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Richloom Contract and Platinum Fabrics announce a strategic partnership in the Middle East and North Africa



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Richloom Contract, a design leader and textile manufacturer in the contract and cruise industries, and Platinum Fabrics, a textile distribution and fabric company based in the Middle East, have announced a strategic partnership, expanding the distribution of Richloom Contract throughout the world. This collaboration will drive innovation, expand 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,” said Michael Saivetz, President and COO of Richloom. “We have enjoyed a long-standing and successful multigenerational partnership with the shareholders of Platinum Fabrics, fostering a relationship that has grown stronger over the last 10 years.”

“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,” said Lauren Somers Pelusio, Senior Vice President of Richloom Contract.

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