

THE ORIGINAL  
**MORRIS & Co**

FOUNDED BY WILLIAM MORRIS IN 1861



ROUEN VELVETS

PRESS RELEASE A/W 2019



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INSPIRED BY THE COLOUR INFUSED CATHEDRAL INTERIORS OF WILLIAM MORRIS'S EARLY TRAVELS TO FRANCE, MORRIS & CO. INTRODUCE ROUEN VELVETS, NEW FOR AW19.

"Less than forty years ago, about thirty, I first saw the city of Rouen, then still in its outward aspect a piece of the Middle Ages: no words can tell you how its mingled beauty, history and romance took hold of me; I can only say that, looking back on my past life, I find it was the greatest pleasure I have ever had."

William Morris 'The Aims of Art' (1887)

The beauty of northern France's gothic cathedrals left a powerful imprint on William Morris's imagination. It is well documented that Morris's deep-rooted passion for the preservation of ancient buildings and the celebration of medieval art played a significant role throughout his life, profoundly influencing the direction of his company, Morris & Co. Like Ruskin before him, Morris found a special beauty at Rouen Cathedral, where glorious stained-glass windows shone a colourful light on its hand-crafted interiors. Morris's early trips to France were formative on his designs for woven and printed textiles and his lifelong commitment to promoting craftsmanship of the highest order, the founding principle of Morris & Co. and the Arts and Crafts movement.

Inspired by the colour-infused cathedral interiors of Morris's travels to France, Morris & Co. introduce Rouen Velvets, a stunning collection of six luxurious velvets, new for AW19.

Rebecca Craig, head of design at Morris & Co. says, "We're particularly excited about the use of colour in this collection, with the introduction of striking contemporary colourways such as Moss Green and Orange/Saffron opening up the collection to new audiences. While still appealing to Morris lovers, Rouen Velvet's classic colour palette of Indigo and Madder retains a more traditional feel. In another Morris & Co. first, the Indian wallpaper design of c.1868 has been translated into a beautiful flocced velvet, adding an additional tactile dimension to this captivating launch."

This celebration of well-loved Morris designs, including Strawberry Thief and Honeysuckle & Tulip is printed on a sumptuous 100% cotton cloth, providing the perfect base to accentuate the richness of the collection's jewel coloured tones, elevating Morris's timeless and iconic designs even further.

Rebecca Craig adds, "William Morris's wonderful patterns lend themselves perfectly to the current trend of maximalism. We're using a compendium of Morris & Co. designs within our schemes, embracing colour, texture and pattern in ways never seen before."

Morris Rouen Velvets are suitable for drapes and upholstery – team with other Morris & Co. designs to create a fascinating and immersive world full of all things Morris.

To complement this range, we are introducing a stunning compendium of six luxurious cushions, each feather filled and beautifully coloured in rich jewel-like tones.

To see Rouen Velvets from Morris & Co. in its entirety, please visit: [stylelibrary.com/morris&co](http://stylelibrary.com/morris&co)  
Available nationwide and via a network of stockists internationally. Join in the conversation on social media #MorrisandCoVelvets

FABRICS AND WALLPAPERS PRINTED IN ENGLAND







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## ROUEN VELVETS

### FRUIT VELVET

A classic Morris pattern originally designed as a wallpaper in 1864, Fruit has been carefully adapted into a luxurious velvet, seen here for the first time. Reproduced in a variety of authentic colourways, Fruit Velvet also features the magnificent, contemporary tones of Walnut and Bullrush.

In 1866/7 Morris & Co. was commissioned to decorate the Green Dining Room of the South Kensington Museum, now the Victoria and Albert Museum, with similar motifs of fruit and leaves.

Available in four colourways: Indigo/Slate, Madder/Bayleaf, Walnut/Bullrush and Privet/Thyme

### SUNFLOWER VELVET

This striking pattern was first designed by William Morris in 1879 and displays a stylised sunflower on a sumptuous velvet ground. An elegantly relaxed semi-plain design across three dramatic colourways,

Sunflower Velvet is suitable for drapes and upholstery. The captivating Saffron/Vellum colourway is new to this collection and provides an alternative take on a Morris classic.

Available in three colourways: Kermes/Birch, Velvet/Maples and Saffron/Vellum

### STRAWBERRY THIEF VELVET

Dating back to 1883, Strawberry Thief is one of Morris & Co.'s most iconic designs. This velvet interpretation retains the same enchanting detail of the original which was said to be inspired by the thrushes Morris found stealing fruit from his kitchen garden.

Captivating, bold and beautiful, Strawberry Thief Velvet's exquisite colour palette introduces a new Mulberry/Slate colourway alongside two authentic colourways.

Strawberry Thief Velvet is suitable for drapes and upholstery.

Available in three colourways: Mulberry/Slate, Indigo/Thyme and Crimson/Slate

### SNAKESHEAD VELVET

Printed for the first time on a sumptuous velvet, Snakeshead was originally designed by William Morris in 1876. The dramatic flame like motif and alternating spiky clusters of foliage seem held in suspension by the delicate scrolling tendrils that form the pattern's background.

Influenced by the colouring and patterns of Indian textiles, this design was one of Morris's favourites, taking its name from the nodding snakes head fritillary blooms that complement larger, more formal motifs.

Snakeshead Velvet is suitable for drapes and upholstery, with the Thistle/Russet colourway pursuant to the original document.

Available in three colourways: Crimson/Saffron, Mulberry/Saffron and Thistle/Russet

### HONEYSUCKLE & TULIP VELVET

First produced in 1876, Honeysuckle & Tulip is an early Morris fabric design depicting entwined foliage and flower motifs in a mirrored pattern repeat. The effect is of a trellis circling large multi petalled tulips and stylised honeysuckle.

Now available in three cotemporary colourways, including the monochromatic Black Walnut/Stone, Honeysuckle and Tulip Velvet is suitable for drapes and upholstery.

Available in three colourways: Black Walnut/Stone, Forest/Chestnut and Woad/Mulberry

### INDIAN FLOCK VELVET

The Morris & Co. studio is delighted to present Indian, seen here for the first time not only as a decadent velvet, but also as a textural flock.

Originally a simple two-colour block printed Morris & Co. wallpaper, Indian is thought to have been designed by George Gilbert Scott, with log books in the Morris & Co. archive showing that this design has been re-coloured more than any other across the decades.

Featuring a range of standout colour combinations Indian Flock Velvet in a perfect design to reach a new generation of Morris lovers.

Indian Flock Velvet is suitable for contract, drapes and upholstery. Available in two colourways: Velvet/Russet and Cerulean/Walnut

## CUSHION COLLECTION

### STRAWBERRY THIEF VELVET

Dating back to 1883, Strawberry Thief is one of Morris & Co.'s most iconic designs. This velvet interpretation retains the same enchanting detail of the original, which was said to be inspired by the thrushes Morris found stealing fruit from his kitchen garden.

Captivating, bold and beautiful, Strawberry Thief Velvet's exquisite colour palette is framed by Gold piping in the same colour as the cushion's velvet reverse.

Available in an Indigo/Thyme colourway

### SUNFLOWER VELVET

This striking pattern was first designed by William Morris in 1879 and displays a stylised sunflower on a sumptuous velvet ground with co-ordinating piping. An elegantly design, the captivating Saffron/Vellum colourway provides an alternative take on a Morris classic.

Available in two colourways: Maple/Lichen with a Gold velvet reverse and Saffron/Vellum with an Ochre linen look reverse.

### FRUIT VELVET

A classic Morris pattern originally designed as a wallpaper in 1864, Fruit has been carefully adapted into this luxurious velvet cushion. Feather filled and reproduced in a variety of authentic colourways, Fruit Velvet is backed in a linen look Parchment colourway.

Available in three colourways: Madder/Bayleaf, Walnut/Bullrush and Indigo/Slate

### HONEYSUCKLE & TULIP VELVET

First produced in 1876, Honeysuckle & Tulip is an early Morris design depicting entwined foliage and flower motifs. This eye-catching velvet cushion is feather filled and finished with contrasting velvet piping and a plain linen look reverse.

Available in two colourways: Forest/Chestnut and Woad/Mulberry

### THISTLE WEAVE

Originally designed as a wallpaper in 1896, this large square cushion with an Oxford edging displays a distinctive thistle motif. Reinterpreted in a woven jacquard quality, Thistle Weave's sumptuous velvet reverse contrasts against this much-loved thistle design.

Available in two colourways: Flint and Bronze

### INDIAN FLOCK VELVET

Originally a simple two-colour block printed wallpaper, the Morris & Co. studio is delighted to present Indian as a textural flock velvet cushion in two rich colourways.

Available in two colourways: Cerulean/Walnut and Russet/Mulberry

### WARDLE EMBROIDERY

Inspired by a beautifully embroidered archive document of Indian style flowerheads crafted by Elizabeth Wardle, an accomplished Arts and Crafts embroiderer, this stunning rectangular cushion adds an exquisite elegance. Feather filled and with a co-ordinating Oxford edging.

Available in two colourways: Bayleaf/Manilla with a sumptuous xxxx velvet reverse and Olive/Brick with a plain linen look reverse.

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## IMAGE CAPTIONS

### IMAGE 1

Wallpaper: Strawberry Thief 216476  
Sofa: Strawberry Thief Velvet 236932  
Stools Clockwise: Fruit Velvet 236925,  
Indian Flock 236943, Snakeshead  
Velvet 236936, Sunflower Velvet 236929  
Cushions: (L-R) Indian Flock 236943, Strawberry Thief  
Velvet 236932, Snakeshead Velvet 236936, Honeysuckle  
and Tulip Velvet 236939, Sunflower Velvet 236929, Indian  
Flock 236944, Snakeshead Velvet 236935, Fruit Velvet  
236926, Sunflower Velvet 236930.  
Floor cushion: Fruit Velvet 236925

### IMAGE 2

Curtain: Indian Flock 236943  
Voile: Pure Net ceiling embroidery 236077  
Wallpaper: Pure Net Ceiling 216036  
Stools L-R: Sunflower Velvet 236929,  
Indian Flock 236943  
Bed Throw: Honeysuckle and Tulip Velvet 236939  
Back Cushions: Honeysuckle and Tulip Velvet 236939  
Smaller Cushions L-R: Honeysuckle and Tulip Velvet  
236939, Wardle 236920, Wardle 236919, Honeysuckle  
and tulip Velvet 236939, Indian Flock 236943

### IMAGE 3

Wallpaper: Strawberry Thief 216476  
Sofa: Strawberry Thief Velvet 236932  
Stools Clockwise: Fruit Velvet 236925,  
Indian Flock 236943, Snakeshead  
Velvet 236936, Sunflower Velvet 236929  
Cushions: (L-R) Indian Flock 236943, Strawberry Thief  
Velvet 236932, Snakeshead Velvet 236936, Honeysuckle  
and Tulip Velvet 236939, Sunflower Velvet 236929, Indian  
Flock 236944, Snakeshead Velvet 236935, Fruit Velvet  
236926, Sunflower Velvet 236930.  
Floor cushion: Fruit Velvet 236925

### IMAGE 4

Sofa: Strawberry Thief Velvet 236932  
Cushions (L-R) Indian Flock 236943, Strawberry Thief  
Velvet 236932, Snakeshead Velvet 236936, Honeysuckle  
and Tulip Velvet 236939, Sunflower Velvet 236929,  
Snakeshead Velvet 236935

### IMAGE 5

Back Cushions: Honeysuckle and Tulip Velvet 236939  
Smaller Cushions L-R: Honeysuckle and Tulip Velvet  
236939, Wardle 236920, Wardle 236919, Honeysuckle and  
tulip Velvet 236939, Indian Flock 236943

### IMAGE 6

Sofa: Strawberry Thief Velvet 236932  
Stool: Indian Flock 236943,  
Brink and Campman Rug: Strawberry Thief

### IMAGE 7

Bed Throw: Honeysuckle and Tulip Velvet 236939

### IMAGE 8

Curtain: Indian Flock 236943  
Voile: Pure Net ceiling embroidery 236077  
Pure Net Ceiling 216036  
Stool: Sunflower Velvet 236929  
Bed Throw: Honeysuckle and Tulip Velvet 236939

### IMAGE 9

Voile: Pure Net ceiling embroidery 236078  
Sofa: Fruit Velvet 236924  
Fruit Velvet 236926, Fruit Velvet 236925

### IMAGE 10

Stool: Fruit Velvet 236925  
Cushion: Fruit Velvet 236925  
Brink and Campman Rug: Strawberry Thief

### IMAGE 11

Sofa: Fruit Velvet 236924  
Stool: Fruit Velvet 236925  
Cushion: Fruit Velvet 236925

### IMAGE 12

Voile: Pure Net ceiling embroidery 236078  
Paint: Sanderson Graphite  
Sofa: Fruit Velvet 236924,  
Stool: Fruit Velvet 236925  
Cushion: Fruit Velvet 236925  
Lamp: Regular Wisteria Table Lamp in bluey green glass  
www.pooky.com

### IMAGE 13

Wallpaper: Strawberry Thief Velvet 216476  
Paint: Zoffany Ink  
Sofa: Strawberry Thief Velvet 236932  
Stools: Indian Flock 236943  
Cushions: Snakeshead Velvet 236935, Fruit Velvet  
236926, Sunflower Velvet 236930.

### IMAGE 14

Wallpaper: Sunflower Velvet 236930  
Chair: Ruskin Linen 236875  
Stools L-R: Fruit Velvet 236925,  
Sunflower Velvet 236929  
Cushion: Sunflower Velvet 236929  
Lamp: Trafalgar Table Lamp in antique brass  
www.pooky.com

### IMAGE 15

Chair: Ruskin Linen 236875  
Cushions: Sunflower Velvet 236929,  
Sunflower Velvet 236930

### IMAGE 16

Curtain: Sunflower Velvet 236930

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