



# Sofa So Good

*by Marcel Wanders*

m o o i





PRESS RELEASE

29 SEPTEMBER 2020

## How is life ? Sofa So Good



Moooi presents Sofa So Good, by Marcel Wanders studio. The brand-new modular sofa system is available now. The sofa system combines smart design and ultimate comfort, so it's suitable for anyone and any interior. With its generous proportions and featherlike softness, it's the ultimate place to begin and end your day. The perfect place to live life from.

How do you live your best life? Do you live by a schedule, created by choices made beforehand? Or do you prefer to take things leisurely and make decisions based on however life unfolds? No matter how you live your life, Moooi believes it happens best from your Sofa So Good.

### **NO MATTER HOW YOU LIVE LIFE, IT HAPPENS FROM YOUR SOFA SO GOOD**

Sofa So Good, by Marcel Wanders studio, includes eight different upholstered modules, two tables and three shelves. The tables and shelves are available in six different wood finishes. An eclectic range of fabrics to choose from—like the newly added colours in the Extinct Animals Fabric Collection—completes the set-up. Sofa So Good is endlessly versatile and is suitable for any interior. In Moooi's online configurator you don't just create a sofa; you create a personal space tailored to your needs.



**FEATHERLIKE SOFTNESS AND GENEROUS PROPORTIONS - A STORY OF CONTRASTS**

Sofa So Good is a story of contrasts with its curvy softness in a linear framework. High quality materials: a distinct foam composition and expert craftsmanship of the steel frame, create a sturdy but feather soft sofa made of generous proportions.

**WE'VE EXPANDED THE EXTINCT ANIMALS FABRIC COLLECTION**

We've expanded our Extinct Animals Fabric Collection. The jacquards and the Menagerie of Extinct Animals Velvet will be available in a range of new colours. The Bearded Leopard Jacquard was already available in warm Mustard, and now also comes in deep shades of Blue and Grey. The originally creamy Dodo Pavone Jacquard is available in two additional cool shades: Light Grey and Grey. The midnight Blue of the Calligraphy Bird Jacquard is complemented by two warm colours; Powder and Plum and a rich Grey. The Menagerie of Extinct Animals Velvet now also comes in Ivory. Sofa So Good is available in all new colours of the Extinct Animals Fabric Collection.

On top of the new colours, we've added a brand-new fabric inspired by the Indigo Macaque, Rendezvous Tokyo Blue. Influenced by Oriental art and denim textures, this rich velvet shows a lush Japanese forest brimming with life and movement.



*"Sofa so Good is the ultimate expression of sophistication, simplicity and comfort. We've made an effortless classic, refined in its look and feel. We designed it in a way that affords both personality and peacefulness to any room."*

- GABRIELE CHIAVE, CREATIVE DIRECTOR  
MARCEL WANDERS STUDIO



**ABOUT MARCEL WANDERS STUDIO**

Marcel Wanders studio is a leading product and interior design studio located in the creative capital of Amsterdam, with over 1,900 + iconic product and interior design experiences all around the globe for private clients and premium brands. Under Marcel Wanders and Gabriele Chiave's creative leadership and direction, the studio has made it his mission to "create an environment of love, live with passion and make our most exciting dreams come true."

This work excites, provokes, and polarises, but never fails to surprise for its ingenuity, daring and singular quest to uplift the human spirit, and entertain. In this universe, the coldness of industrialism is replaced instead by the poetry, fantasy and romance of different ages, vividly brought to life in the contemporary moment.

**m o o o i**

For all press inquiries and imagery please contact: Moooi HQ, [press@moooi.com](mailto:press@moooi.com), T +31 (0)6 11 28 25 05  
All information available at our press room area at [moooi.com/press](https://moooi.com/press)

### THE BUTTON

Sofa So Good is accompanied by Mooodi's digital proof of authenticity: The Button. This personal safe-keeper accompanies every Mooodi design. The incorporated NFC- technology in The Button makes counterfeiting impossible and acts as proof of authenticity. By introducing The Button in our designs, Mooodi makes their support in original design tangible.

### ABOUT MOODI

For twenty years Mooodi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 is currently led by Marcel Wanders and Robin Bevers. Mooodi is named after the Dutch word for beautiful – the third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Mooodi doesn't tell designers what to do, but listens to what designers want to make, try to realise their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces which make your environment more special, a life extraordinary.



### INTERVIEW & MORE INFORMATION

Interested to learn more about Sofa So Good? Want to do a (virtual) coffee? Or have a burning question about a different topic? Contact Stèphanie de Kanter, global PR at Mooodi, via [press@mooodi.com](mailto:press@mooodi.com) or call +31 (0)6 11 28 25 05.

**m o o o i**

For all press inquiries and imagery please contact: Mooodi HQ, [press@mooodi.com](mailto:press@mooodi.com), T +31 (0)6 11 28 25 05  
All information available at our press room area at [mooodi.com/press](https://mooodi.com/press)