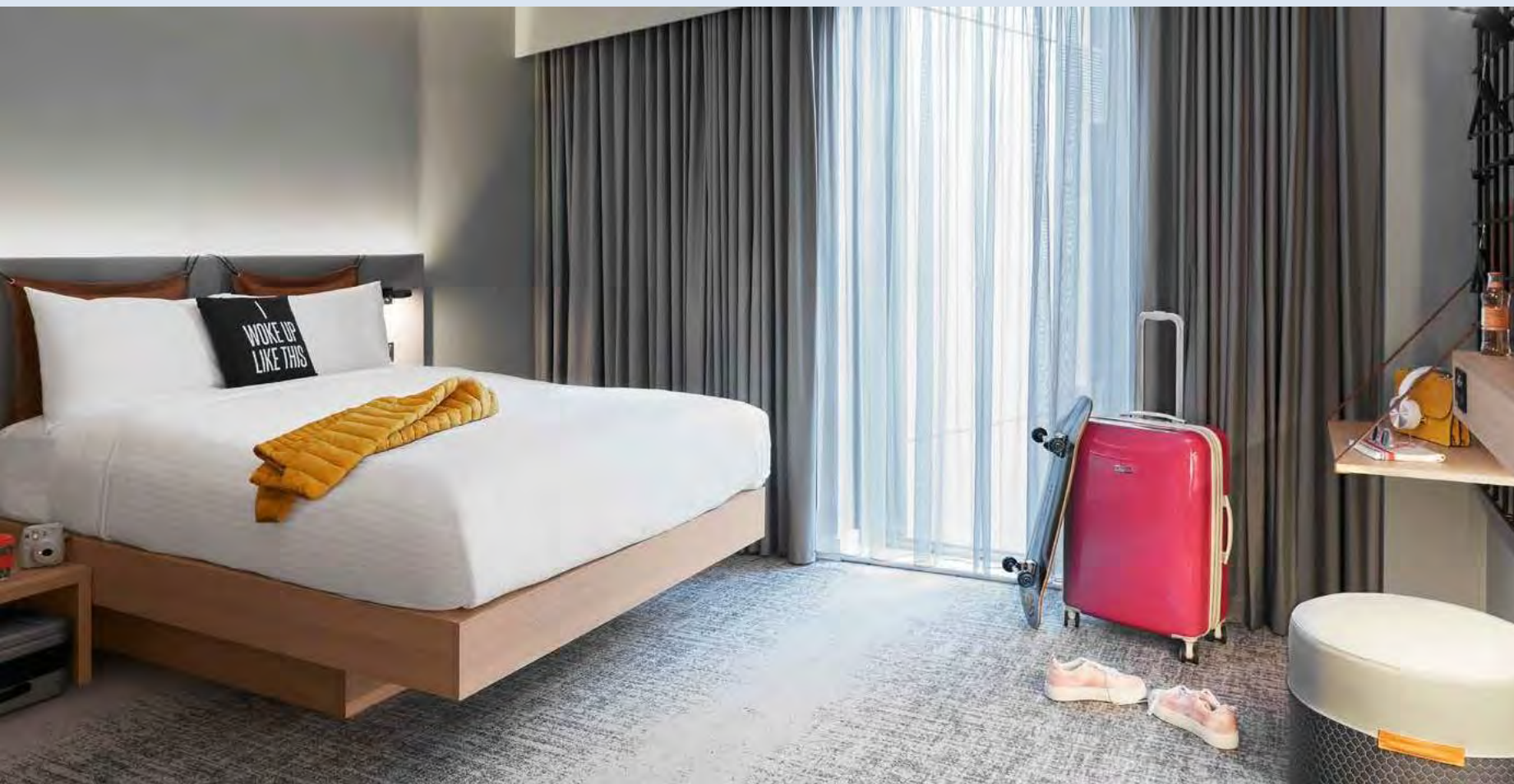
Units: 301 bedrooms

Project Scope: 5000 pieces - including joinery, casegoods, upholstery & accessories

Installation period: 12 weeks

moxy

SLOUGH, BERKSHIRE



Developer: Morgan Sindall Construction
Development type: Hospitality & Leisure
Units: 144 rooms
Project Scope: Joinery, casegoods & accessories

Residence Inn

by **Marriott**

SLOUGH, BERKSHIRE



Developer: Morgan Sindall Construction

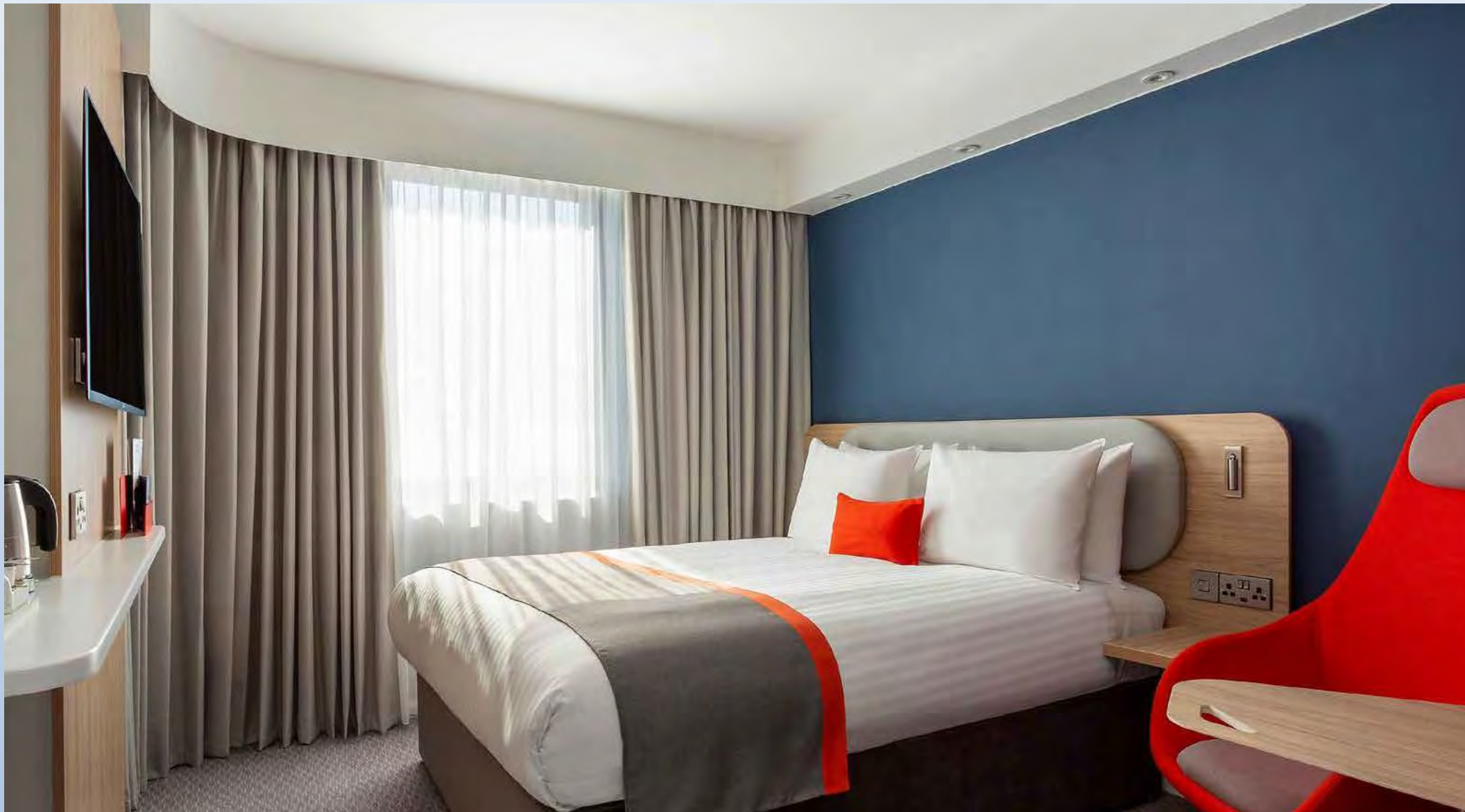
Development type: Hospitality & Leisure

Units: 92 rooms and public areas

Project Scope: Joinery, casegoods & accessories

Holiday Inn Express

BRIDGWATER, SOMERSET



Developer: Zeal Hotels

Development type: Hospitality & Leisure

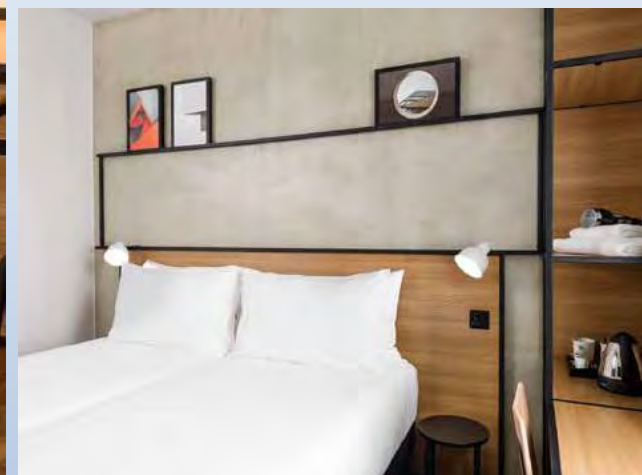
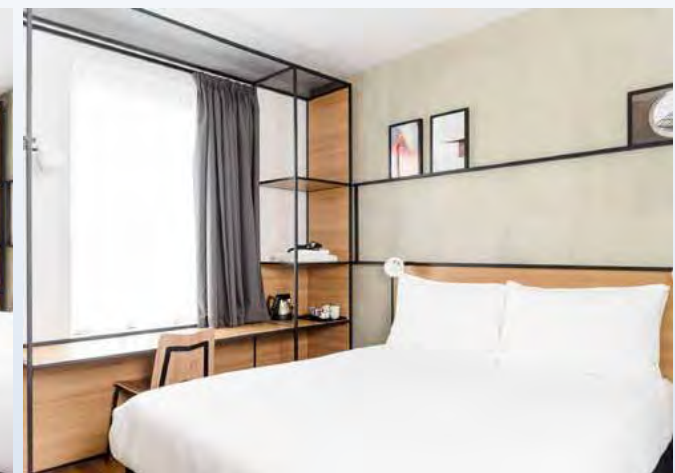
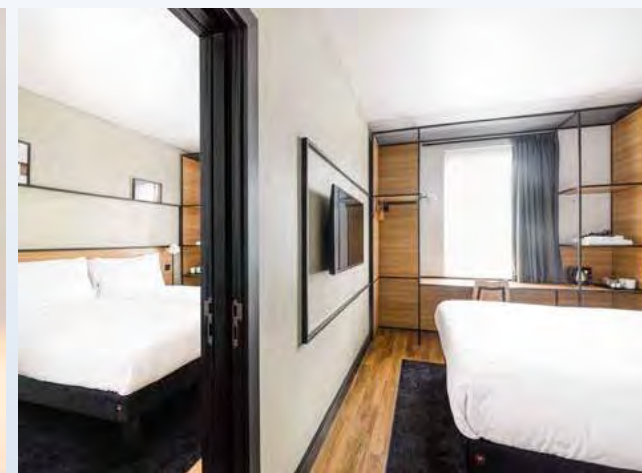
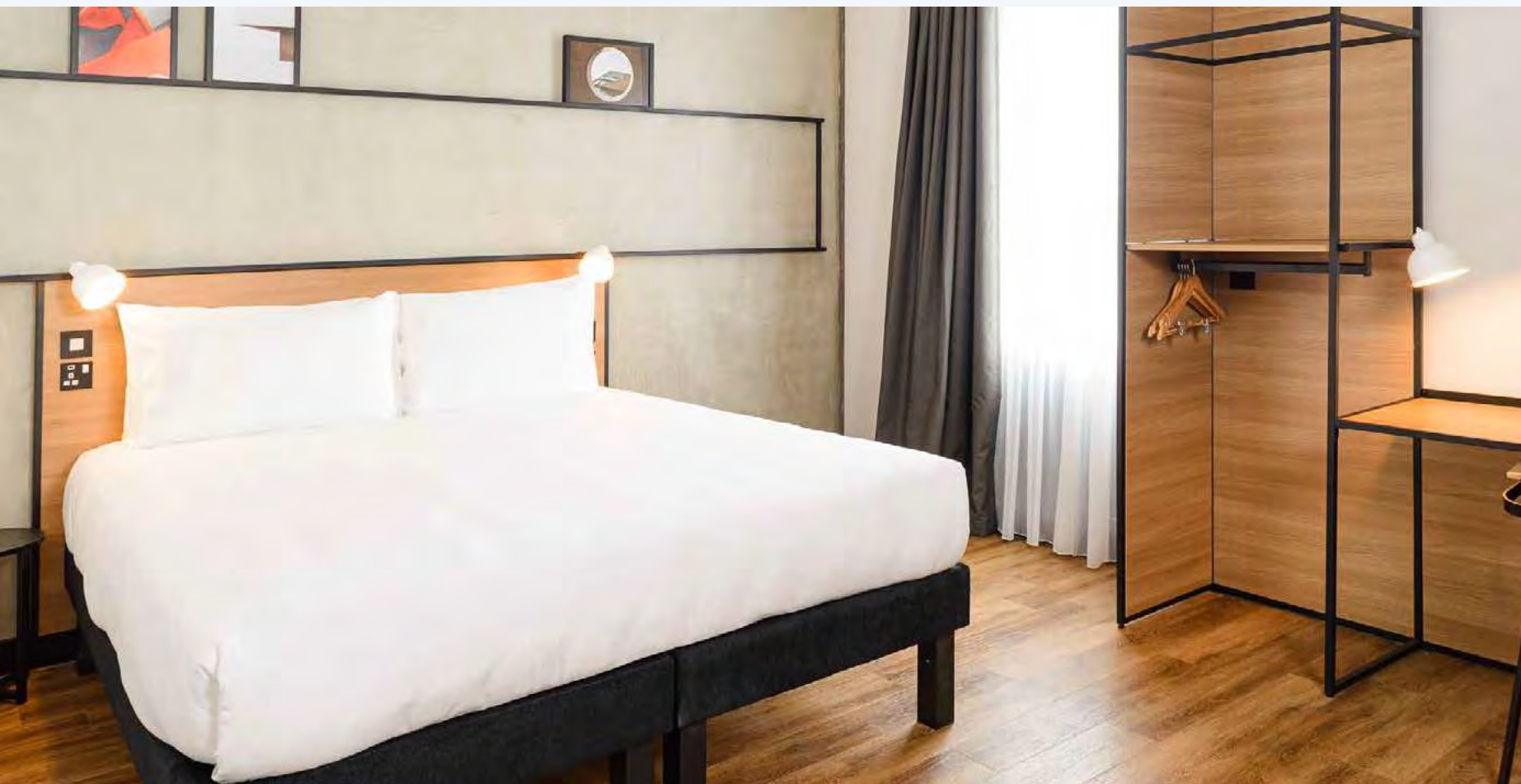
Units: Public areas & 138 bedrooms

Project Scope: Joinery, casegoods & upholstery

Installation period: 16 weeks



BRIDGWATER, SOMERSET



Developer: Midas Group

Development type: Hospitality & Leisure

Units: 144 hotel rooms

Project Scope: Caseloads & upholstery



EAST LONDON



Scope: Aloft London Excel is a stunning hotel adjacent to the Excel exhibition centre in East London.

Distinction provided all the desk chairs for the 250 bedrooms and the suite furniture. Distinction also furnished the public areas with stylish seating and upholstery, as well as manufacturing the walnut furniture for the bar, restaurant and breakout areas.



CANARY WHARF, LONDON



CANARY WHARF-LONDON

Location: Canary Wharf, London

Developer: Frasers Hospitality

Development type: Serviced Apartments

Units: Full turnkey, 108 apartments (268 rooms)

Project Scope: Joinery & casegoods

QUEENSGATE, LONDON



QUEENS GATE-LONDON

Location: Queens Gate, London
Developer: Frasers Hospitality
Development type: Serviced Apartments
Units: 105 apartments (252 rooms)
Project Scope: Joinery & casegoods

02 LONDON



Developer: Arora Hotel
Development type: Hospitality & Leisure
Project Scope: Public Area Loose Furniture

Schooner Bar

WANDSWORTH, LONDON



Developer: SRQ Limited

Development type: Hospitality & Leisure

Units: Over 60 tables, stools and chairs

Project Scope: Loose furniture & upholstery



The Sofitel is the only Heathrow Airport hotel with direct access to Terminal 5. The Tea Salon complements the hotel's two restaurants and two bars, providing the perfect quiet space for an informal meeting or break at Heathrow. Distinction Group worked closely with the owner, Arora Group, to create a relaxing environment for hotel residents and visitors alike to enjoy afternoon tea and light meals in comfort and style.

PRIVATE RENTED SECTOR

New Maker Yards, Middlewood Locks

SALFORD, MANCHESTER



Developer: Get Living

Development type: Private rented sector

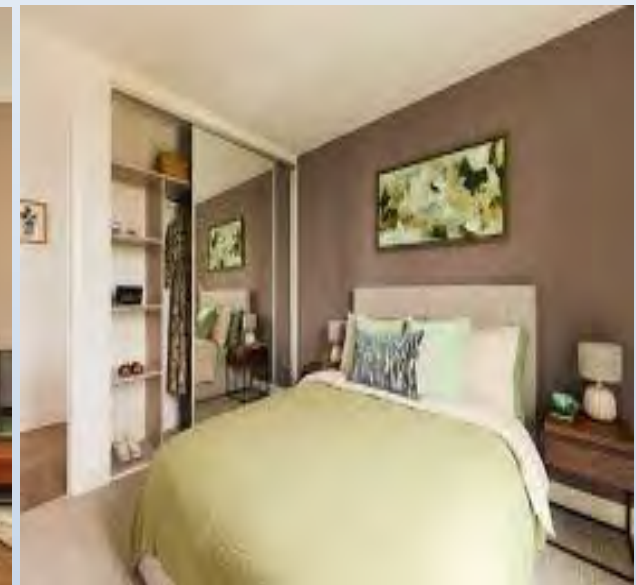
Units: 275 Apartments

Project Scope: All furniture & accessories

Installation period: 14 weeks

Park Square Apartments

MILTON KEYNES



Developer: Habitus Milton Keynes

Development type: Private rented sector

Units: 261 One and two bedroom apartments

Project Scope: Case goods and Loose Furniture

Elephant One

APARTMENTS



Location: Elephant & Castle, London
Developer: Get Living
Development type: Private rented sector
Units: 374 1,2 & 3 bedroom apartments
Project Scope: All furniture & accessories
Installation period: 14 weeks

getliving

EAST VILLAGE LONDON



Location: East London

Developer: Get Living

Development type: Private Rented Sector

Units: 1439 apartments

Project Scope: Wardrobes

PRIVATE RENTED SECTOR

S T U D E N T A C C O M O D A T I O N



DUBLIN



LIV DUBLIN STUDENT ACCOMMODATION

Location: Dublin, Ireland

Developer: LIV Student, Valeo Group

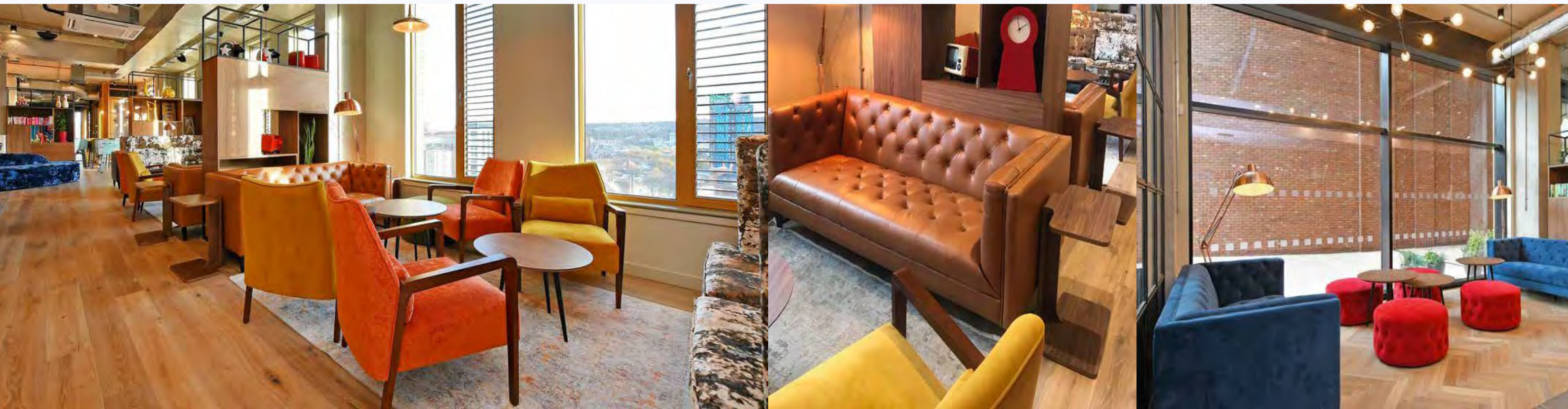
Development type: Student Accommodations

Units: 215 bedrooms, 32 cluster living rooms & communal areas

Project Scope: All furniture & accessories



SHEFFIELD



LIV SHEFFIELD STUDENT ACCOMMODATION

Location: Sheffield

Developer: LIV Student, Valeo Group

Development type: Student

Accommodations

Units: 82 cluster living rooms & public areas

Project Scope: All furniture
& some accessories

PRIVATE RESIDENTAIL

THE CARLYLE



The Carlyle is the latest project of private rental apartments by London-based designers Visu Verum Interiors. Situated in affluent Kensington, the building consists of 12 two, three- and four-bedroom luxury homes. Distinction Group were engaged by the designers to provide loose furnishings for the apartments, most notably a diverse range of plush upholstered goods. The classic contemporary design scheme is a bright and homely haven.



DEVELOPER:
Distinction Homes



HAMELS MANSION

Hamels mansion is a beautiful stately home dating back to the 16th Century, located in the peaceful Hertfordshire countryside. This luxurious Country Estate was regenerated by Distinction to the most exacting standards, with marble floors and up to 5 metre high ceilings. Distinction refurbished all 10 apartments and communal areas, combining original features with stunning contemporary style interiors.

WHO WE WORK WITH

HOSPITALITY & LEISURE PROJECTS (I)

aloft
HOTELS
Captains Club Hotel - Christchurch (2006)

CAPTAIN'S CLUB
HOTEL & SPA
Holiday Inn Telford - Telford (2004)
Park Inn Manchester (2009)
Holiday Inn Gatwick Worth - Gatwick (2010)
Holiday Inn Express - South Wimbledon (2013)
Indigo Tower Hill - London (2014)
Holiday Inn Express - Cardiff (2015)
Holiday Inn Express - Burton Upon Trent (2015)
Intercontinental, Clipper Bar - London (2015)
Indigo Leicester Square - London (2018)
Holiday Inn Express - Heathrow (2018)
Crowne Plaza Hotel - Bahrain (2018)
Holiday Inn Express - Bridgwater (2019)

Grand Harbour Hotel
- Southampton (2013)

Hilton
Hilton T5 - Heathrow (2011)
Hilton DoubleTree - Marble Arch (2012)
Hilton DoubleTree - Kingston (2017)
Canopy by Hilton - Aldgate (2020)

EUSTON SQUARE HOTEL
Euston Square Hotel - London (2008)

DUKE OF NORMANDIE
HOTEL
Duke of Normandie Hotel - Putney (2013)

HOSPITALITY & LEISURE PROJECTS (II)

V FIVE
PALM JUMEIRAH DUBAI
Five Palm Jumeirah - Dubai (2017)
Jumeirah Village Circle - Dubai (2018)

RHG
RADISSON
HOTEL GROUP
Radisson Blu Hotel Bristol (2009)
Radisson Blu Hotel Cardiff (2009)
Radisson Blu Old Mill Hotel Belgrade (2015)
Radisson Blu The Diplomat - Bahrain (2018)

MARRIOTT
Hanbury Manor Hotels & Country Club (2000)
Victoria & Albert Hotel - Manchester (2010)
Marriott Hotel - West India Quay (2018)
Residence Inn by Marriott - Slough (2021)
Moxy Slough - Slough (2021)

LANGHAM
HOTEL & RESORT
Langham Palm Jumeirah Hotel - Dubai (2015)

Maison
Hotel du Vin - Stratford-Upon-Avon (2018)
Hotel du Vin - York (2021)

MARCO PIERRE WHITE
THE FROGMILL INN
Marco Pierre White's Frogmill Hotel - Cheltenham (2009)

THE WELLINGTON HOTEL
DELIVERING VALUE - LEADING LIVES OF WELLNESS
The Wellington Hotel - Isle of Wight (2006)

Grey Street Hotel

HOSPITALITY & LEISURE PROJECTS (III)

RAMADA
Ramada Telford - Ironbridge (2014)

DORSETT
Shepherd's Bush Pavilion Dorsett Hospitality (2013)
Watergate Bay Hotel - Cornwall (2002)

THE LODGE HOTEL
The Lodge Hotel - Putney (2015)
Telford International Hotel (2004)

the international hotel
Donnington Manor - Sevenoaks (2015)
Wyck Hill House Hotel & Spa - The Cotswold (2004)

SOFITEL
LUXURY HOTELS
Westwood Training Centre - Coventry (2003)
Sofitel London Hotel - Heathrow (2016)

SERVICED APARTMENTS PROJECTS
FRASERS
HOSPITALITY
Fraser Suites Glasgow (2005)
Fraser Suites Kensington (2012)
Fraser Suites Queens Gate (2012)
Fraser Suites Riyadh (2016)

Fraser	Residence	London	City	(2010)
Fraser	Residence	Bishopsgate		(2010)
Fraser	Place	Canary Wharf		(2014)

PRIVATE RENTED SECTOR PROJECTS

Get Living, East Village London (2013)	GET LIVING LONDON
Get Living, New Maker Yards (2018)	

DELANCEY® Delancey, Elephant One (2018)

STUDENT ACCOMMODATION PROJECTS

Britannia Student Services Mitre House (2014)	Britannia Student Services
LIV Dublin Student Accommodation (2018)	LIV DUBLIN
LIV Sheffield Student Accommodation (2019)	

PRIVATE RESIDENTIAL PROJECTS

Hamels Mansion - Hertfordshire (2017)
North London Private Residence (2018)
The Carlyle - Earl's Court (2019)



InterContinental Hotel London - The O2



Radisson Blu Old Mill Hotel - Belgrade



Hilton DoubleTree - Kingston



Marriott Hotel - West India Quay



Five Palm Jumeirah - Dubai



Aloft London Excel



Fraser Suites Riyadh



Delancey, Elephant & Castle Redevelopment

ABOUT US

MANUFACTURING

UK & EUROPE

Distinction Group ensures that everything we manufacture is made by expert furniture makers with whom we have established close relationships.

As a result, we produce many of our items in Europe, using the same control and design processes we employ throughout the business. This ensures that we consistently achieve a high quality finish for every project.

FAR EAST

Distinction Group has been producing and manufacturing bespoke furniture in the Far East and Indonesia for over 24 years through a unique, expert supply chain.

Our China based quality control office is expertly placed to ensure that every piece produced meets the most stringent European standards and our own exacting specifications.

The China office also coordinates all shipping and logistics to ensure each item for every project is correctly packaged and quality checked to arrive on time and according to the project installation schedule.



PROJECT MANAGEMENT

Distinction Group offers a complete project management service from contract commencement to project completion.

From the approval of shop drawings to the installation of furniture, our talented teams across the world manage the process professionally and smoothly.

You can be at ease knowing that your FF&E order is in the hands of one of our knowledgeable and experienced project managers, allowing you to proceed with other aspects of your project.



OUR SERVICES & QUALITY

With our technical expertise and a team of experienced project managers we offer a highly valued service, working hand in hand with project designers and architects to achieve a successful outcome for your FF&E project. Our services also include prototype room sets and value engineering to enhance budget requirements and costings for each and every project. At Distinction Group we are fully aware of the trust our clients place in us to ensure their project is furnished on time and to the required standards. With a full cooperative approach we take the risk out of FF&E procurement, manufacturing and delivery.

AFTER SALES SERVICES

Distinction Group provides a full service from product concept right through to installation and beyond. By providing a 5 year warranty you can be sure that your products are well supported throughout their lifespan.

DELIVERY & INSTALLATION

Every item leaving our manufacturers is clearly labelled to facilitate shipping, customs and installation requirements at the destination.

On site, our experienced installation team oversee the process, ensuring each product is assembled and installed correctly, with care and to the agreed schedule.

SUSTAINABILITY

Distinction Group is committed to reducing its impact on the environment and as a result we only use FSC certified timber in our products.

We continue to work to minimise our carbon footprint, taking advantage of technological advances in manufacturing and evaluating our activities in every part of the business.



BRITISH ENGINEERING

For more than four decades, Distinction Group's objective has remained the same; to be a customer focused manufacturer able to provide outstanding quality of product, combined with exceptional value. Proud of our British base, we strive for innovation and excellence with every client and project.





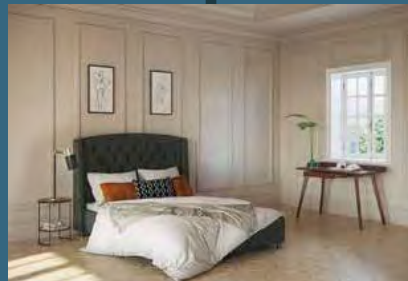
roup

DISTINCTION Contract Furniture

Distinction Contract Furniture is the backbone of the Distinction Group, one of the largest and most respected contract furniture manufacturers in the UK.



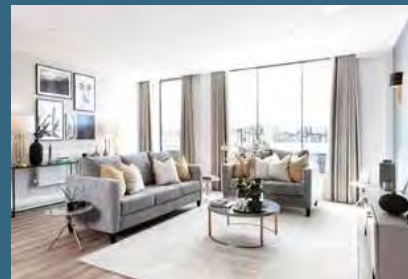
DISTINCTION Wholesale Furniture



Distinction Furniture manufactures high quality designer furniture exclusively for interior designers, retailers and other members of the UK trade.

DISTINCTION BTR & Private Residential

Distinction brings its wealth of experience to the BTR sector, offering expertly made contract grade furniture to the expanding rental market.



Exclusive Distinction Furniture Trading L.L.C
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Office No 735-504
Al Murqabat, Dubai, UAE

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