

EVERYDAY

LIFE

Paul Smith + ē DePadova

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The *Paul Smith + De Padova* EVERYDAY LIFE collection conceived by the British fashion designer with Boffi|DePadova represents the meeting point between the refined understatement of the renowned made in Italy design brand and the creative approach of the fashion designer known for his ability to go beyond the boundaries of fashion. "You can find inspiration in everything" is the mantra of Paul Smith, who has always looked to design as a hotbed of ideas – where he has made occasional forays.

The synergy between Paul Smith and De Padova – the two are sharing the same appreciation for quality, functional beauty and timeless design – has made it possible to explore aesthetic solutions and sustainable production strategies in a cross-pollination process.

Clean lines, sophisticated comfort and refined details are the leitmotifs of a design language where simplicity is never obvious and each object reflects the heritage of De Padova revisited by Paul Smith's flair. EVERYDAY LIFE is developed around upholstered furniture, the gravitational centre of interior living and the natural liaison between fashion and design, and it extends to furnishing accessories, including coffee tables of various shapes and sizes, leather banquettes and accessories for the home.

Details are here entrusted with the task to add an unexpected element to the classic elegance of the whole while celebrating the value of craftsmanship. Sofas and armchairs – undisputed central figures together with the poufs – are marked by contrasting stitching that evoke sartorial know-how, building this way narrative connections between two worlds. Leather straps, which bind to the structure to become an integral part of the design, are another key element, with minutely coloured details. Functional leather pockets are also hooked onto the finely rounded armrest with its pleasurable ergonomics and tactility.

A true master of colours, Paul Smith reveals his signature in the palette, which includes deep shades of midnight blue and peacock, neutrals such as ecru, earthy tones such as brick red, and the vibrant surprising note of lime green – the iconic colour of the collection.

Much attention has been focused on sustainable features using eco-friendly materials of natural origins, such as hemp for the upholstery as well as kapok and recycled feathers for the padding. Moreover, the structure of the sofa can be completely disassembled.

Paul Smith, who has always been an admirer of De Padova design and its history, has made his unmistakable touch blend with the essential but cosy style of the Italian brand, for which the métissage always results in warm and inviting settings. Reflecting on the similar roots that link "habitus" and "habitat," the archetypes of the *Paul Smith + De Padova* EVERYDAY LIFE collection, project a concept of design as a lifestyle experience. And at the same time they are interpreting the Boffi|DePadova approach of combining different worlds in the same dimension – weaving collaborations that aim to evolve the contemporary vision of interior living.

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 3x3 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, Anglepoise, Carl Hansen & Søn, Gufram, Caran d'Ache, Pinarello. He is also a columnist for *Domus* magazine.

Named Knight of the British Empire in 2000 by Queen Elizabeth II, in 2022 he 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.





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.







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