Now Available: NaughtOne Introduces Mimo Modular Seating & Table Collection by Keiji Takeuchi and Fin Lounge Chair by Daniel Schofield



Harrogate, United Kingdom, 7 July, 2025 – NaughtOne, a leading British furniture manufacturer, introduces two simple and striking designs that are canvases for designers to express themselves: **Mimo, a low and loungey modular seating and table collection by Keiji Takeuchi** that effortlessly transforms to suit any environment; and **Fin, a charming and contemporary lounge chair by Daniel Schofield** that references 1960s space age design but is made using a more sustainable construction.

Mimo



NaughtOne debuts **Mimo, a sleek seating and table collection**. Whether configured as a cozy two- or three-seat sofa, or a sophisticated club chair, Mimo strikes the perfect balance of confident yet understated. With its blend of soft support, compact form, and design sophistication, Mimo is deceptively simple but makes a powerful statement and can also be configured in countless ways. Keiji Takeuchi's design approach focuses on enhancing the true nature of products in human ways, represented in Mimo. While modest in appearance, the design process was meticulous and keeping everything in harmony was important to Takeuchi when developing Mimo.



Built around contrasts, the outside of Mimo gives structure, while the interior cushions give comfort. Takeuchi said, “Nature informs my design process and visually Mimo is like snow settling on a park bench. The snow represents an organic, flowing element that contrasts with the rigid geometry of the bench.”

Exemplifying NaughtOne’s dedication to absolute simplicity, infinite possibility, Mimo features a core set of modules and a near unlimited choice of colour and material for any modern space. A true chameleon, it can easily morph depending on the designer’s imagination and the unique needs of the space. The club chair, sofas, benches, and ottoman are complemented by an architectural coffee table, a streamlined, modern piece that allows designers to create one cohesive lounge for true collaboration and connection with Mimo.



“There’s something truly grand about Mimo, even though the footprint is modest. It’s got presence— it’s like a well-dressed person who’s not actively attention-seeking, but still gets noticed,” commented NaughtOne Creative Director Stephen Floyd.

Fin



NaughtOne also introduces **Fin, a contemporary lounge chair.** An intentionally crafted design, Fin is the outcome of a playful experiment. While folding two pieces of paper together, designer Daniel Schofield happened on a form he liked. The resulting design is made from two fully upholstered, interlocking wooden shapes that recalls its origami origins.

“What’s interesting about Fin is that it’s very simple—you think you’ve seen it before, but when you go and compare, it actually doesn’t seem to exist,” commented Stephen Floyd. “It has such a nice sense of visual lightness, and I love the way the flatness of the back activates space. I like that the simple form allows it to become a vehicle for upholstery and creativity no matter the space you place it in.”



Fin is a standout in sustainability, with the lowest embodied carbon in NaughtOne's portfolio of lounge chairs. Exemplifying material efficiency, Fin uses a minimal palette of natural materials, primarily plywood – a material that is lightweight, strong and low in embodied carbon.

"For me, good design is about simplicity," says Schofield. "Simplicity tends to last, both stylistically and functionally. I think good design also has reason — how it's made, why it exists. But beyond the rational, there's often something slightly unreasonable too — a little artistic touch, something charming that makes you want to keep

it for a long time.”

Learn more about Mimo Modular Seating and Table Collection by Keiji Takeuchi and Fin Lounge Chair by Daniel Schofield. Both products are now available to contract customers through authorized MillerKnoll dealers.

Images:
Fin
Mimo

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About NaughtOne
NaughtOne designs and manufactures furniture for commercial spaces, guided by the belief that designs should be simple, beautiful and useful. We offer choice as standard, empowering specifiers to express their creativity and tailor the colour, material and finish of our products to suit the client, setting and use.

Though based in the UK, NaughtOne has grown significantly over the past two decades and now employs nearly 100 people across the UK, Europe, Middle East, Asia and the USA. We are proud to be part of the MillerKnoll collective of brands.

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