



Paul Smith + ē DePadova



EVERYDAY LIFE COLLECTION

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## EVERYDAY LIFE COLLECTION

The Paul Smith + De Padova EVERYDAY LIFE collection conceived by the British fashion designer with Boffi | DePadova unveils its second chapter in 2023. The project combines the Italian furniture brand's understanding of refined luxury with Smith's cross-disciplinary creative vision that conjures up ideas that look beyond the world of fashion.

The partnership has produced an exciting cross-pollination that allows for the exploration of new design approaches in terms of style and sustainability. It is now a *fait accompli* that Paul Smith will enter into the pantheon of De Padova designers, a group that counts some of the great Masters of design.

The collection ranges from sofas, pouf and armchairs to coffee tables and leather accessories for the living room and now includes a modular sofa for the modern home that can be assembled and arranged in a number of shapes to create a friendly, convivial atmosphere. At the same time, the collection has been expanded to the world of outdoor furniture, with an offering that bears the same distinctive silhouette and high-performing features, such as outdoor fabrics and frame in iroko wood, to elegantly cater to a growing interest in open-air living.

Craftsmanship, colour and character are at the heart of the design. Comfort and ergonomics are just as essential. Marrying form with function and touches of personality, the selection has clean lines while it is infused with unexpected details such as the discreet contrast stitching on the cushions that pays respect to the know-how linked to Paul Smith's fashion heritage. The backs of the upholstered pieces feature tiny, coloured straps that allude to Paul Smith's "Signature Stripe". Moreover, the visible joints are a nod to the Japanese tradition of cabinet making, which the designer champions.

The collection is defined by the clever use of colour, which ranges from classic and vibrant hues to earthy tones and show-stopping shades that together form a considered and sophisticated palette.

The same level of attention to detail has been applied to realise a product that guarantees environmental sustainability and responsibility at every stage of the process. As a result, low-impact materials of natural origin, such as hemp, kapok and recycled feathers, feature on a frame that can be completely disassembled.

Reflecting the values of both Paul Smith and Boffi | DePadova, the collection offers a new vision of contemporary living. Designed for everyday life, it adds a touch of luxury.

Paul Smith is a British fashion designer and founder of his eponymous brand, which is renowned for its signature multi-coloured stripes and distinctive style that is best summed up by a "classic with a twist" approach.

From humble beginnings marked by the opening of a 3 × 3 metre shop in Nottingham – the city where he was born in 1946 – to his international success, Paul Smith has made a name for himself as a versatile creative with an intuitive approach to design. In 2013, the Design Museum in London dedicated an exhibition to him that attracted 111,000 visitors and later toured Europe and Asia.

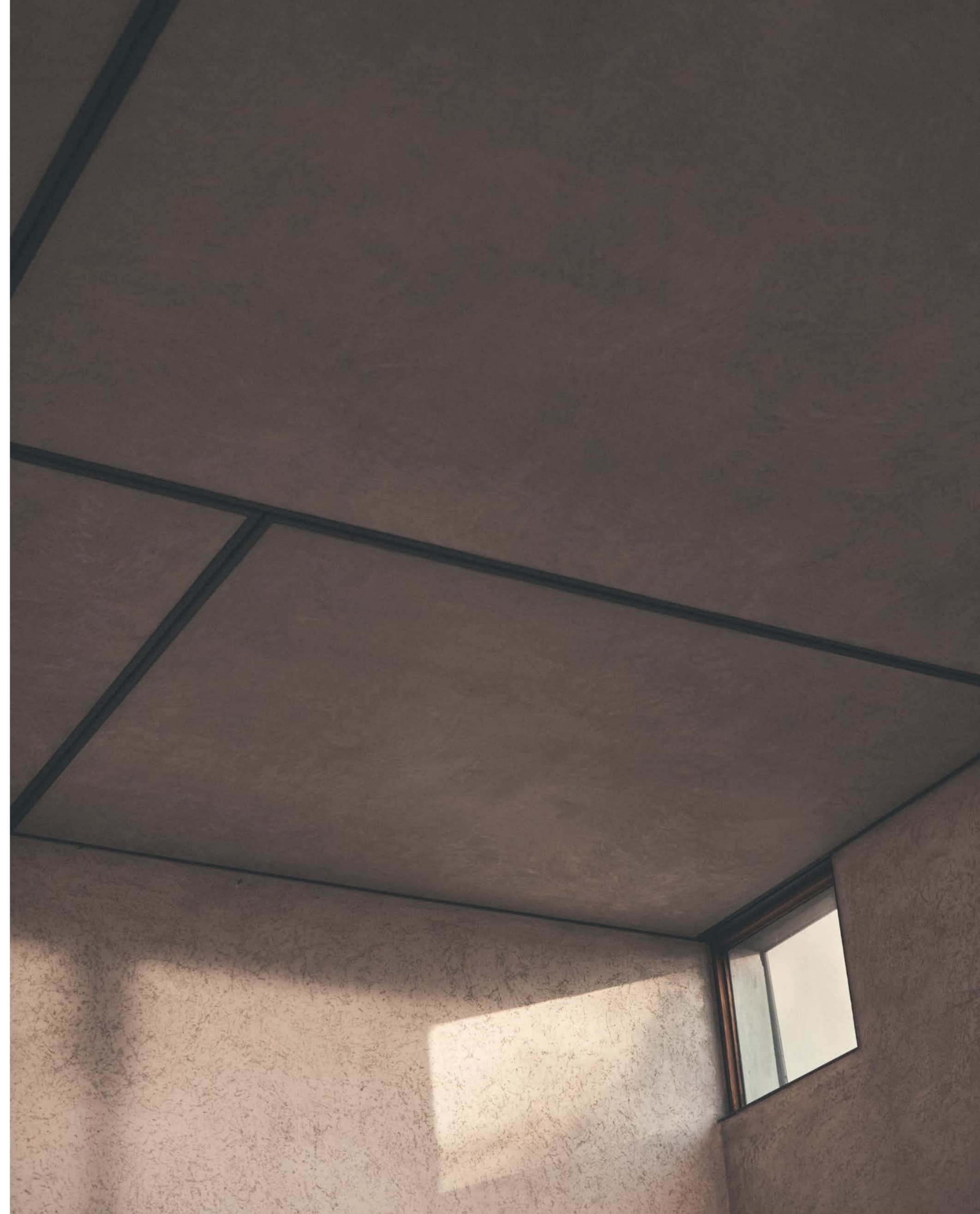
Today, Paul Smith counts 130 boutiques in over 60 countries, each with its own character, yet they are united by the fact that they are eclectic containers showcasing not only clothing but also furnishings, pieces of art and various objects that the designer-entrepreneur selects personally. His Los Angeles store, a bright-pink box inspired by the home of Mexican architect Luis Barragán, is now a landmark.

Architects and designers are a continuous source of inspiration for Paul Smith along with his careful observation of everyday life that led him to develop innovative ideas in the fashion industry, such as the introduction of photographic printing on garments.

But his connection with the design matters goes beyond admiration. Thanks to his voracious curiosity and taste for functional aesthetic, Paul Smith has contributed his own creations to a bunch of iconic brands such as MINI, Leica, Carl Hansen & Søn, Gufam, Caran d'Ache. He has also signed the interiors for a suite at Brown's Hotel in London and he is columnist for *Domus* magazine.

He has also been invited by Musée Picasso as Guest Artistic Director for the exhibition *Picasso Celebration: The Collection in a New Light!* commemorating the 50th anniversary of the artist's death.

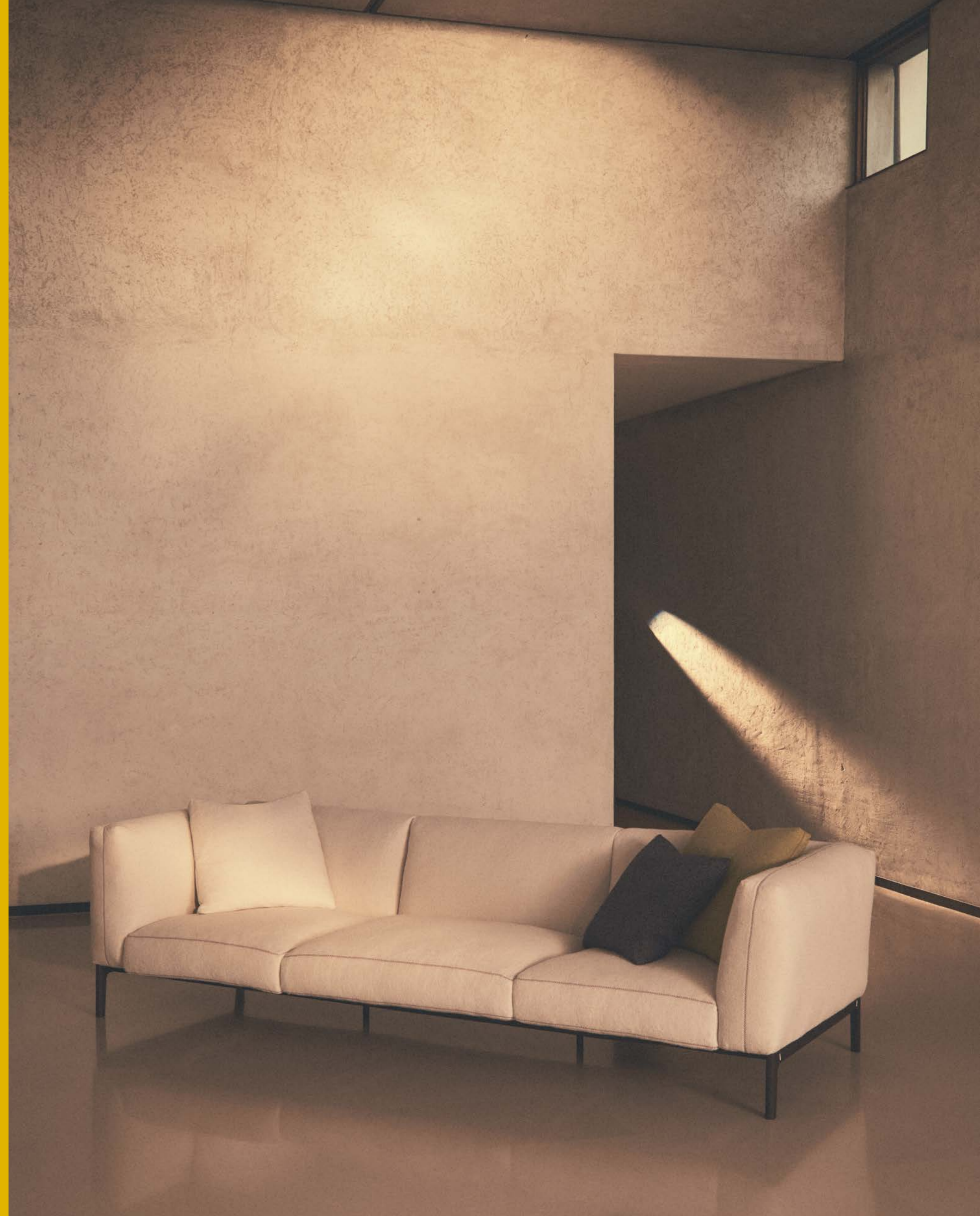
Named Knight of the British Empire in 2000 by Queen Elizabeth II, in 2022 Paul Smith was made a member of the Order of the Companions of Honour by the Duke of Cambridge. In 2020 he celebrated the 50th anniversary of the brand by launching the Paul Smith's Foundation, which aims to share his experience and advice with young creative people.





I  
EVERYDAY LIFE COLLECTION  
INDOOR

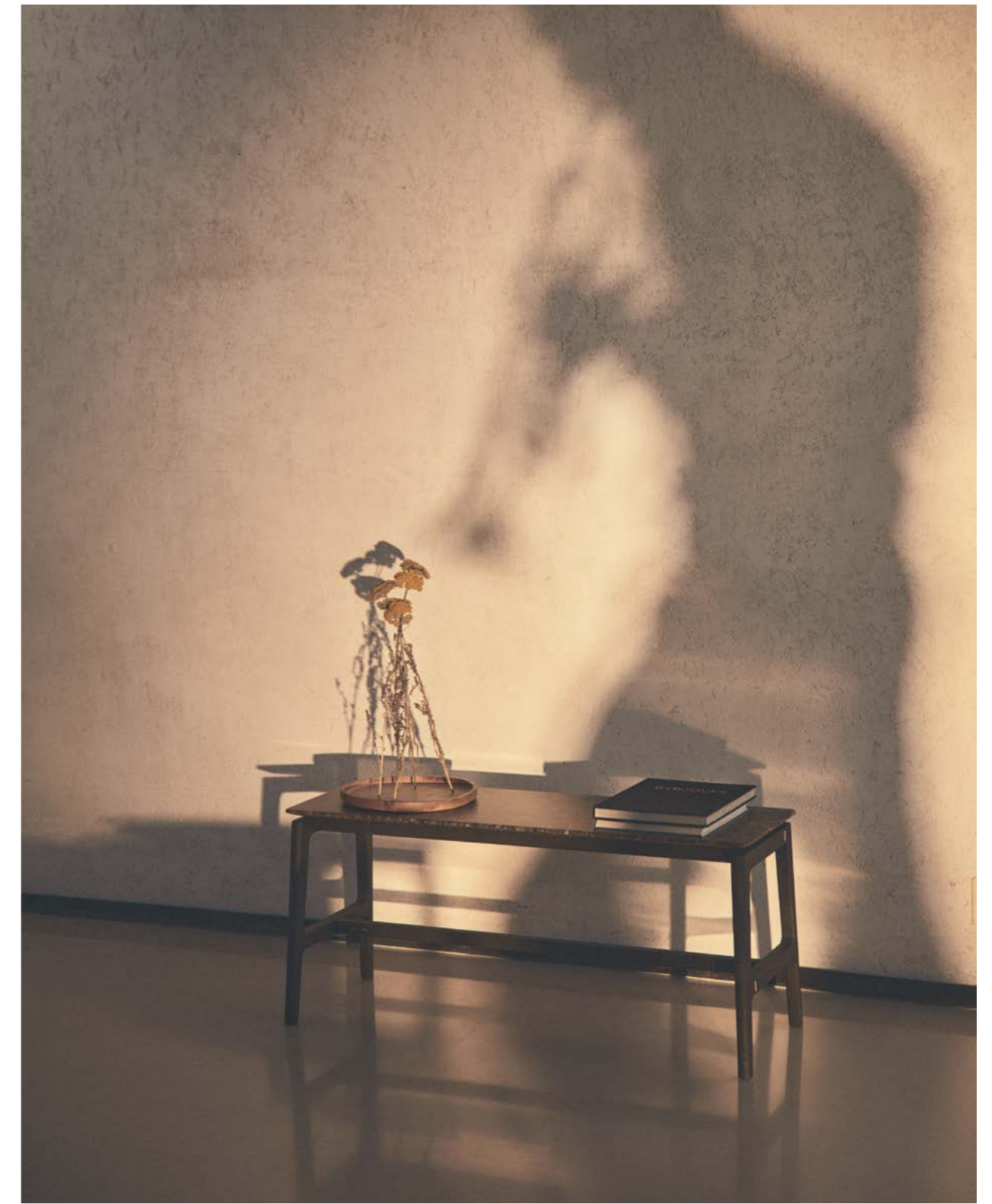
Sofa, Modular Sofa, Open Sofa, Narrow Armchair, Pouf, Low Table, Side Table, Consolle, Blanket, Satchel







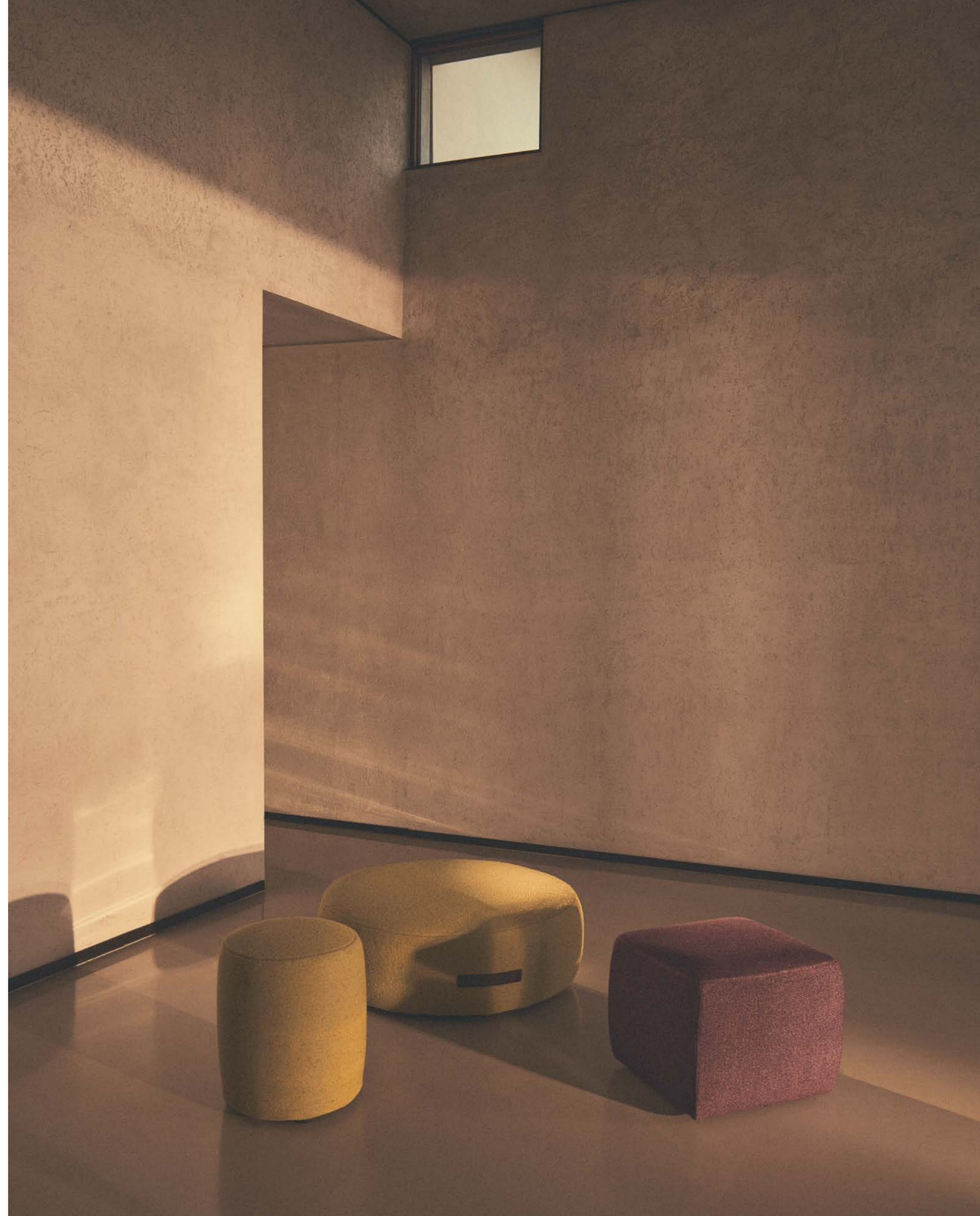
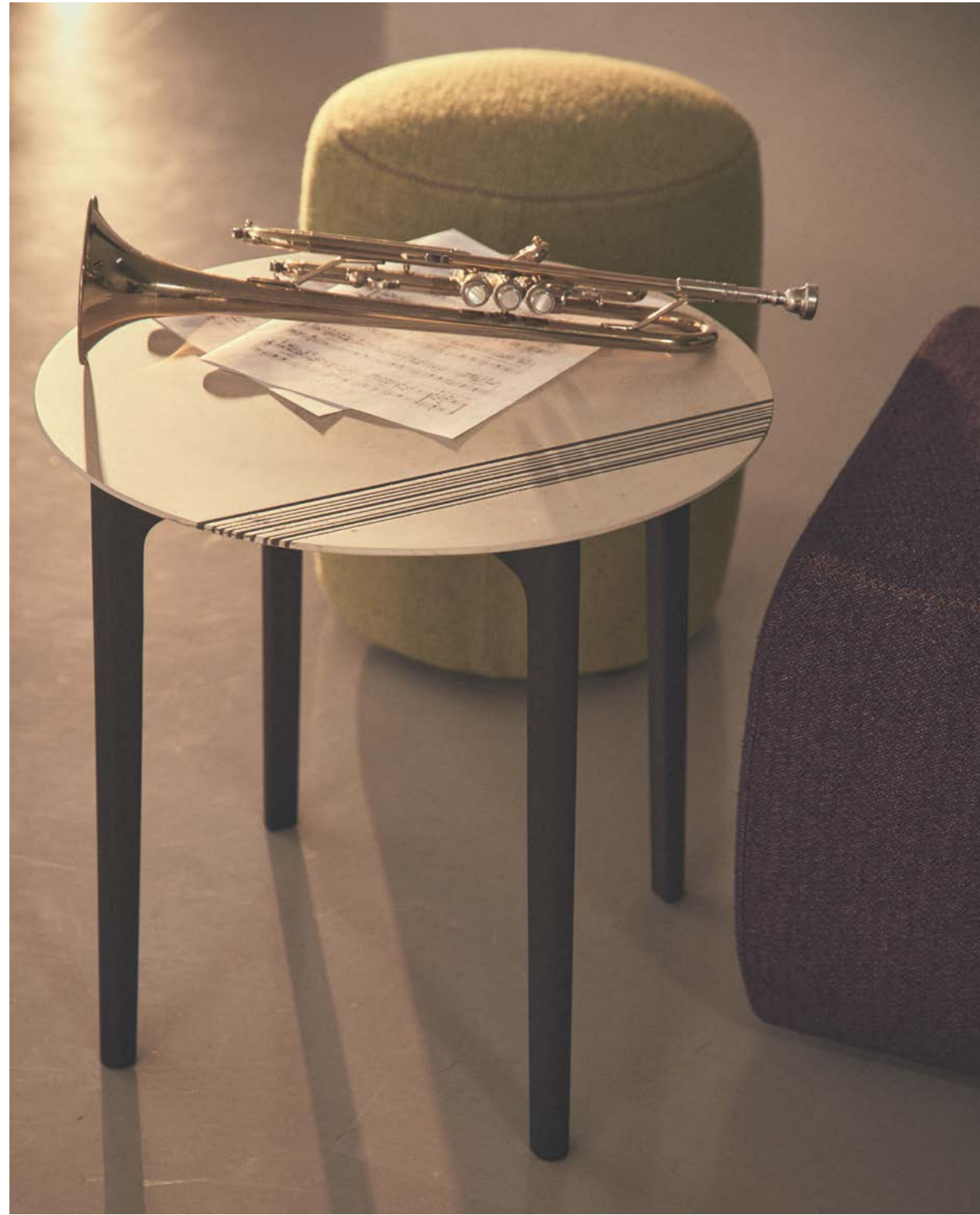












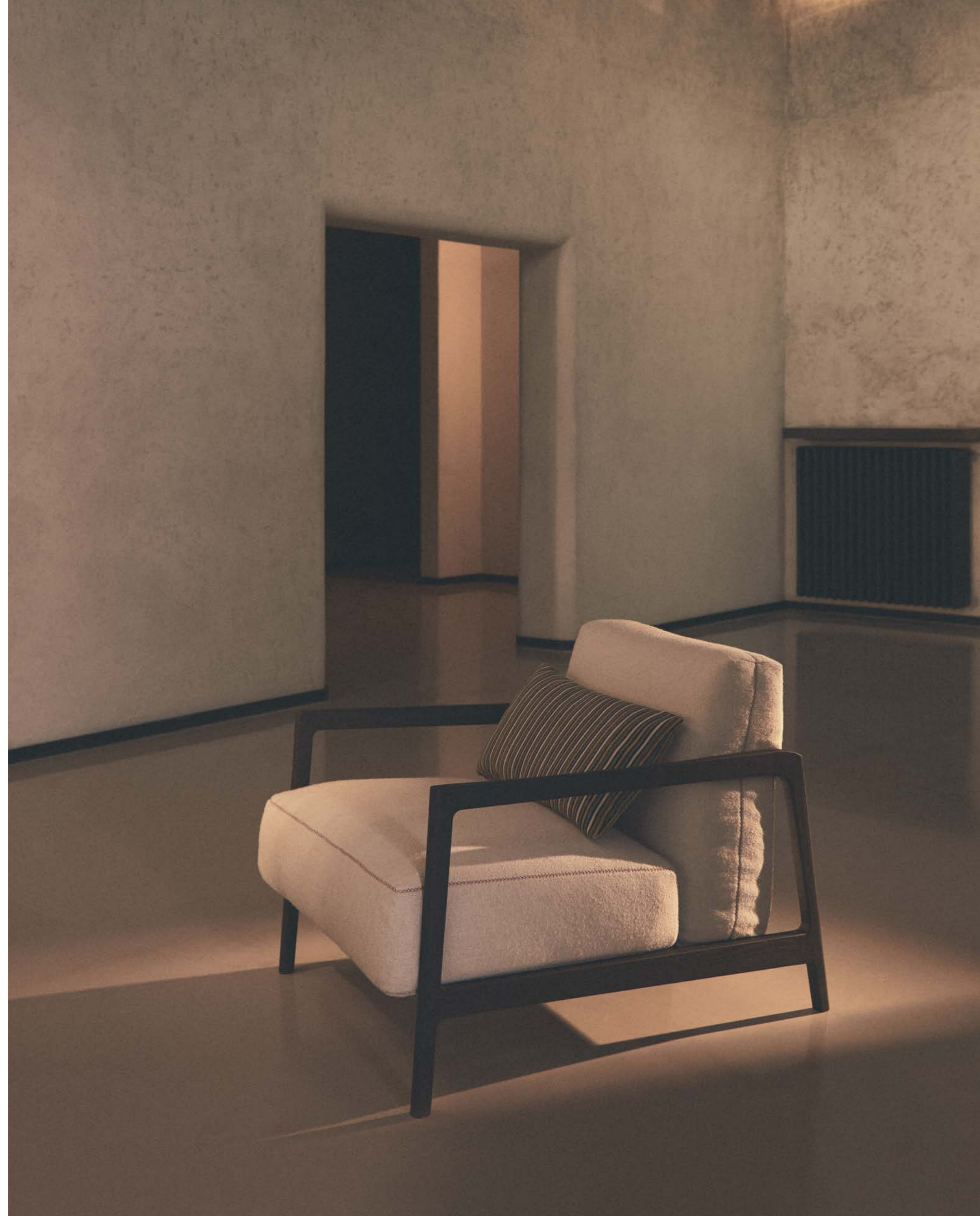


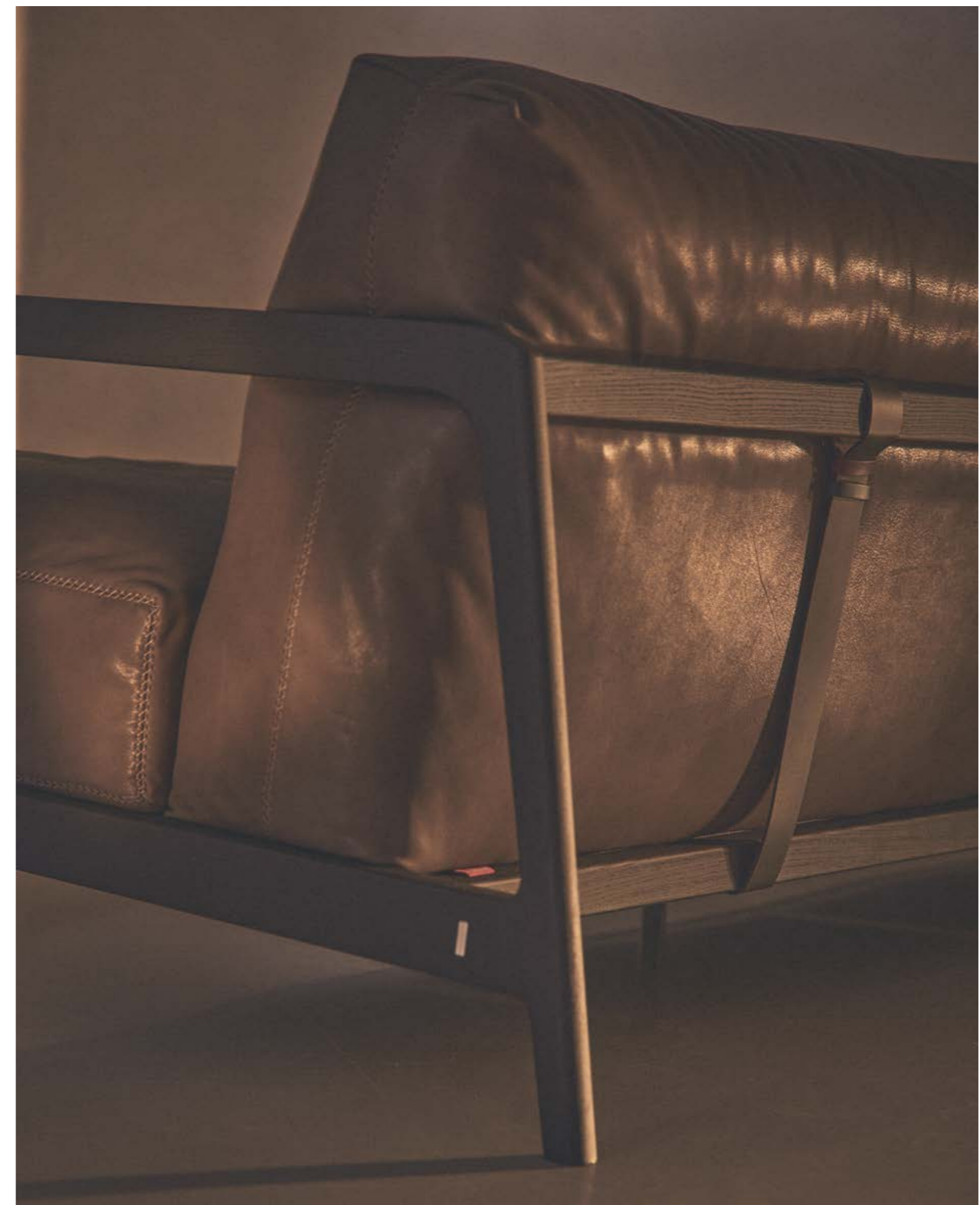










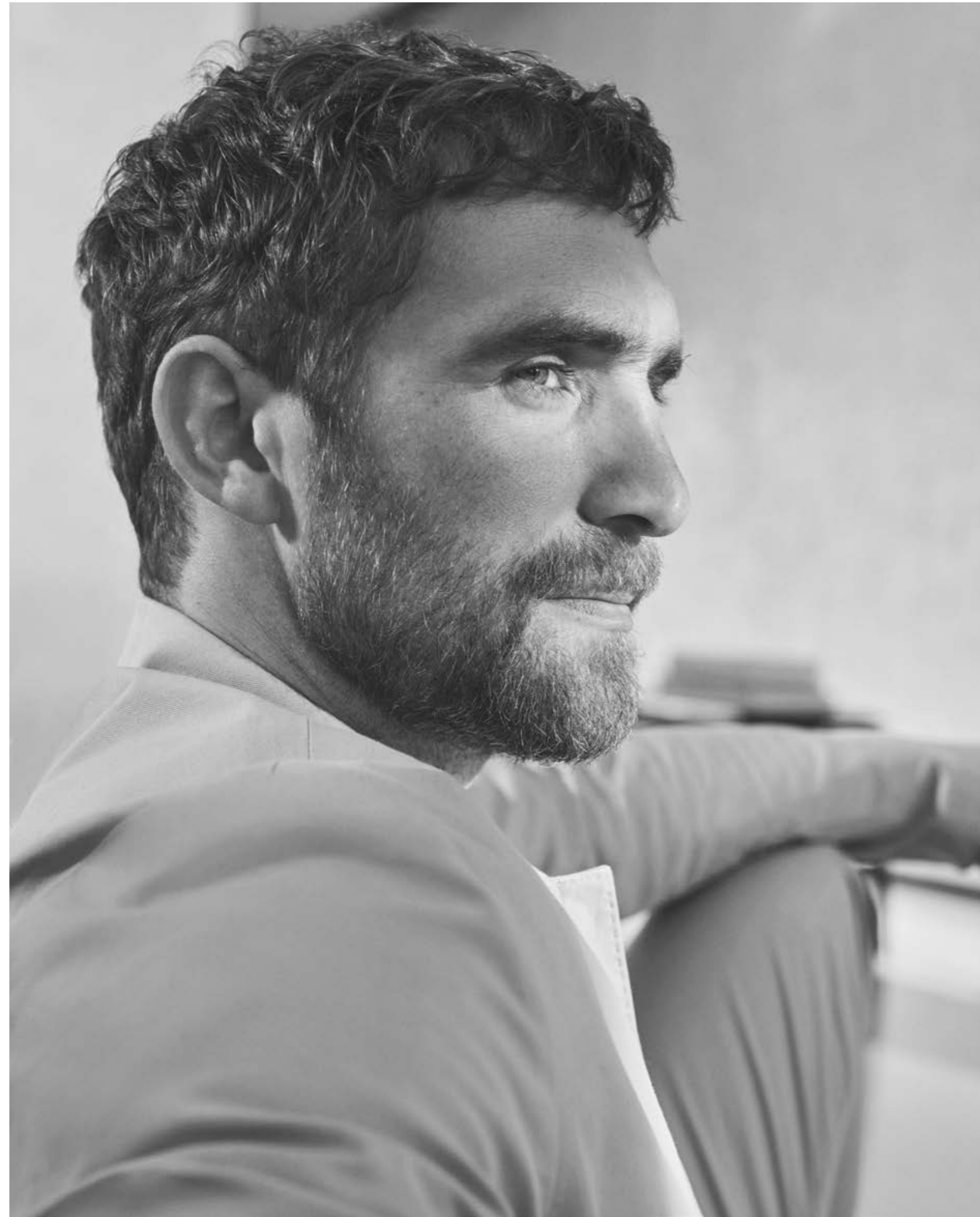




II  
EVERYDAY LIFE COLLECTION  
INDOOR

Sofa, Open Sofa, Armchair, Loveseat, Pouf, Ottoman, Low Table, Side Table, Bench, Blanket, Satchel, Tray















## RECYCLED FEATHERS

Recycled goose feathers are sourced from disused items and once collected, washed, sterilised and carefully sorted are reintroduced into the production cycle, thus reducing waste and representing an important strategy for safeguarding animal welfare. This process can be repeated indefinitely in a virtuous circle aimed at creating value in the circular economy chain.

















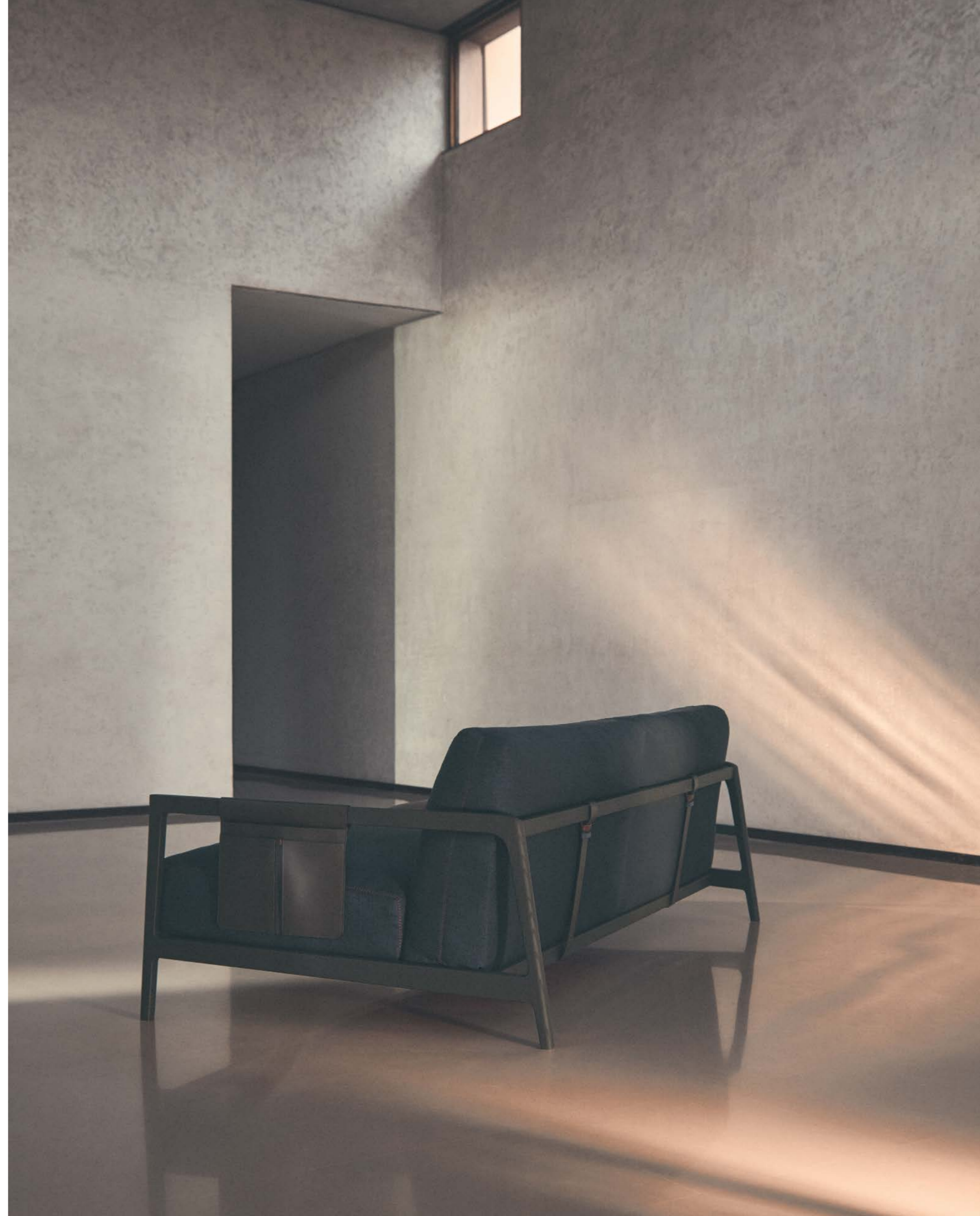
## KAPOK

A seed fiber similar to cotton that lends elasticity to the padding, kapok is obtained from the fruit of trees belonging to the Bombacaceae family that are widely found in tropical regions. It is completely organic since the plants grow spontaneously in pristine forests and the fibres from the long pods are harvested by hand. The principal feature of the material is its lightness, yet it is equally hypoallergenic, antibacterial, insulating, durable and resistant to moisture.















## HEMP

This is a natural fibre obtained from *Cannabis sativa*, whose cultivation is organic and ethical, does not require pesticides or herbicides and is also able to regenerate the soil. The resulting yarn is particularly resistant to tearing, deformation and when used in mechanical processing. Lastly, hemp fabrics are widely used for upholstery, offering an interesting texture.















III  
EVERYDAY LIFE COLLECTION  
OUTDOOR

Open Sofa Outdoor, Armchair Outdoor, Narrow Armchair Outdoor, Loveseat Outdoor, Pouf Outdoor,  
Low Table Outdoor, Side Table Outdoor, Bench Outdoor, Blanket, Basket Outdoor, Tray Outdoor



































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No animals were harmed in the making of the pictures.





