



## Exaggerated Plaid by Paul Smith

September 2010

Image: Maharam\_ExaggeratedPlaid\_002Brae\_1.tif

press@maharam.com

Maharam 251 Park Avenue South NY, NY 10010

800.645.3943 maharam.com

Exaggerated Plaid is the fifth textile by Paul Smith in collaboration with the Maharam Design Studio.

Moving beyond his signature stripes into a new twist on tradition, Exaggerated Plaid is a modern take on Scottish heritage. Three distinct plaids, individually composed, employ novel dimension, unlikely use of color, and varying density to yield a dramatic presence when applied.

In a departure from the smooth hand and lustrous surface of the worsted wool suiting of his first three collaborations, Exaggerated Plaid makes use of rich woolen spun yarn, resulting in a rustic, warmly textured cloth. Bands of goldenrod, sky, crimson and fuchsia punctuate heathered grounds of charcoal, chocolate, and loden to bring unusual vibrancy to this classic medium.

As one of the most successful fashion designers in British history, Paul Smith combines a flair for eccentric detail with a dedication to the highest standards of craftsmanship. A decade-long association with Maharam has yielded a rich collaborative effort in textiles for seating and, more recently, walls. Paul Smith has joined an esteemed roster of emerging and established artists, photographers, illustrators and graphic designers to create his first Maharam Digital Projects.

New York-based Maharam offers a comprehensive collection of textiles for contract and residential applications. Maharam textiles are available to the trade and at select retail locations in North America, through its Danish partner Kvadrat in Europe, and through Kvadrat Maharam in Sydney and Dubai.

### **SPECIFICATIONS**

PATTERN	WIDTH	COLORS	CONTENT
Exaggerated Plaid by Paul Smith	58"/147 cm	3	100% Wool