

THE ORIGINAL
MORRIS & C^o

FOUNDED BY WILLIAM MORRIS IN 1861

WARDLE VELVETS



IN WARDLE VELVETS, MORRIS & CO. ARE
THRILLED TO INTRODUCE A MAJOR NEW TOOL
TO THE CRAFTSPERSON'S TOOLKIT.

One of William Morris's most admirable qualities was his diligent understanding of every art offered by his company, Morris & Co. From tapestry weaving to fabric dyeing, he ensured that before his firm manufactured anything, he could make it himself. One way Morris kept adding to his brimming skillset was by persuading makers to adopt him as their student. One such maker was Thomas Wardle. A second-generation fabric manufacturer from Leek in Staffordshire, Morris frequently lodged with the Wardles between 1875-1878, writing of his learnings that he was "taking in dyeing at every pore."

We've been deeply inspired by Morris's ability to learn and master new crafts through creative collaboration. In the same spirit, we've been in constant dialogue with a vast craft history, engaging our UK factories and craftspeople in elevating velvet design to a level of astonishing quality.

In Wardle Velvets, Morris & Co. are thrilled to introduce a major new tool to the craftsperson's toolkit. Comprising luxurious velvet designs inspired by original archive patterns, each one Wardle Velvet beautifully coordinates with one of our twelve inaugural plains. Adding further to the collection's coherent aesthetic, all designs have been colour-matched to pair perfectly with our Morris & Co. paint palette.

THIS COLLECTION CONSISTS OF 30 FABRICS.
DESIGNED AND MADE IN THE UK.





Artichoke Velvet

Featuring the same glorious, boldly scaled artichoke heads of J.H. Dearle's 1898 original, this highly ornamental design receives some of the richest colour treatment of any Morris & Co. velvet. Printed at our Grade II listed factory in Lancashire, a darkly dyed backdrop dramatically foregrounds Dearle's virile Artichoke pattern. Ideal for use in upholstery and drapery.

PAIR WITH

WALLPAPER



Rosehip 214709

PLAINS

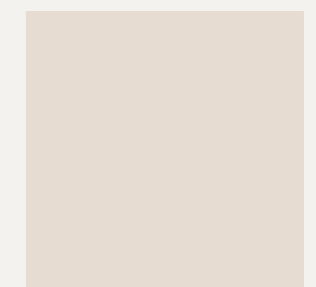


Wardle Velvet 237304

PAINT



Muddy Warren CNMUDD



Fired Biscuit CNFIBI



Willow Boughs Caffoy Velvet

With a luxuriously deep-cut pile, Willow Boughs from 1887 is newly interpreted as a delightful velvet. Featuring the elegantly entwined willow stems that so enchanted William Morris, an irresistible shimmer can be glimpsed across the three organic colour stories. Perfect for use in upholstery and drapery.

PAIR WITH

WALLPAPER



Meadow Sweet 210347

PLAINS

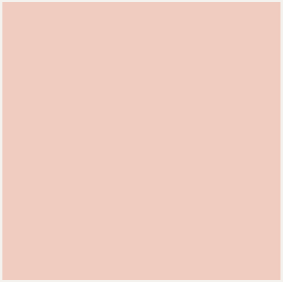


Wardle Velvet 237297

PAINT



Pearwood CNPEAR



Sweet Briar CNSWEE





Bluebell Velvet Embroidery

A work of exquisite craftsmanship involving skilled artisans from across the world, our Bluebell Velvet Embroidery sparkles with jewel-like colour and detail. Featuring gradient stitching for a high degree of realism, this remarkable fabric is a contemporary reinvention of William Morris's 1876 Bluebell. Perfect for use in upholstery and most drapery projects.

PAIR WITH

WALLPAPER



Willow Boughs Minor 216814

PLAINS



Wardle Velvet 237295

PAINT



Webbs Blue CNWEBB



Sussex Rush CNSUSS



Sunflower Caffoy Velvet

Originally imagined as a wallpaper available for the low price of 4 shillings and sixpence in 1879, Sunflower is here translated onto sumptuous velvet fabric. In no less than 7 colour choices, Sunflower's radiant pattern of flowerheads and flowing vine forms offer an irresistible decorating story for the home. Perfect for use in upholstery and drapery.

PAIR WITH

WALLPAPER



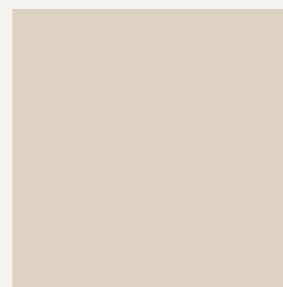
Meadow Sweet 210347

PLAINS

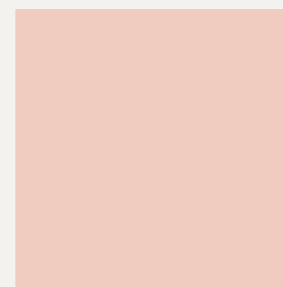


Wardle Velvet 237301

PAINT



Pearwood CNPEAR



Sweet Briar CNSWEE





Wardle Velvet

A staple plain of undeniable quality and versatility, the Wardle Velvet instils confidence in any upholstery and drapery project. Available in a range of 12 colour possibilities, our Wardle Velvets present endless decorating stories as a coordinate fabric or leading textile. Each colourway is made to coordinate with the namesake hue in our Morris & Co. Paint range. Perfect for use in upholstery and drapery.

PAIR WITH

WALLPAPER



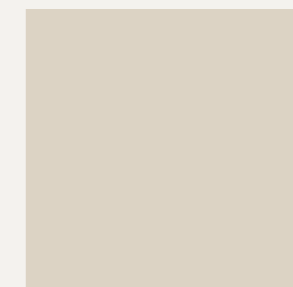
Meadow Sweet 210347

PLAINS

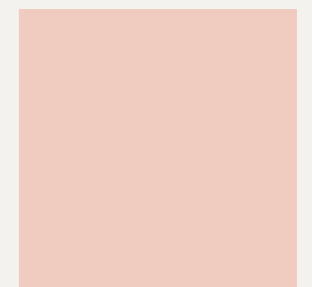


Wardle Velvet 237301

PAINT



Pearwood CNPEAR



Sweet Briar CNSWEE



Artichoke 227000



Artichoke 227001



Artichoke 227002



Artichoke 227003



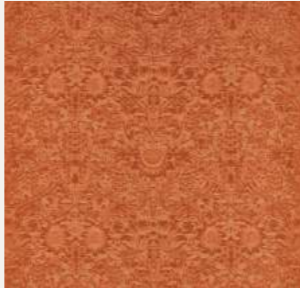
Bluebell Embroidery 237292



Bluebell Embroidery 237293



Sunflower Caffoy Velvet 237280



Sunflower Caffoy Velvet 237281



Sunflower Caffoy Velvet 237282



Sunflower Caffoy Velvet 237283



Sunflower Caffoy Velvet 237284



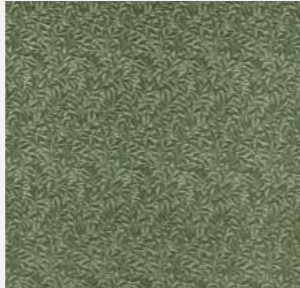
Sunflower Caffoy Velvet 237285



Sunflower Caffoy Velvet 237286



Willow Boughs Caffoy Velvet 237287



Willow Boughs Caffoy Velvet 237288



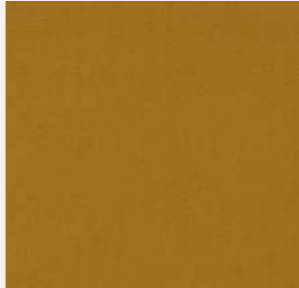
Willow Boughs Caffoy Velvet 237289



Willow Boughs Caffoy Velvet 237290



Willow Boughs Caffoy Velvet 237291



Wardle Velvet 237294



Wardle Velvet 237295



Wardle Velvet 237296



Wardle Velvet 237297



Wardle Velvet 237298



Wardle Velvet 237299



Wardle Velvet 237300



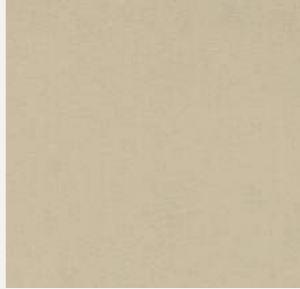
Wardle Velvet 237301



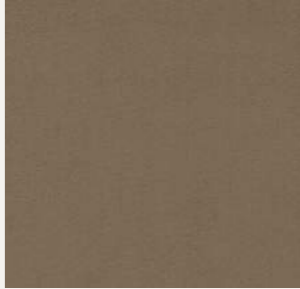
Wardle Velvet 237302



Wardle Velvet 237303



Wardle Velvet 237304



Wardle Velvet 237305

THE ORIGINAL
MORRIS & C^o

FOUNDED BY WILLIAM MORRIS IN 1861

WARDLE VELVETS

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