

THESE 5 IT SOFAS ARE TAKING OVER INSTAGRAM

They may be blobby, but these trending sofas—some designed more than 50 years ago—are anything but puff pieces.

By [KATE MCGREGOR](#) APR 7, 2021



Every season, there seems to be that one item everyone on your social media feeds owns. Maybe it's that tiny [Prada](#) handbag, or (as in the case of this *ELLE Decor* editor) [Crocs](#)? As far as interior design is concerned, however, the most viral items are of the sofa variety—puffy, vintage [Italian](#) ones, to be precise. Perhaps it's our collective obsession with all-things 1970s right now. Perhaps it's the comfort their amorphous contours have provided in a [pandemic year](#). Regardless, these five designs have emerged as the It sofas that everyone seems to (or at least *aspires to*) own.

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1

CAMALEONDA, BY MARIO BELLINI FOR B&B ITALIA



Douglas Friedman

Originally designed in 1970, [this modular sofa](#) has been an icon in the Italian design world for more than 50 years. B&B Italia reintroduced Camaleonda last year with new colorways and modular options, further shoring up this design icon's status as a contemporary classic, and trust us: Every Scandinavian influencer on your feed agrees. Designer [Jessie Schuster](#) recently customized her Camaleonda in beige fabric (in part to make it pooch-friendly) for her SoHo loft.