



DISTINCTION
Group

COMPANY PROFILE

LEADING SPECIALISTS

IN CONTRACT FURNITURE

Manufacturing and Sourcing

A FAMILY BUSINESS

London-based Distinction Group has been designing and manufacturing high quality furniture for over 34 years. Working with both boutique and world-renowned hotel and development groups, Distinction Group creates luxurious hotel bedrooms, public areas, bars and restaurants furnished and finished to the very highest standards.

CEO, Mark Elliott created his company with the vision to provide excellence in both service and products for his clients and his dedication has ensured continued success and growth for the company. With an expanding business, Mark has brought in more expertise to surround him, including his daughter and son who were well established and successful in their own careers. Both son and daughter share their father's values of integrity, creativity, quality and service and they will ensure that the company keeps looking to the future.



Thomas Elliott
Sales & Marketing
Director



Mark Elliott
Chief Executive Officer



Katherine Roux
Operations Director

KEY PEOPLE



Kersi Deboo
Managing Director



Mark Coad
Managing Partner of
Distinction Dubai



Susan Wan
Projects & Design Director

BRITISH ENGINEERING

For more than three 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.

BCFA
member





Location: Jumeirah, Dubai

Developer: Five Holdings

Development type: Hospitality & Leisure

Number of units: 14,000 items including casegoods, upholstery and outdoor furniture.

Holiday Inn Express

BRIDGEWATER, SOMERSET



Developer: Zeal Hotels

Development type: Hospitality & Leisure

Number of units: Public areas and 138 bedrooms

Installation period: 16 weeks



CANARY WHARF, LONDON



Developer: Yianis Group

Development type: Hospitality & Leisure

Number of units: 301, over 5,000 pieces total of casegoods and upholstery.

Installation period: 12 weeks



INTERCONTINENTAL

CLIPPER BAR, LONDON

DEVELOPER: Arora Group



LEICESTER SQUARE, LONDON



Developer: Criterion Capital

Development type: Hospitality & Leisure

Number of units: 95 hotel rooms with headboards, wardrobes and mirrors among many others

Installation period: 12 weeks



STRATFORD-UPON-AVON



Developer: Malmaison Hotels

Development type: Hospitality & Leisure

Number of units: 46 bedrooms with headboards, tables, chairs and mirrors

Installation period: 6 weeks

The Diplomat

by *Radisson* **BLU**

MANAMA, BAHRAIN



Developer: Radisson Blu

Development type:
Hospitality & Leisure

Number of units: Over 170
wardrobes, desks and
cabinets



Location: Manama, Bahrain

Developer: IHG Hotels

Development type: Hospitality & Leisure

Number of units: 138 units, 12,000 pieces including wardrobes, headboards, floating bedside units and minibars.



Location: Putney, London

Developer: Putney Lodge Hotel

Development type: Hospitality & Leisure

Number of units: 25 rooms of furniture and soft furnishings minibars.



Location: Shepherd's Bush, London

Developer: Dorsett Hospitality International

Development type: Hospitality & Leisure

Number of units: 317 bathrooms with vanity units, tiles, shower screens and mirrors.



SOFITEL

LUXURY HOTELS

HEATHROW, LONDON

Developer: Arora Group

Development type: Hospitality & Leisure



BELGRADE, SERBIA

Developer: Soravia Group

Development type: Hospitality & Leisure

Number of units: 250 units of upholstery, including bedroom armchairs and desk chairs as well as conference suite chairs, tables, rugs and lighting.





DOUBLETREE

BY HILTON™

KINGSTON, LONDON

DEVELOPER: EQ Group



Location: Riyadh, Saudi Arabia

Developer: Edafah

Development type: Hospitality & Leisure.

Number of units: Full turn key service.



Location: Canary Wharf, London.

Developer: Frasers Hospitality

Development type: Serviced Apartments

Number of units: Full turnkey, 108 units.



Location: Queens Gate, London

Developer: Frasers Hospitality

Development type: Serviced Apartments.

Number of units: 105 apartments.



Elephant Central

APARTMENTS



Location: Elephant and Castle, London

Developer: Get Living

Development type: Private rented sector

Number of units: 374 1,2 and 3 bedroom apartments

Installation period: 14 weeks

Middlewood Locks

SALFORD, MANCHESTER



Developer: Get Living

Development type: Private rented sector

Number of units: 275 units

Installation period: 14 weeks



EAST VILLAGE LONDON

Location: East London

Developer: Get Living

Development type:
Private Rented Sector

Number of units: 1439
apartments



PRIVATE RENTED SECTOR

LIV DUBLIN STUDENT ACCOMMODATION

Location: Dublin, Ireland

Developer: LIV Student, Valeo Group

Development type: Student
Accommodations

Number of units: 215 bedrooms, 32
cluster living rooms and 2
communal areas



STUDENT ACCOMMODATIONS



NORTH LONDON PRIVATE RESIDENCE

Surrounded by nearly five acres of beautifully maintained landscaped grounds, this private residence is possibly the most exclusive development in the Harrow Area. Distinction worked closely with the owner in refurbishing the communal areas of four of the individual buildings, supplying console tables, mirrors, chairs, accessories as well as enhancing the interior with new paint colour, flooring and wallpaper to create a sumptuous contemporary scheme.



PRIVATE RESIDENTIAL



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 metres high ceilings. Distinction refurbished all 10 apartments and communal areas, combining original features with stunning contemporary style interiors.



DEVELOPER:
Distinction Homes



PRIVATE RESIDENTIAL

MANUFACTURING

A GLOBAL MANUFACTURER

Distinction Group is a proud British manufacturer taking advantage of advances in automated CNC manufacturing to produce competitive high quality products from our factory in the UK. Supported by a significant supply chain with manufacturing capabilities in Europe and the Far East we are unique in our ability to be able to manufacture high quality furniture in any design scheme and budget to the highest British standards.

DECADES OF EXPERIENCE

Distinction Group has been producing and manufacturing bespoke furniture in the UK, Europe and the Far East for over 34 years through a unique, expert supply chain.

With quality control offices in London and multiple locations around the world Distinction Group ensures that members of the Distinction team are well placed to ensure that every piece of furniture produced meets the most stringent British standards and our own exacting specifications.

These offices also coordinate 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.



COMPLETED PROJECTS

HOSPITALITY & LEISURE PROJECTS (I)



Aloft London Excel Exhibition Centre (2011)



Captains Club Hotel - Christchurch (2006)



Park Inn Manchester (2009)
Indigo Tower Hill - London (2014)
Holiday Inn Express - Cardiff (2015)
Holiday Inn Telford - Telford (2004)

Holiday Inn Express - Burton Upon Trent (2015)
Holiday Inn Express - South Wimbledon (2013)
Holiday Inn Gatwick Worth - Gatwick (2010)
Intercontinental, Clipper Bar - London (2015)
Indigo Leicester Square - London (2018)
Holiday Inn Express - Heathrow (2018)
Crowne Plaza Hotel - Bahrain (2018)



Grand Harbour Hotel - Southampton (2013)



Hilton T5 - Heathrow (2011)
Hilton DoubleTree - Kingston (2017)
Hilton DoubleTree - Marble Arch (2012)



Euston Square Hotel - London (2008)



Duke of Normandie Hotel - Putney (2013)

HOSPITALITY & LEISURE PROJECTS (II)



Five Palm Jumeirah - Dubai (2017)



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



Hanbury Manor Hotels & Country Club (2000)
Marriott Hotel - West India Quay (2018)
Victoria & Albert Hotel - Manchester (2010)



Langham Palm Jumeirah Hotel - Dubai (2015)



Marco Pierre White's Frogmill Hotel - Cheltenham (2009)



The Wellington Hotel - Isle of Wight (2006)



The Grey Street Hotel - Newcastle (2004)

HOSPITALITY & LEISURE PROJECTS (III)



Ramada Telford - Ironbridge (2014)



Shepherd's Bush Pavilion Dorsett Hospitality (2013)



Watergate Bay Hotel - Cornwall (2002)



The Lodge Hotel - Putney (2015)



Telford International Hotel (2004)



Donnington Manor - Sevenoaks (2015)



Wyck Hill House Hotel - The Cotswold (2004)



Westwood Training Centre - Coventry (2003)



Sofitel London Hotel - Heathrow (2016)

SERVICED APARMENTS PROJECTS




Fraser Suites Glasgow (2005)
Fraser Suites Kensington (2012)
Fraser Suites Queens Gate (2012)
Fraser Suites Riyadh (2016)
Fraser Place Canary Wharf (2014)

Fraser Property Islington on The Green (2009)
Fraser Residence London City (2010)
Fraser Residence Bishopsgate (2010)

PRIVATE RENTED SECTOR PROJECTS

Get Living, East Village London (2013)
Get Living, Elephant Central (2018)

STUDENT ACCOMMODATION PROJECTS



Britannia Student Services Mitre House (2014)

LIV Dublin Student Accommodation (2018)



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



DISTINCTION
Group

The Distinction Brands



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



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



Distinction Furnitures Trading is the representative of Distinction Group in Dubai. As well as managing our GCC hotel projects Distinction Furnitures Trading is the sole agent for renowned carpet and underlay companies such as Footfall, Texfelt, Axminster and many more, throughout the UAE, Saudi Arabia, Qatar, Bahrain, Jordan, Kuwait and Oman.



Distinction Homes creates prestigious residential developments in London and across the UK, designed and built to the highest standards.



Tecnodeck is a pioneering manufacturer, of WPC (wood-plastic composite) solutions founded in 2004. Working with Distinction in the Middle East they offer a complete deck system as well as an increasing product range including facades, handrails, balustrades, pergolas and fences.

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