

Paul Smith

sources of creative insight & ideas

innovation

the successful **implementation** and **adoption** of **creative** and imaginative (i.e. new, novel, better) **insights** and **ideas** that have **value**.

'Make room to break the rules'

'break the rules' _ Sir Paul Smith



Paul Smith

0D-4D 'focus' / 1D 'energy' / 2D 'lateral-thinking' ...



Paul Smith

0D 'focus' / 1D 'energy' / 2D 'lateral-thinking' ...

play (abide) by the **rules**

play with the **rules**

break (challenge) the **rules**

create (make) the **rules**



PAUL SMITH (Coat of Arms)

Paul Smith:
Sources of Inspiration,
Insight & Ideas

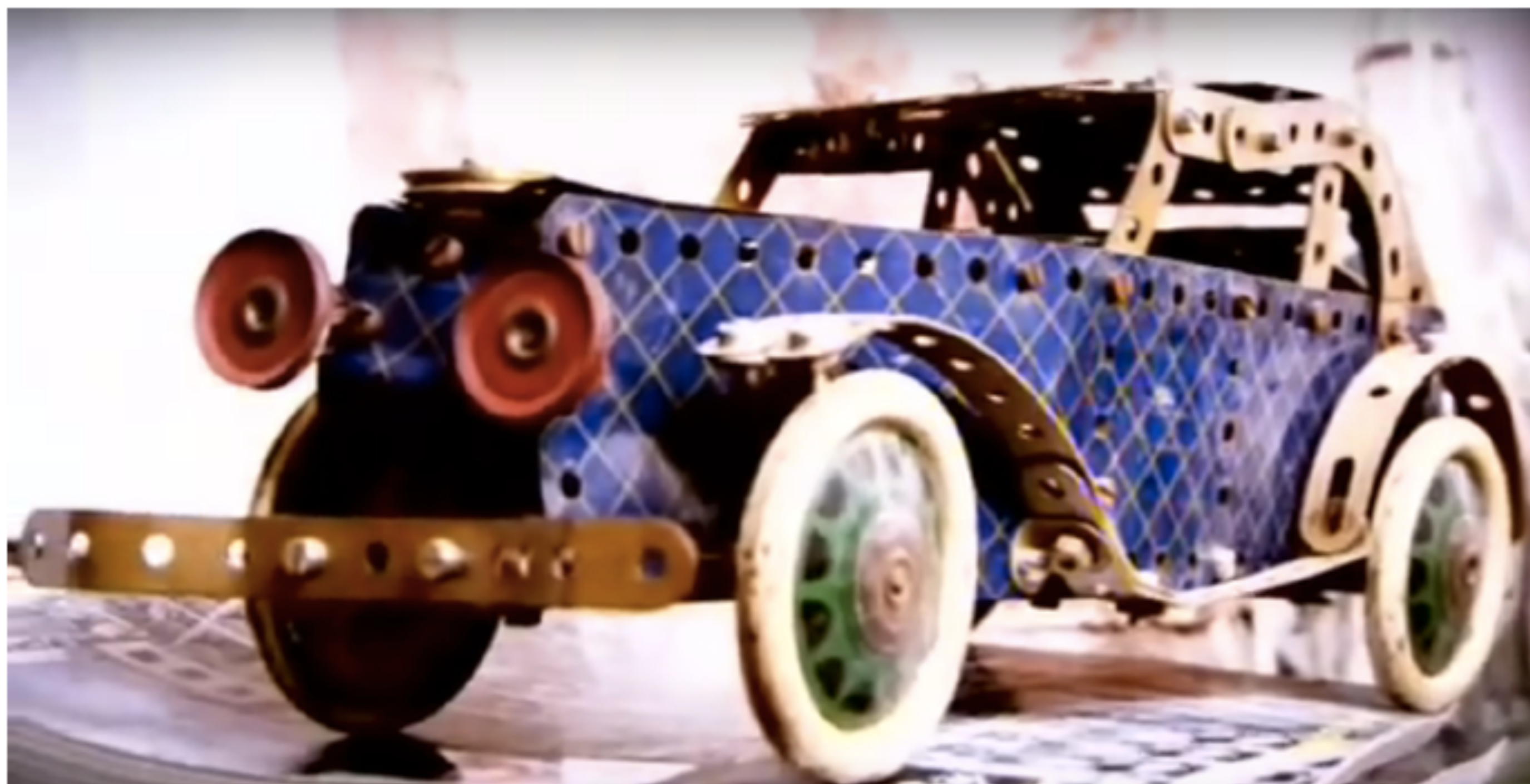
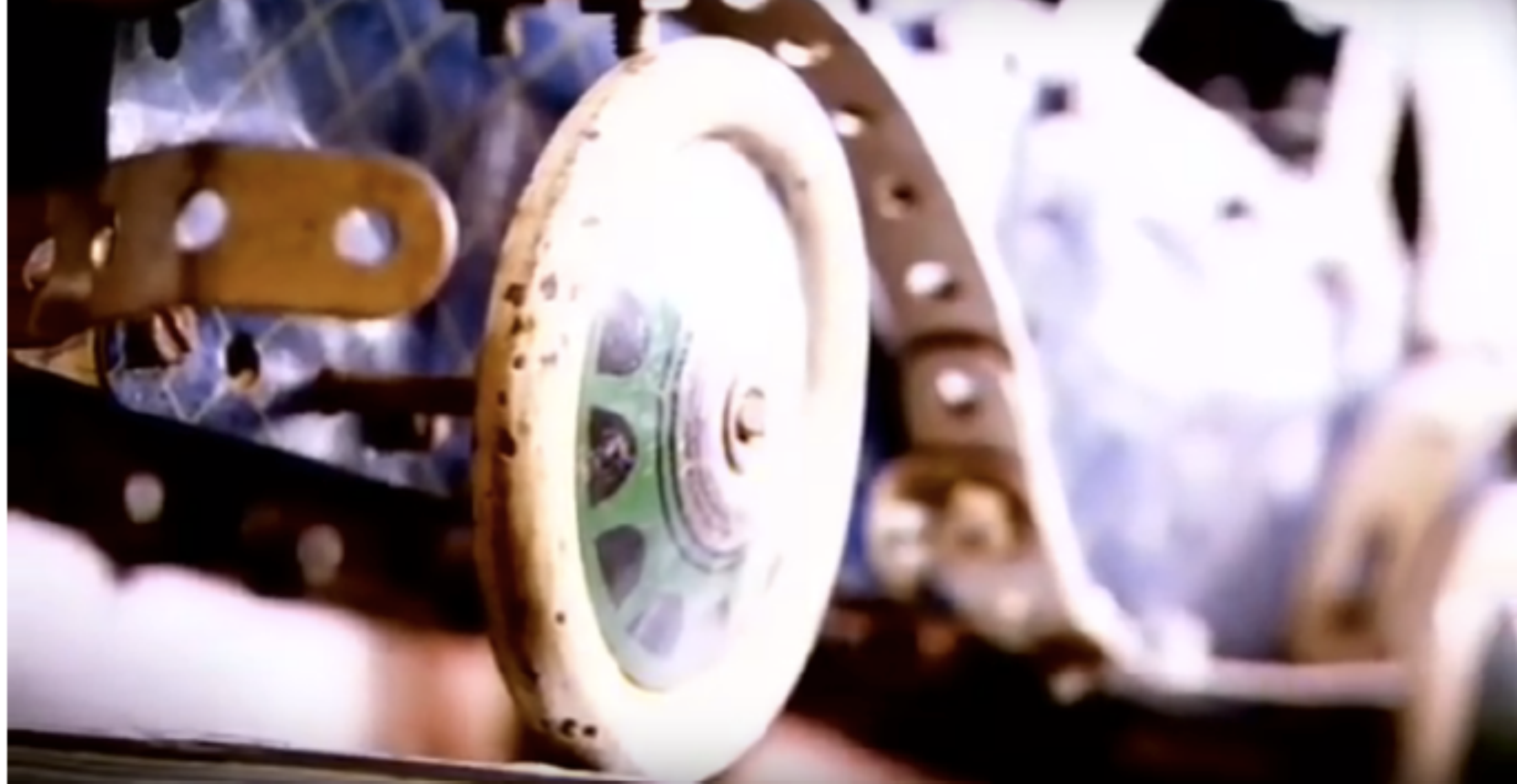
Art

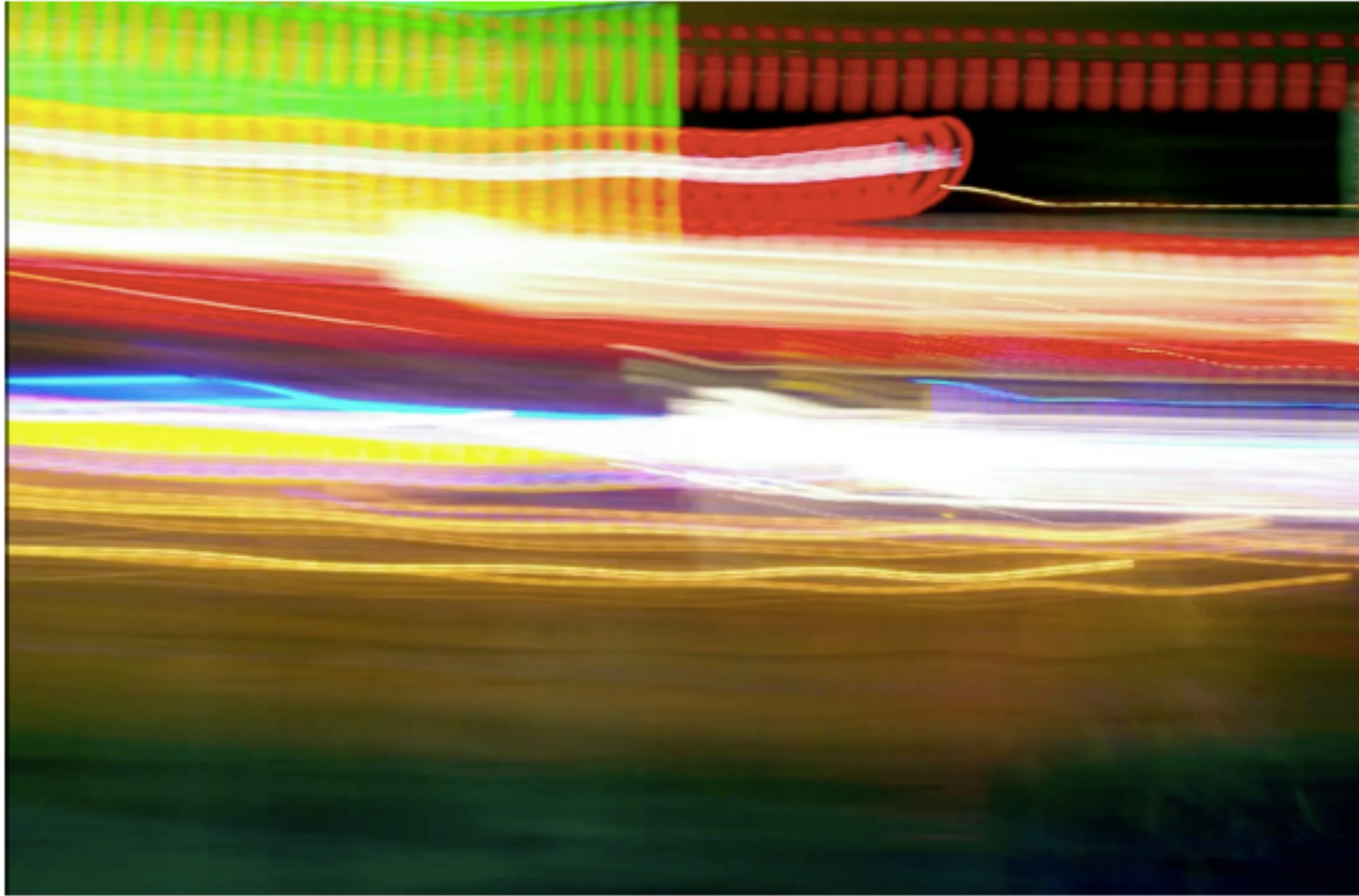
Music

Architecture

Travel

Humour





Car Lights at Night / Scarf





Beach Hut / Sweater



Beach Hut / Sweater

“You can find
inspiration in everything”

Paul Smith

Paul Smith
with Jinni Blom

Sentabale Garden

Chelsea
Flower Show
2013









"Florals have often featured heavily in my designs and for my spring/summer '17 women's collection I've explored lots of different interpretations. Starting with this hand-drawn floral, I've explored different methods of printing and use of jacquard. I've also taken inspiration from garlands, daisy chains and even floral friendship bracelets. In pretty gloomy times an optimistic collection bursting with flowers seems just what we need."

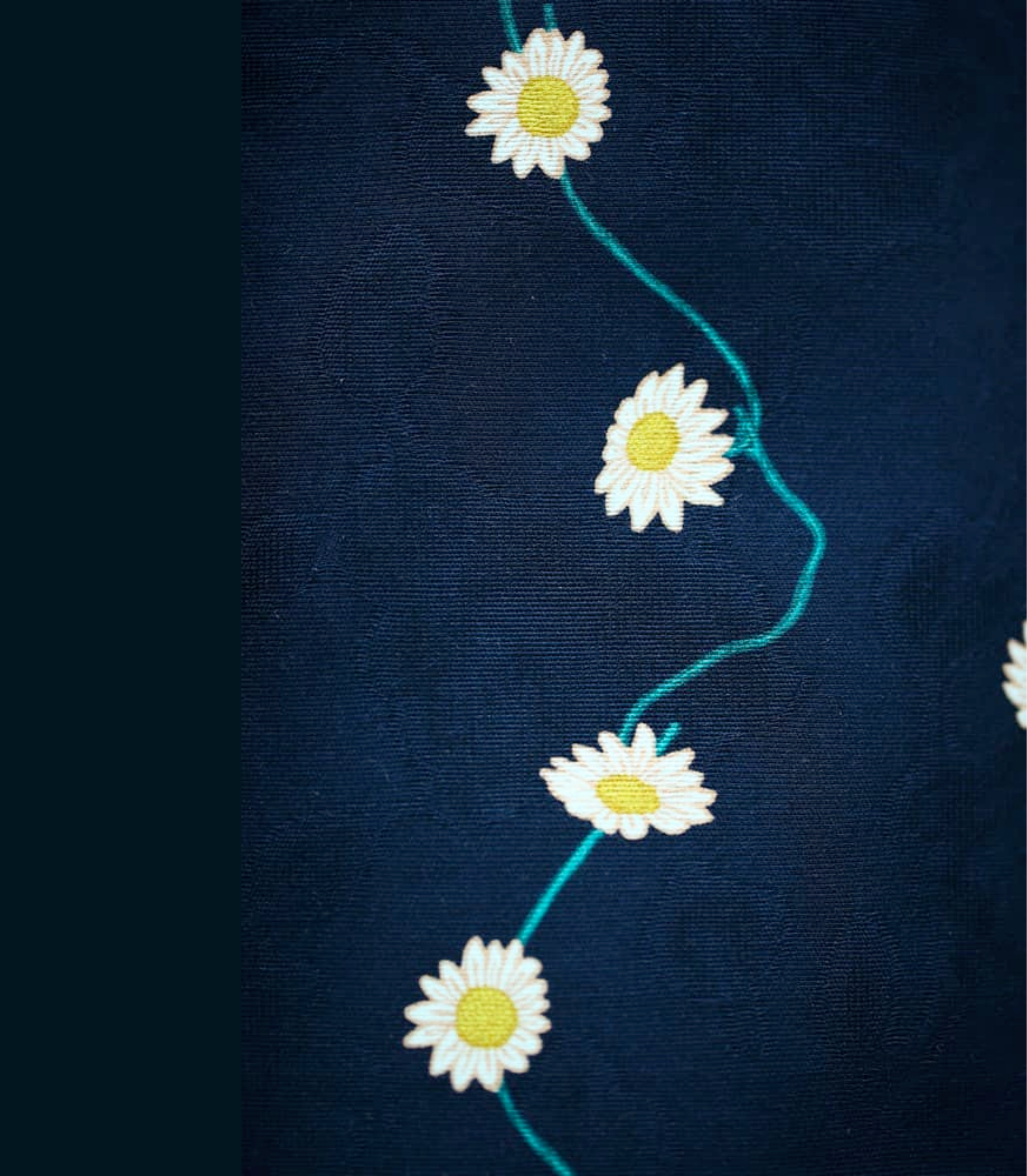
- Paul Smith











Paul Smith

Women's Spring Summer 2017



