

Paul Smith designs the latest edition of Le Book London

LE BOOK is proud to announce the release of the 2009 London edition of its exclusive fashion industry bible. Synonymous with London style, Paul Smith is now bringing his signature wit and flair to the design of LE BOOK London.

Joining Paul Smith on this LE BOOK collaboration is renowned creative director Tom Hingston. "Paul Smith seemed like the perfect choice to collaborate with", Tom explains. "As a British designer who lives and works in London, there's a real sense of optimism and energy that Paul exudes, both through his work and his personality. We were delighted when he agreed, because we knew we'd be able to create something special." Meeting at the designer's studios in Covent Garden, they discussed previous editions of LE BOOK and how to produce a design that would be a true reflection of the Paul Smith brand and the designer's personality.

From the outset, they were keen to create something that didn't just focus on fashion as so much of Paul Smith's world falls beyond that. The archive of objects, art and curiosities stacked high in his London office are testament to this. From the sublime to the hilarious, it's truly a place of inspiration.

Paul and Tom tried to bring this eclectic and humorous mix to the LE BOOK project. As Paul Smith himself explains, "The idea was that when the book is stored on a shelf or desk, it would create an illusion of being something else. Could it be a box of fruit, a case of beer, a pile of books??" Most importantly, they wanted to create something that made people smile when it arrived on their desks. Finally, they came upon the idea of designing the book to look like a fish tank but a tank that was filled with the world of Paul Smith. It seemed like the perfect way to share some of these wonderful objects with people. This enchanting world was stunningly reproduced by photographer Graeme Montgomery with set design by Robbie Doig. The result of the collaboration is a unique publication that is very much "classic with a twist", like all Paul Smith designs and sure to become the quintessential collector's item

Paul Smith's motto is "You can find inspiration in everything" – and for over 25 years, LE BOOK has been the ultimate source of inspiration for the global creative community.

With editions in New York, Paris, London, and soon to be Berlin, LE BOOK satisfies all needs related to image creation and branding while showcasing the world's most inspirational talent.

Distribution of the London edition to key industry figures will begin in May.

It will also be available for sale at www.lebook.com as well as select bookshops worldwide including Selfridges in London, 10 Corso Como in Milan & Seoul and Colette in Paris.

The global LE BOOK brand extends beyond its printed editions to include a creative search engine, online magazine, and the creative industry's international networking event, CONNECTIONS. On June 17 & 18 at The Chelsea Art Museum, LE BOOK will host its annual New York CONNECTIONS, the two-day customized tradeshow for the professional creative industry.



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