

THE ORIGINAL
MORRIS & C^o

FOUNDED BY WILLIAM MORRIS IN 1861

SIMPLY WIDE WIDTH

DIGITAL DESIGN BOOK



THE ORIGINAL
MORRIS & Co

FOUNDED BY WILLIAM MORRIS IN 1861

SIMPLY WIDE WIDTH

Introduction

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.

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

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.

[CLICK ON THE PRODUCT IMAGE TO DISCOVER MORE](#)



PIMPERNEL

227283

SIMPLY WIDE WIDTH





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.

[CLICK ON THE PRODUCT IMAGE TO DISCOVER MORE](#)



THE BROOK

227273

SIMPLY WIDE WIDTH



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

SIMPLY WIDE WIDTH





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

SIMPLY WIDE WIDTH

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

SIMPLY WIDE WIDTH





BACHELORS
BUTTON 227274



FRUIT 227291



FRUIT 227292



MELSETTER 227275



PIMPERNEL 227281



PIMPERNEL 227282



PIMPERNEL 227283



PURE ACORN 227277



PURE ACORN 227278



PURE
HONEYSUCKLE
& TULIP 227289



PURE
HONEYSUCKLE
& TULIP 227290



PURE
MARIGOLD 227276



PURE WILLOW
BOUGHS 227279



PURE WILLOW
BOUGHS 227280



SIMPLY
SEVERNE 227286



STRAWBERRY
THIEF 227287



STRAWBERRY
THIEF 227288



THE BROOK 227273



WILHELMINA 227293



WILHELMINA 227294



WILLOW
BOUGHS 227284



WILLOW
BOUGHS 227285



PURE ACORN
SHEER 227297



PURE
HONEYSUCKLE
& TULIP
SHEER 227300



PURE
MARIGOLD
SHEER 227295



PURE
STRAWBERRY
THIEF SHEER 227298



PURE
STRAWBERRY
THIEF SHEER 227299



PURE
WILLOW
BOUGHS SHEER 227296

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