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# Hello, My Name Is Paul Smith: Fashion And Other Stories



## Synopsis

This handsome volume celebrates over forty years of the playful and trendsetting English fashion brand and retailer Paul Smith. Always in fashion, Paul Smith is not only a preeminent fashion designer but also an international retail trendsetter who perfected a classic style that exudes a sense of English tradition combined with humor, playfulness, and mischief. This marriage of sophistication and the unexpected has given birth to a style and identity thatâs forty years and many collections laterâs remains charming, personable, and effortlessly hip. Published in association with the Design Museum, London, which is hosting a major exhibition on Paul Smith in the fall of 2013, this volume celebrates not only the lineâs fashion history, collections, and collaborations but also the inspirations and obsessions that have helped to transform a small bedroom-sized shop into an innovative global forum for culture and style. Paul Smith is a full-on bright and rich visual experience, illustrated throughout with documentation of its diverse creative community and design inspirations, including Martin Parr, David Bowie, and Henry Moore, to name a few. Using hand-drawn designs, archival photographs, gorgeous original photography, and engaging essays, this colorful catalog weaves together a compelling visual tale of Paul Smithâs prestigious projects and creative processesâs from behind-the-scenes to on the streetsâs that built this multifaceted empire of cool.

## Book Information

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## Customer Reviews

Sir Paulâs Smith is the preeminent Britishâs designer. Offering twelve different collections ranging

from clothing to shoes, furniture, and fragrances, Paul Smith is a global brand, with merchandise sold in thirty-five countries. Donna Loveday is head of curatorial at the Design Museum, London, where she has been responsible for curating exhibitions on Hussein Chalayan and Christian Louboutin, amongst others. Deyan Sudjic is director of the Design Museum, London. He is a design and architecture critic, professor, editor, and publisher. He cofounded Blueprint magazine and was the editor of Domus. Alan Aboud is the head of the agency ABOUD CREATIVE and has worked as Creative Director on Paul Smith promotional activities and advertising for the brand since 1989.

Fabulous reading

Great book. My husband loved it. Brought back lots of memories of growing up in Nottingham with Paul in his first shop. Great fun.

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