



# Richloom Contract announces strategic partnership to expand MENA reach

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Textile manufacturer [Richloom Contract](#) and Middle East-based Platinum Fabrics have announced a strategic partnership, expanding the former's distribution throughout the world.

The collaboration seeks to expand the brand's market presence and develop tailored solutions that align with client expectations throughout the MENA region.

"We are excited to partner with Platinum Fabrics as the exclusive distributor of Richloom Contract fabrics and finished products across the MENA region," says Michael Saivetz, the brand's President and COO. "We have enjoyed a long-standing and successful multi-generational partnership with the shareholders of Platinum Fabrics, fostering a relationship that has grown stronger over the last 10 years."

Lauren Somers Pelusio, Senior Vice President of Richloom Contract, adds: "Collaborating with Platinum Fabrics is a significant step forward for us as we continue to service and expand in the contract and cruise industries in the MENA region. We have a team of dynamic, experienced textile professionals who are well-versed in the multinational culture in the UAE and the broader GCC region."

Experts in design, service and quality, Richloom Contract provides luxurious products to hotel projects and cruise lines around the globe.