

# COZYPAD – THE RELAUNCH OF AN ICONIC CLASSIC

## FROM BESTSELLER TO DESIGN ICON – REIMAGINED FOR TODAY

In the 1970s, Innovation Living founder Flemming Højfeldt created the “Playboy” sofa bed - a sofa bed that instantly became a bestseller. With its simple concept of two stacked mattresses forming a sofa by day and unfolding into a bed by night, it embodied the carefree spirit of youth culture. Its soft corduroy fabrics in warm earthy tones captured the zeitgeist and inspired countless imitations.

Today, this timeless design is reborn as CozyPad - a tribute to effortless comfort, redefined for modern living.



## A SPIRIT REBORN

With its effortlessly cool, floor-level design and soft, hippie-inspired vibes, CozyPad matches the laid-back lifestyle of the late '60s and '70s.

At the same time, CozyPad stays true to Innovation Living's DNA: simple, functional, and built to last. It's crafted from high-quality, comfortable materials - and yes, the covers are removable and washable. Easy living, just the way we like it.

CozyPad is built from two stacked mattresses, easily transformed into a cozy double bed. It includes two armrests, removable covers, and a construction focused on comfort, durability and sustainability - while referencing a past full of character.

## COZYPAD ISN'T JUST A RELAUNCH - IT'S A STATEMENT

A modern classic designed for how we live today, with a respectful nod to the past. Simple, nostalgic, and irresistibly functional.

Available as both a sofa and chair, CozyPad is fully modular, inviting countless combinations for personalized interiors. It comes alive in our +Plus signature fabric collection, with fine and wide corduroys that amplify its 1970s character - though naturally, it's available across the full Innovation Living fabric collection.

Curious? Discover CozyPad here: [www.innovationliving.com/products/red-label-collection/cozypad](https://www.innovationliving.com/products/red-label-collection/cozypad)

