



DISTINCTION
Group

COMPANY PROFILE
2025

LEADING SPECIALISTS

IN CONTRACT FURNITURE
Manufacturing and Sourcing

FIVE LUXE JBR

by **FIVE** ►

DUBAI, UAE



Developer: FIVE Hotel Group
Development type: Hospitality & Leisure
Units: 382 bedrooms & suites
Project Scope: Joinery and casegoods



Mercure

by 
ACCOR

EARLS COURT, LONDON



Developer: Lillie Investment Ltd
Development type: Hospitality & Leisure
Units: 282 bedrooms & suites
Project Scope: Joinery and casegoods



citadines

APART' HOTEL

HOLBORN, LONDON



Developer: CapitaLand Investment

Development type: Hospitality & Leisure

Units: 192 One bedroom and studio apartments

Project Scope: Joinery, casegoods and loose furniture



Park Square Apartments

MILTON KEYNES



Developer: Habitus Milton Keynes

Development type: Private rented sector

Units: 261 One and two bedroom apartments

Project Scope: Casegoods and loose furniture



TCRW Apartments

SOHO, LONDON



Developer: Private Client

Development type: Private rented sector

Units: 7 One and two bedroom apartments

Project Scope: Casegoods and loose furniture



Holiday Inn Gatwick Worth



WORTH, SURREY



Developer: Pearl Holdings

Development type: Hospitality & Leisure

Units: 40 bedrooms extension

Project Scope: Joinery, casegoods and loose upholstery





ALDGATE, LONDON



Developer: 4C Hotel Group

Development type: Hospitality & Leisure Units:
340 bedrooms & public areas

Project Scope: Joinery, casegoods & accessories



Malmaison Edinburgh City

by *Malmaison*

EDINBURGH, SCOTLAND



Developer: Malmaison Hotels

Development type: Hospitality & Leisure

Units: 72 Bedrooms

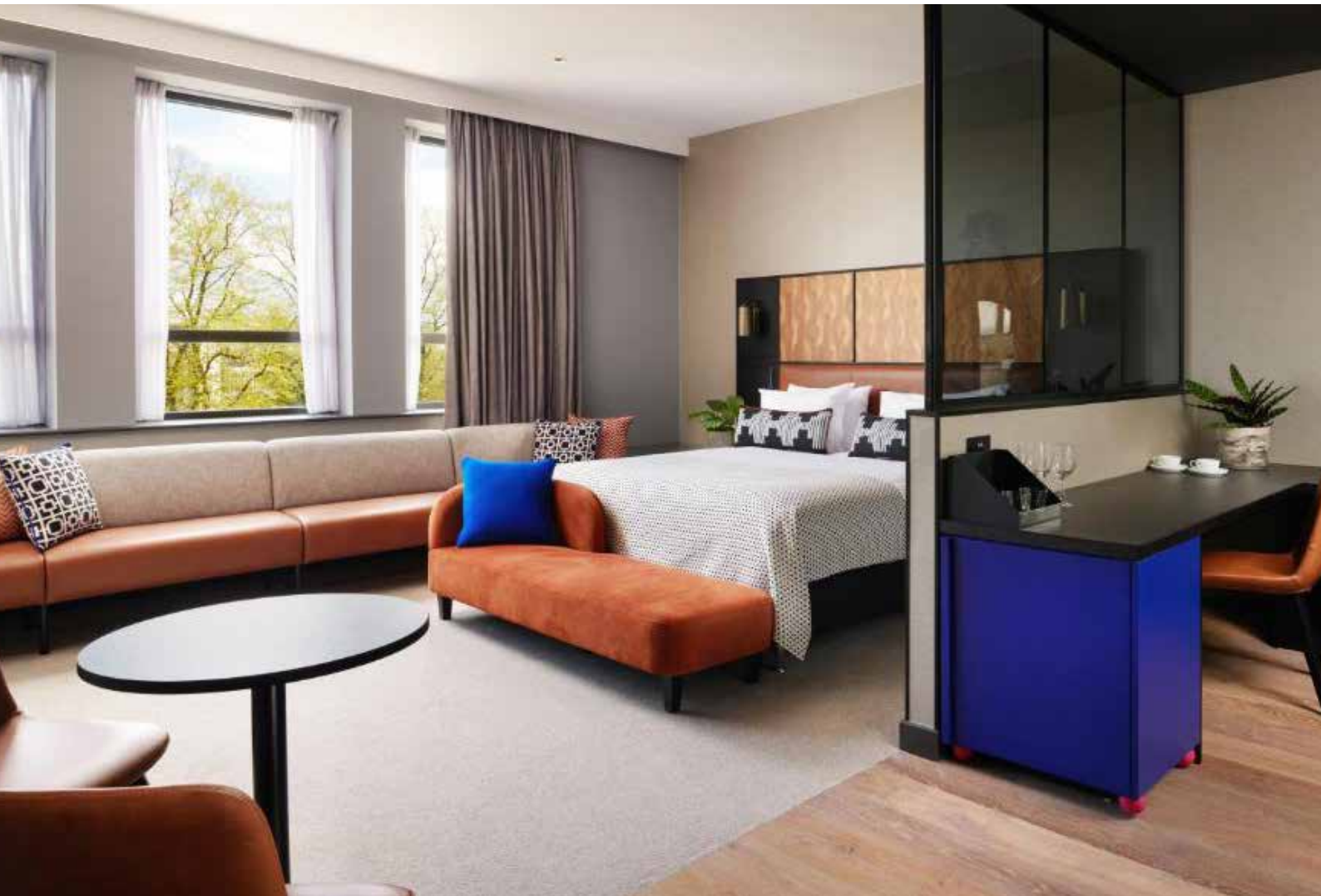
Project Scope: Caseloads, upholstery & accessories



Malmaison York

by *Malmaison*

YORK, YORKSHIRE



Developer: Malmaison Hotels

Development type: Hospitality & Leisure

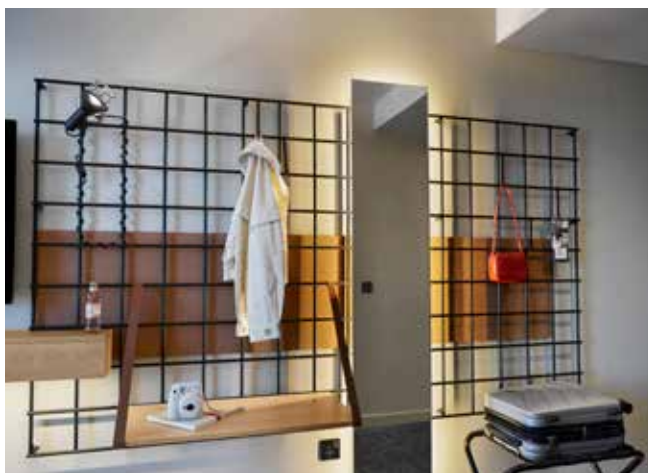
Units: 150 hotel rooms

Project Scope: Caseloads, upholstery & accessories





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



Residence Inn

by **Marriott.**

SLOUGH, BERKSHIRE

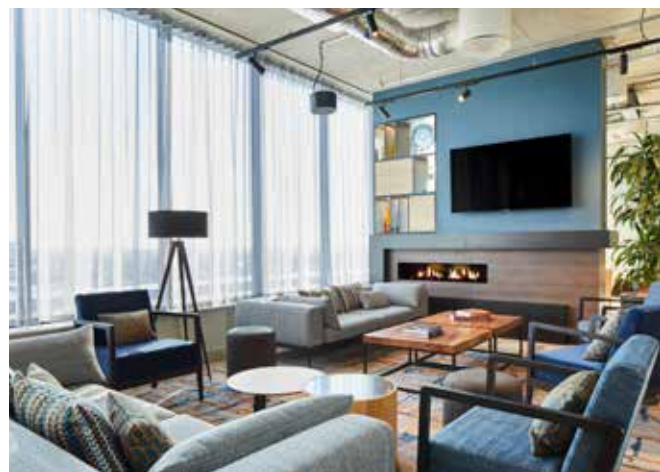


Developer: Morgan Sindall Construction

Development type: Hospitality & Leisure

Units: 92 rooms and public areas

Project Scope: Joinery, casegoods & accessories





Developer: Five Development

Development type: Hospitality & Leisure

Units: 700 hotel rooms, apartments & all public areas

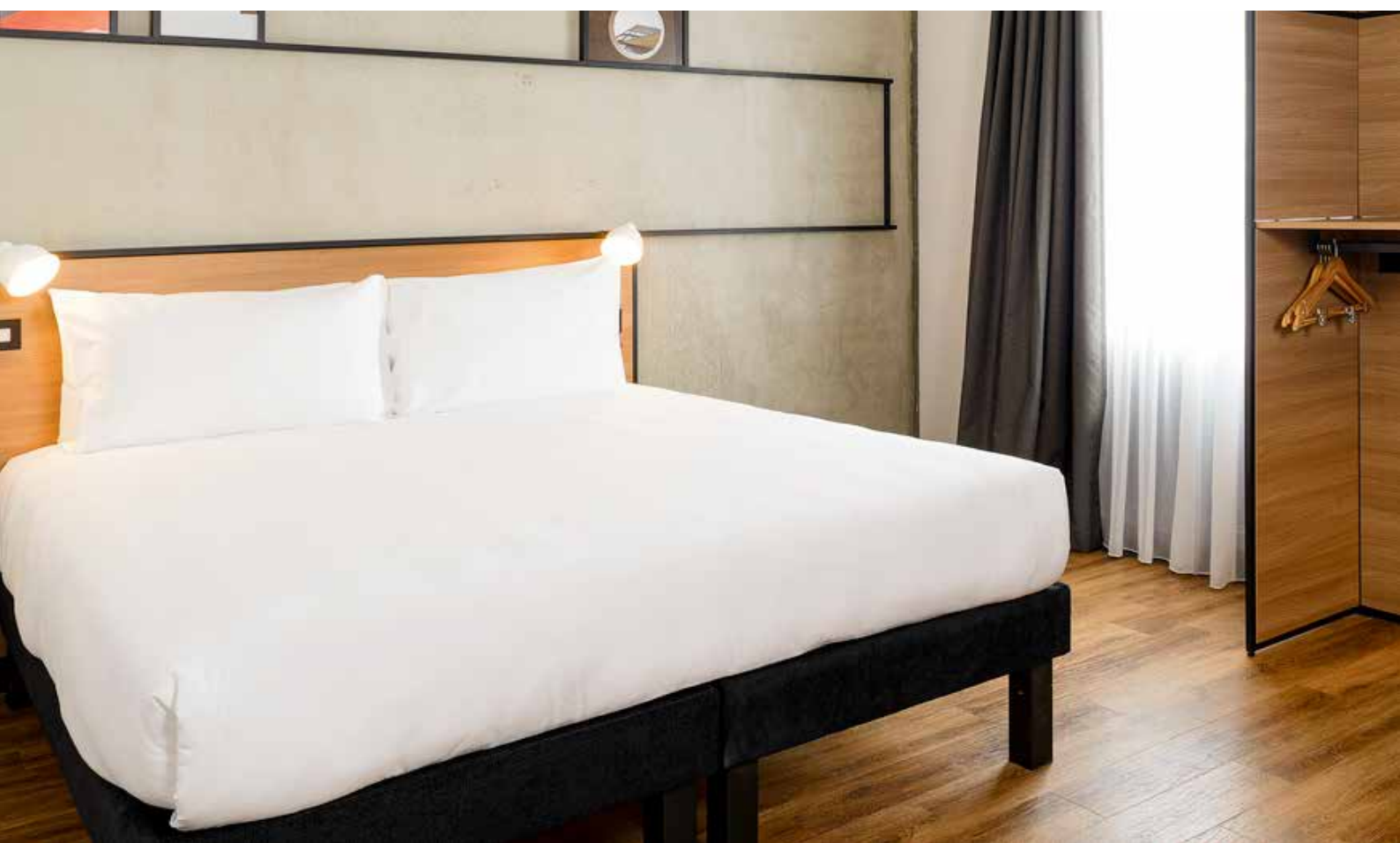
Project Scope: Caseloads, upholstery & outdoor furniture

Installation period: 16 weeks





BRIDGWATER, SOMERSET

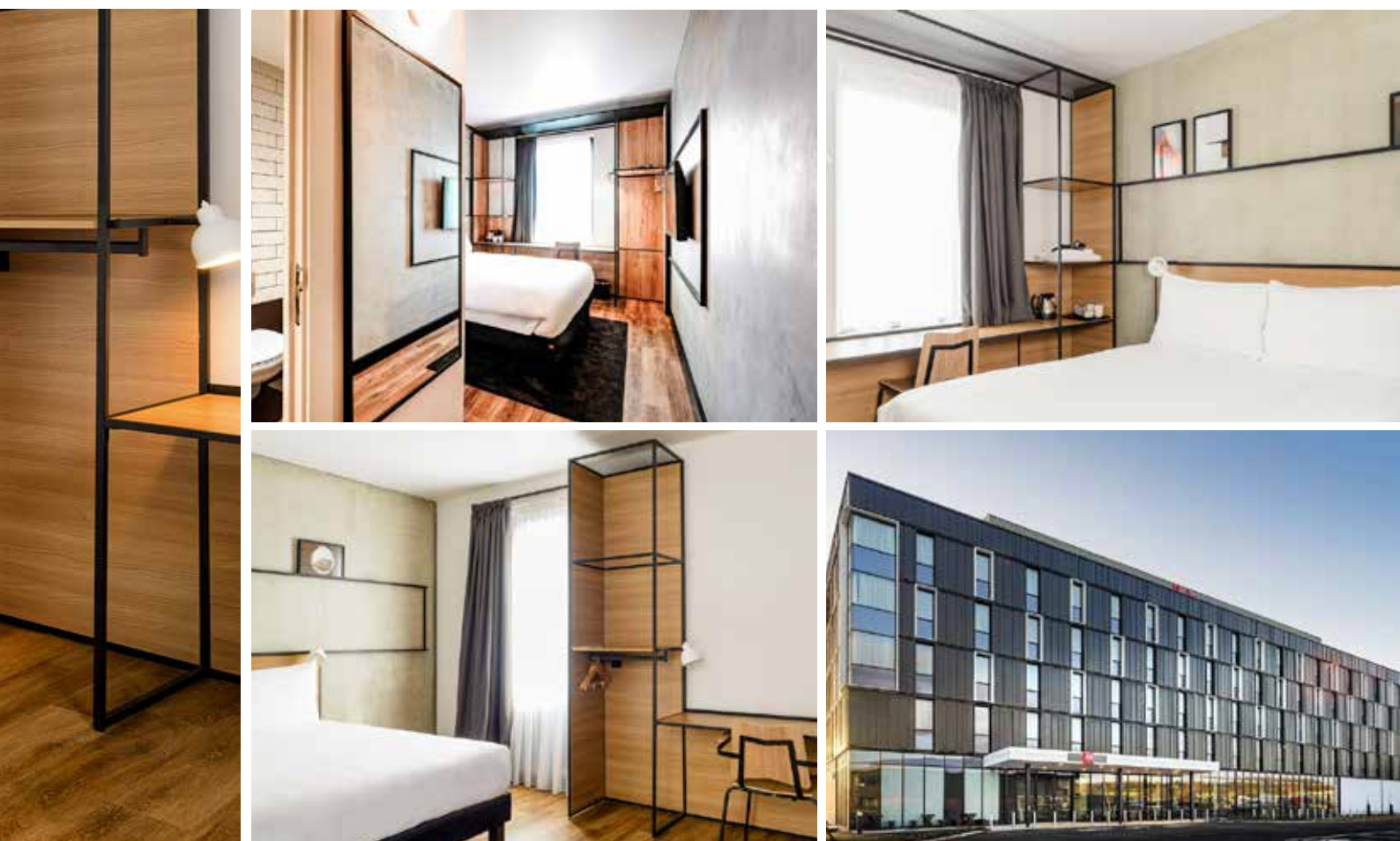


Developer: Midas Group

Development type: Hospitality & Leisure

Units: 144 hotel rooms

Project Scope: Casegoods & upholstery





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



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





CANARY WHARF, LONDON



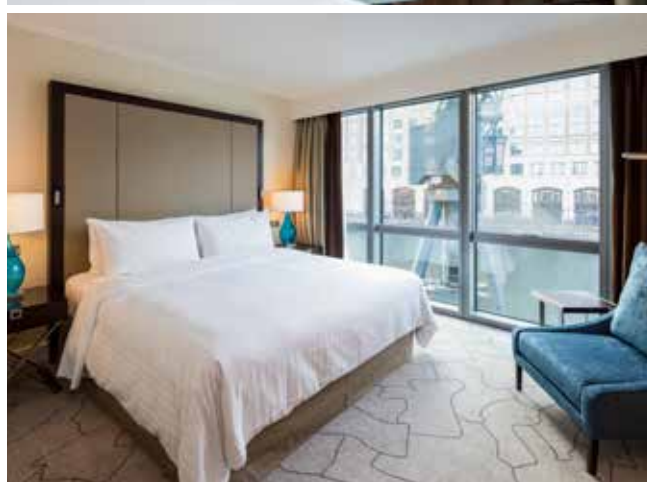
Developer: Yianis Group

Development type: Hospitality & Leisure

Units: 301 bedrooms

Project Scope: 5,000 pieces - including joinery, caseworks, upholstery & accessories

Installation period: 12 weeks





INTERCONTINENTAL®

CLIPPER BAR, LONDON

Developer: Arora Group





LEICESTER SQUARE, LONDON



Developer: Criterion Capital

Development type: Hospitality & Leisure

Units: 95 hotel rooms, apartments & all public areas

Project Scope: Caseloads, upholstery & outdoor furniture

Installation period: 16 weeks





by *Malmaison*

STRATFORD-UPON-AVON





Developer: Malmaison Hotels

Development type: Hospitality & Leisure

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

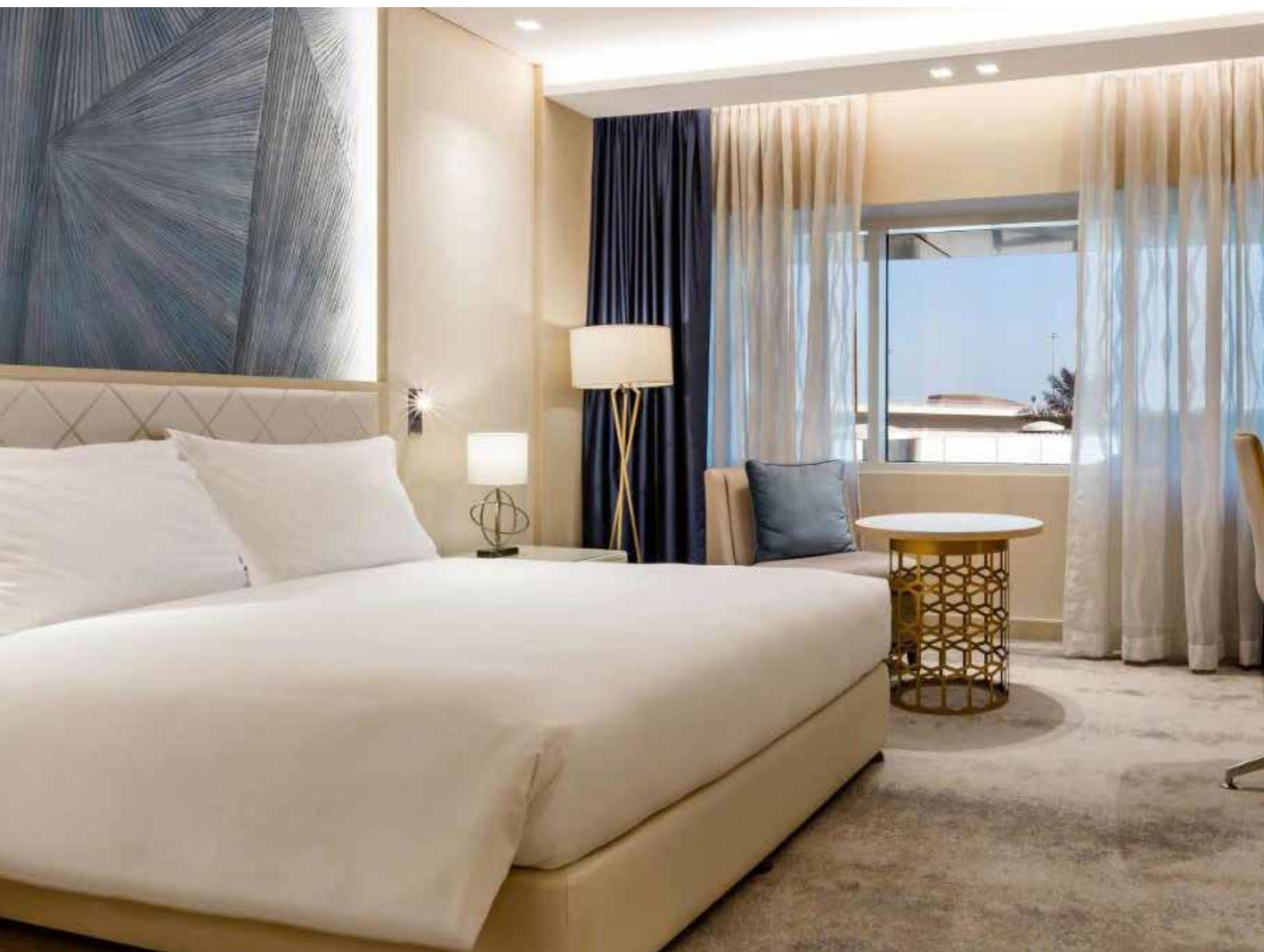
Project Scope: Joinery, casegoods, upholstery & accessories

Installation period: 6 weeks

The Diplomat

by *Radisson* 

MANAMA, BAHRAIN





Developer: Radisson Blu
Development type: Hospitality & Leisure
Units: Over 170 wardrobes, desks & cabinets
Project Scope: Joinery & casegoods



SHEPHERDS BUSH, LONDON

The Grade II listed, 8-storey, Dorsett Hotel, overlooking Shepherd's Bush Green, in West London boasts 317 rooms with modern architecture and design. Distinction Group was responsible for fitting all bathrooms throughout the hotel with vanity units, tiles, shower screens and mirrors.





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.





SOFITEL LUXURY HOTELS

HEATHROW, LONDON

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.





DOUBLETREE

BY HILTON™

KINGSTON, LONDON

Developer: EQ Group

Units: 147 bedrooms





THE LODGE HOTEL

PUTNEY, LONDON

Developer: Putney Lodge Hotel
 Development type: Hospitality & Leisure
 Units: 25 bedrooms of furniture & soft
 furnishings minibars
 Project Scope: Joinery, upholstery, casegoods
 & accessories





EAST LONDON

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.



Schooner Bar

WANDSWORTH, LONDON



Developer: SRQ Limited

Development type: Hospitality & Leisure

Units: Over 60 tables, stools and chairs

Project Scope: Loose furniture & upholstery



FRASERSUITES

RIYADH

Location: Riyadh, Saudi Arabia

Developer: Edafah

Development type: Hospitality & Leisure

Units: 350 bedrooms & all public areas

Project scope: All products



FRASERSUITES

QUEENS GATE-LONDON

Location: Queens Gate, London

Developer: Frasers Hospitality

Development type: Serviced Apartments

Units: 105 apartments (252 rooms)

Project Scope: Joinery & casegoods





Location: Canary Wharf, London

Developer: Frasers Hospitality

Development type: Serviced Apartments

Units: Full turnkey, 108 apartments (268 rooms)

Project Scope: Joinery & casegoods



SERVICED APARTMENTS

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





LIV BELFAST STUDENT ACCOMMODATION

Location: Belfast

Developer: LIV Student, Valeo Group

Development type: Student

Accommodations

Project Scope: Fixed and loose furniture for all public areas. Furniture for Cluster, En-suite and studio rooms.



MANUFACTURING

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 14 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 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.



COMPLETED PROJECTS

HOSPITALITY & LEISURE PROJECTS (I)



Aloft London Excel Exhibition Centre (2011)

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



Euston Square Hotel - London (2008)



Duke of Normandie Hotel - Putney (2013)

HOSPITALITY & LEISURE PROJECTS (II)



Five Palm Jumeirah - Dubai (2017)
Jumeirah Village Circle - Dubai (2018)

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)
Victoria & Albert Hotel - Manchester (2010)
Marriott Hotel - West India Quay (2018)
Residence Inn by Marriott - Slough (2021)
Moxy Slough - Slough (2021)

Langham Palm Jumeirah Hotel - Dubai (2015)



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

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



The Wellington Hotel - Isle of Wight (2006)

The Grey Street Hotel - Newcastle (2004)



InterContinental Hotel London - The O2



Radisson Blu Old Mill Hotel - Belgrade



Five Palm Jumeirah - Dubai



Aloft London Excel

COMPLETED PROJECTS

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 Property Islington on The Green (2009)
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, New Maker Yards (2018)



Delancey, Elephant One
(2018)

STUDENT ACCOMMODATION PROJECTS

Britannia Student Services
Mitre House (2014)



LIV Dublin Student Accommodation (2018)
LIV Sheffield Student Accommodation
(2019)

PRIVATE RESIDENTIAL PROJECTS

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



Hilton DoubleTree - Kingston



Marriott Hotel - West India Quay



Fraser Suites Riyadh



Delancey, Elephant & Castle Redevelopment



DISTINCTION
Group

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.





DISTINCTION
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