

THE ORIGINAL  
**MORRIS & Co**

FOUNDED BY WILLIAM MORRIS IN 1861

OUTDOOR / PERFORMANCE COLLECTION

DIGITAL DESIGN BOOK



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INTRODUCING OUR DEBUT MORRIS & CO.  
COLLECTION DESIGNED FOR USE IN BOTH  
INDOOR AND OUTDOOR SPACES.

Outdoor Performance is a versatile range that returns historic fabric designs to the place that originally inspired them – nature and the outdoors. Complete with signature Morris & Co. patterns, our new collection unites the two great threads in 19th-century designer William Morris’s creative life: beauty and utility.

Introducing twenty-five enduring fabrics perfect for busy homes, gardens, patios and poolsides. A dedicated team of makers at our Grade II-listed British factory use innovative materials and techniques to ensure durability for both indoor and outdoor use. Including UV and water resistance, wipeable finishes, anti-microbial and colourfast properties, these treatments prepare your fabrics for the hustle and bustle of daily life.

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THIS COLLECTION COMPRISES 25 FABRICS.  
ALL FABRICS ARE MANUFACTURED IN THE UK.

[morrisandco.sandersondesigngroup.com](http://morrisandco.sandersondesigngroup.com) | @wmorrisandco

Made and Designed  
in the UK





DESIGN SPOTLIGHT:

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*Chrysanthemum*

Originally an 1877 William Morris wallpaper design, Chrysanthemum is translated onto a durable indoor-outdoor fabric for the first time. Combining beauty with practicality, this incredibly ornate design is available in three distinct colour stories.

Made fit for busy homes, gardens, patios and poolsides, this fabric is imbued with UV and water resistance, a wipeable finish, anti-microbial and colourfast properties.

Available in three colourways:

Indigo & Bayleaf, Russet, Mineral & Cream

DESIGN SPOTLIGHT:

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*Willow Boughs*

A true icon from William Morris, Willow Boughs is his 1887 design. Deceptively simple and created using the ingenious layering technique pioneered by Morris, Willow Boughs combines his love of the willow with his mastery over pattern and repeat. Available in four organic colourways to introduce a truly harmonious colour story to indoor or outdoor spaces of the home. Made fit for busy homes, gardens, patios and poolsides, this fabric is imbued with UV and water resistance, a wipeable finish, anti-microbial and colourfast properties.

Available in four colourways:

Russet & Wheat, Indigo, Nettle & Sky Blue, Sage

OUTDOOR / PERFORMANCE COLLECTION



*For Indoor and  
Outdoor Spaces*





## DESIGN SPOTLIGHT:

# Acanthus

Vigorous, fluid curves and an unmistakable energy mark this iconic William Morris pattern from 1875. This folding design is translated onto hardy fabrics / for use in indoor or outdoor spaces – in four harmonious, organic palettes. Made fit for busy homes, gardens, patios and poolsides, this fabric is imbued with UV and water resistance, a wipeable finish, anti-microbial and colourfast properties.

Available in three colourways:

Nettle & Sky Blue, Indigo, Mineral Blue & Linen

DESIGN SPOTLIGHT:

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*Fruit Stripe*

The Fruit Stripe harks back to one of William Morris's first designs, 1864's Fruit, and is the joint-first stripe to feature in a Morris & Co. collection. The Fruit Stripe design represents the new essential tool in the craftsman's toolkit, being perfect for both leading feature design and as a coordinating pattern. Made fit for busy homes, gardens, patios and poolsides, this fabric is imbued with UV and water resistance, a wipeable finish, anti-microbial and colourfast properties.

Available in one colourway:

Indigo

OUTDOOR › PERFORMANCE COLLECTION







## CHRYSANTHEMUM

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Originally an 1877 William Morris wallpaper design, Chrysanthemum is translated onto a durable indoor-outdoor fabric for the first time. Combining beauty with practicality, this incredibly ornate design is available in three distinct colour stories.



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## MARIGOLD

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Originally imagined as a furnishing fabric, Marigold is an 1875 William Morris design filled with charm and energy. Marigold's complex pattern, swirling movement and five available colourways make it perfect for all upholstery uses in any part of the home, inside or out.



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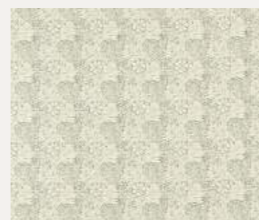
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## ROSEHIP

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Inspired by a richly ornate Arts & Crafts tile design, the versatile Rosehip is translated onto durable fabric for use in indoor and outdoor spaces. Rosehip's simple, soothing pattern lends itself wonderfully to all upholstery purposes, whilst three painterly hues introduce a truly organic colour story.



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## WILLOW BOUGHS

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A true icon from William Morris, Willow Boughs is his 1887 design. Deceptively simple and created using the ingenious layering technique pioneered by Morris, Willow Boughs combines his love of the willow with his mastery over pattern and repeat.



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## ACANTHUS

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Vigorous, fluid curves and an unmistakable energy mark this iconic William Morris pattern from 1875. This folding design is translated onto hardy fabrics for use in indoor or outdoor spaces – in three harmonious, organic palettes.



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## FRUIT STRIPE

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The Fruit Stripe harks back to one of William Morris's first designs, 1864's Fruit, and is the joint-first stripe to feature in a Morris & Co. collection. The Fruit Stripe design represents the new essential tool in the craftsman's toolkit, being perfect for both leading feature design and as a coordinating pattern.

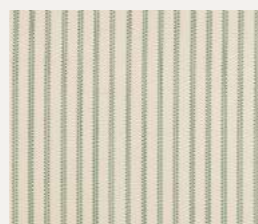


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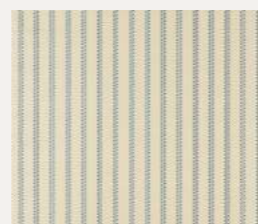
## HOLLAND PARK STRIPE

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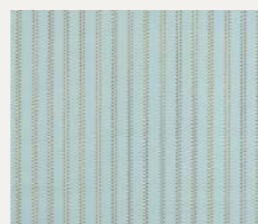
Inspired by the framing border of a Morris & Co. carpet woven at Merton Abbey in 1883, the Holland Park Stripe is the joint-first stripe design to feature in a Morris & Co. collection. Perfect as a coordinating fabric or as a simple centrepiece, the Holland Park Stripe introduces a new essential option to any craftsman's toolkit.



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## OAK

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Mighty oaks from little acorns grow. This contemporary pattern is inspired by William Morris's abiding fascination and love for nature. Embedded into his and many others' conception of Englishness, the oak tree is a symbol of deep meaning.



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## HONEYSUCKLE

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The sweet scent of honeysuckle must be one of nature's greatest 'simple' pleasures. Immortalised by May Morris, William Morris's daughter, in this 1883 design, Honeysuckle is a flowing, complex pattern that mimics the plant's tendency to climb and bind.



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## Contact Details

### LONDON SHOWROOM

Design Centre Chelsea Harbour, First Floor, South Dome, Lots Road, London, SW10 0XE

Tel: + 44 203 903 3700

Email: [showroom@sandersondesigngroup.com](mailto:showroom@sandersondesigngroup.com)

### NEW YORK SHOWROOM

D&D Building, 979 3rd Avenue, Suite 409, New York, NY 10022

Tel +1 212 319 7220

[sales-ny@sandersondesigngroup.com](mailto:sales-ny@sandersondesigngroup.com)

### CHICAGO SHOWROOM

222 W Merchandise Mart Plaza, Suite 6-117A, Chicago, IL 60654

Tel +1 312 929 2058

[sales-chicago@sandersondesigngroup.com](mailto:sales-chicago@sandersondesigngroup.com)

### DUBAI SHOWROOM

The Prism Tower, Office 2708, Floor 27, PO Box 391982, Business Bay, Dubai, United Arab Emirates

Tel: +971 4361 9766

Email: [infome@sandersondesigngroup.com](mailto:infome@sandersondesigngroup.com)

### NETHERLANDS SHOWROOM

ETC Licht & Interieur, Randweg 20, 4104 AC Culemborg

Tel: +31 65349 3696

Email: [international@sandersondesigngroup.com](mailto:international@sandersondesigngroup.com)

### GERMANY SHOWROOM

Kronenstrasse 4, 76133 Karlsruhe

Tel: +49 721 981 985 60

Email: [verkauf@sandersondesigngroup.com](mailto:verkauf@sandersondesigngroup.com)

[morriscandco.sandersondesigngroup.com](http://morriscandco.sandersondesigngroup.com)

@wmorriscandco