

BoffilDePadova presents the new collection EVERYDAY LIFE designed by iconic fashion designer Paul Smith

The *Paul Smith + De Padova* EVERYDAY LIFE collection represents the meeting point between the refined understatement of the renowned Made in Italy design brand and the colourful approach of the British fashion designer, renowned for his creativity that goes beyond the boundaries of fashion. "You can find inspiration in everything" is in fact the mantra of Paul Smith, who has always seen design as a hotbed of ideas and a field in which he has made occasional forays.

Now, thanks to the synergy between the two, which is rooted in a common sensibility and a similar approach to envisioning modernity, a cross-pollination process has taken place making it possible to explore together aesthetic and sustainable solutions.

Clean lines, sophisticated comfort and a rigorous attention to detail are the leitmotifs of the design proposal for EVERYDAY LIFE that is organised around upholstered furniture – the first element of conjunction between the language of fashion and that of design – and which expands to include accessory pieces such as coffee tables, benches, blanket and trays. Details are entrusted here with the task of creating narrative connections and paying homage to the value of craftsmanship. These playful but discreet touches do not contradict the clean elegance of the whole, while adding an unexpected element to timeless design.

Sofas, armchairs and poufs are marked by contrasting stitching that translate the designer's origins into an evocative motif of sartorial know-how. Leather straps are tied to the wooden frame of the upholstery to complete the design, while functional pockets attached to the armrest can hold newspapers.

The same seams are found in the furnishing accessories such as the leather benches and trays. For the low tables, there is a meeting of materials – wood and stone – that recalls in an understated way the iconic stripes of Paul Smith.

A long-time admirer of the brand, the designer and entrepreneur blended his style discreetly with the essence of De Padova design.

"I have total and absolute respect for De Padova and its history to which many design heroes of mine have contributed," says Paul Smith. "I admire the uncompromising quality and functional aesthetics, so my touch is tucked in subtle and not so obvious details that present classic in a new light."

Known as the master of colours, the Paul Smith signature is seen in the palette of fabrics that brings together a versatile and calibrated chromatic range. This includes deep hues, such as midnight blue and peacock, neutrals such as ecru, warm earthy shades like brick red, and a dazzling accent of vibrant lime green, the iconic colour of the collection.

"Paul Smith is unique in the fashion world, with his distinctive style that has been able to stand out over time," says Roberto Gavazzi, president and CEO of BoffiDePadova. "We admire the way the colours reveal themselves in his creations with a surprise effect, and this is the spirit we wanted to bring to the collection."

Combining expertise and research, the project focuses on strategies for creating a sustainable future by opting for materials of natural origin, such as hemp, kapok and recycled feathers as well as a responsible approach to production.

While the concept looks to infuse furnishings with a design-as-lifestyle experience, EVERYDAY LIFE designed by Paul Smith once again reflects the approach of BoffiDePadova to bring different worlds into the same dimension, weaving together collaborations that look to evolve the contemporary vision of living.