

LIVING DIVANI AND VERAMONTEFORTE PRESENT “EMBODY LIVING”, THE PROJECT THAT BRINGS TAILORING CULTURE TO FURNITURE AND EXPRESSES A CONTEMPORARY VISION OF MADE IN ITALY

Some collaborations stem from a strategic approach, whilst others take shape from a shared affinity – such as that between **Living Divani** and **veramonteforte** atelier, which gave rise to the **Embody Living** project.

Carola Bestetti, at the helm of the design brand, and **Massimo Monteforte**, creative behind veramonteforte, embody two complementary visions of design: Living Divani's iconic **Extrasoft** sofa is reinterpreted through veramonteforte's sartorial sensibility; the brand has also specially reimagined some of its iconic looks from the winter collection for the event, crafting them using the same exclusive fabric as the sofa.

“To inhabit is a verb that joins fashion and design. A dress adorns the body; a piece of furniture adorns a space. Both belong to a very intimate and personal realm”, explains Massimo Monteforte. The loose, comfortable and seemingly simple forms – in which formality is redefined – typical of the couturier's garments, are reflected in the seating system, which presents itself as a domestic island, capable of accommodating different people, gestures and attitudes, without imposing a rigid way of sitting or experiencing the space.

The spark for this creative insight came from the fact that **Extrasoft**'s covers can be removed; what was once a technical feature has become an opportunity to alter the object's identity, guided by instinct and mood. “I was interested in the idea of being able to change the atmosphere by transforming the sofa”, explains Massimo Monteforte. **Embody Living** has thus become a new bespoke ‘outfit’ for the sofa, capable of making it unique and personal every time.

The fabric is used inside out to reveal a texture reminiscent of tweed, the Donegal of men's tailoring. Stitching and techniques typical of the couturier's craft migrate from the suit to the sofa: fashion enters the design as substance rather than mere decoration. “The handcrafted touch of my craft is transferred to the furniture. It is not embellishment for its own sake: I wanted to use the semantic value of certain tailoring techniques to turn them into a signature,” adds the designer.

It is precisely here that the collaboration takes on a broader significance. Carola Bestetti and Massimo Monteforte express two complementary visions of design: on the one hand, the industrial culture of design and Living Divani's ability to transform research into a design system; on the other, veramonteforte's sartorial sensibility, built on materials, details and manual craftsmanship. They are also united by the concept of understatement. “Our sense of luxury is linked to quality, and quality to the culture of craftsmanship: with this in mind, we have pushed the boundaries of experimentation because today there is a need for new ways of understanding things,” concludes Monteforte.

“**Embody Living** stems from the meeting of two design cultures that share the same attention to quality, materials and the value of craftsmanship. Reinterpreting a product such as **Extrasoft** – which is deeply rooted in Living Divani's history – through Massimo Monteforte's sartorial lens has allowed us to view it from a new perspective, without betraying its identity. We chose to focus on the essence of the object and on the possibility of experimenting with new languages, bringing different materials, techniques and sensibilities into dialogue. Experimentation is part of Living Divani's culture and has always been, for us, a tool for exploring new opportunities:

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craftsmanship and industry come together, balancing rigour with creative freedom, giving rise to new perspectives on a fresh expression of living and a different way of interpreting materials and space,” says Carola Bestetti, CEO of Living Divani.

Embody Living tells a story about the contemporary value of Made in Italy, which preserves traditional craftsmanship and uses it to experiment and imagine new ways of dressing and living. The design approach is defined by a deep understanding of the craft, the quality of materials, artisanal culture, industrial capability and an openness to cross-pollination.

Guests will witness a live photo shoot: a unique opportunity for dialogue where fashion, design and photography come together, transforming the space into a living set and a shared visual narrative.