

FOUNDED BY WILLIAM MORRIS IN 1861

SIMPLY WIDE WIDTH



DIGITAL DESIGN BOOK



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SIMPLY WIDE WIDTH

Just as William Morris's view from his window inspired countless designs of endless beauty, that view has inspired a new collection for SS25. Wide width fabrics, including a

range of beautiful sheers, emerge from Morris & Co. this spring in Simply Wide Width.

Introduction

Where layers of heritage are a must in design schemes, Simply Wide Width, a considered and thoughtfully crafted collection, offers a fresh perspective on the most iconic Morris & Co. designs, transforming spaces, connecting indoors and out.

Light-filtering, new wide-width fabrics and sheers are pared-back in style, offering new perspectives on age-old design stories.

"Simply Wide Width embraces the beauty of layering patterns in interiors, pairing garden palettes with soft neutrals in these much-loved prints that perfectly frame that view outside. It's a new perspective on Morris & Co., offering a new view on utilising iconic heritage patterns." Jess Clayworth, Lead Designer at Morris & Co.

Take a fresh look at The Brook, which takes a nostalgic, almost magical turn in sage and linen. The crispness and beautiful detail of the original design come to the fore in this wide-width fabric.

The swirling, figure of eight hero Pimpernel delights the senses in a wide-width fabric. Produced in 100% cotton in tonal colours reminiscent of some of our most adored shades, this iconic design's dramatic tulip leaves and wildflowers become the perfect frame for windows and doorways.

A muted palette with tranquil neutrals, heavenly greens, and the softest shades of blues, pinks, and lilac creates new design stories for our heritage icons. Brand new wide-width sheers complete the collection, offering a glimpse of the outdoors through delicately crafted fabrics in iconic heritage designs.

Simply Wide Width reveals a new layer of heritage design from Morris & Co.



Pimpernel

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CLICK ON THE PRODUCT IMAGE TO DISCOVER MORE



PIMPERNEL 227283





the Brook

Take a fresh look at The Brook, which takes a nostalgic, almost magical turn in sage and linen. The crispness and beautiful detail of the original design come to the fore in this wide-width fabric.

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THE BROOK



Pure Acorn

A beautiful monotone fabric featuring a pared-back representation of acorn branches originally designed in 1879.

The artwork was created using the original wooden Morris & Co. hand-printing blocks and is now printed as a wide-width, crafted from cotton and lyocell.

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PURE ACORN

227277





Pure Marigold

Inspired by colours from our Pure Morris palette,
Pure Marigold works beautifully as a wide-width design.
Stripped back and subtle, this tranquil monotone print
was designed by Morris in 1875 and is one of the few
designs Morris produced for wallpaper and fabric.

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PURE MARIGOLD

227276

Pure Willow Boughs

This much-loved Morris design has been reproduced as a printed wide-width fabric, echoing the wallpaper design.

The original pattern from 1887 has been updated and printed on cotton and lyocell fabric in two soft colourways.

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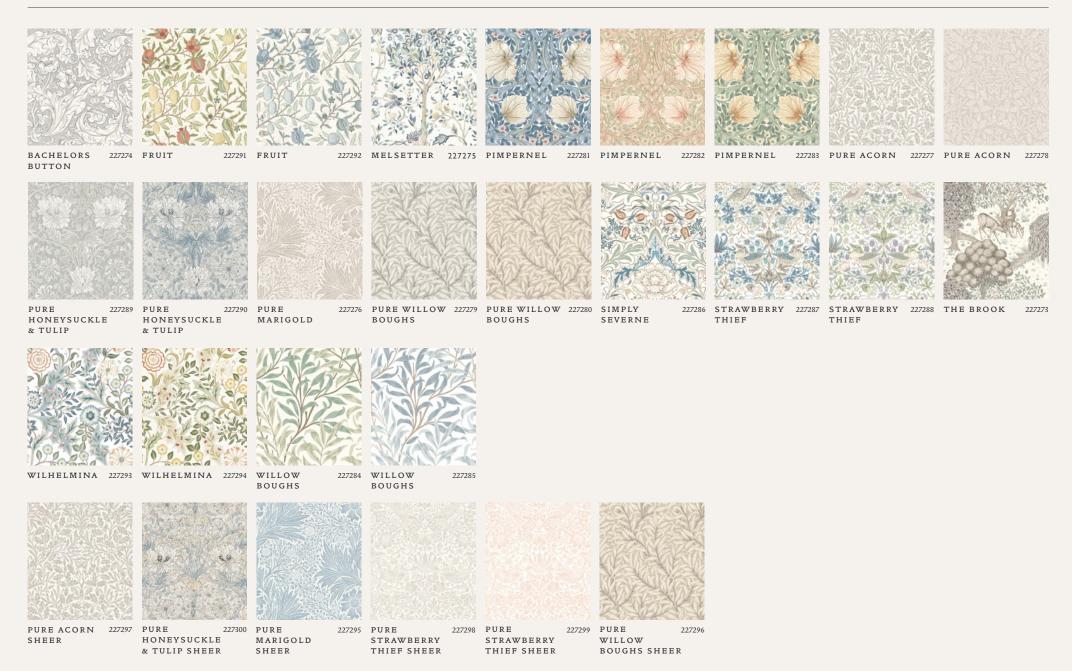


PURE WILLOW BOUGHS

227279



MORRIS & CO. SIMPLY WIDE WIDTH | SS25



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