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moooi

PRODUCT: «MOOOI BOUTIQUE» // DESIGN: MARCEL WANDERS
MANUFACTURER: MOOOI // INFO: WWW.MOOOI-ONLINE.COM

The name of the new program launched by the Dutch label suggests exactly what it means — an invitation to go and choose a new sofa and you go and buy a new outfit. Moooi Boutique is Marcel Wanders's assault upon the modular sofa: instead of becoming a lifetime choice, the process of buying a sofa should be easy and fun, states the designer. The basic element of his concept is the so-called Naked sofa. Its design is based on the universal archetype of a contemporary sofa; shape and comfort parameters are optimised to make it an easy, user-friendly product. The standard units include two- and three-seaters, an armchair, a foot stool and a pouf. The sofa comes upholstered in custom designed Moooi Underwear fabric (*top and right images*) giving it a complete appearance even when the upper, changeable cover is removed for cleaning. A selection of 15 covers with quality detailing will be used to «dress» the Naked units, all fabrics developed exclusively for Moooi Boutique and updated with time. The customer can also choose between four types of feet in different styles (neutral to baroque) and materials (lacquered wood, chromed steel and aluminium). Together, this makes for some 60 variations. The design ingredient is supported by a well-calculated sales procedure. In the showroom the customer finds an assembled Naked Sofa plus a range of its «dresses». Retailers keep stock of the Naked sofa parts, while Moooi has a complete stock of covers ready for instant delivery. Easy, do-it-yourself assembly means flat packaging, which helps facilitate transportation and maximise the storage capacity.