



THE ORIGINAL
MORRIS & Co

FOUNDED BY WILLIAM MORRIS IN 1861

SIMPLY
MORRIS

#FRESHMAXIMALISM

DIGITAL DESIGN BOOK

THE ORIGINAL
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MORRIS & CO. PRESENTS SIMPLY MORRIS, A CAPSULE COLLECTION OF ICONIC FABRIC AND WALLPAPER IN A RANGE OF FRESH, INVITING COLOUR COMBINATIONS.

Morris & Co. introduces Simply Morris, a carefully chosen edit of signature fabrics and surface printed wallpapers, expertly recoloured into a fresh garden palette.

Sitting beautifully between traditional Morris and Pure Morris, this collection offers an alternative decorating story with its clean grounds and vibrant motifs. Neither maximalist nor minimalist, its position is softer, more genteel, but far from subdued. Enter, Fresh Maximalism. Refreshing and joyous, this blend of swirling leaves and carefully positioned blooms reinterprets the maximalist trend. It's soothing and restorative. The perfect partner to warm days and sun filled skies, much loved patterns such as Fruit, Willow Boughs, Pimpernel, Acanthus and Strawberry Thief showcase inviting new colour groups, appealing to audiences around the world. Simply Severn, a striking archive inspired damask features for the first time, joined by the single colour floral of Mallow and the pretty leaf trail of Standen, all of which can be used as coordinates or standalone designs. Not fussy or overbearing, the shared expression of harmoniously curated natural shades introduces a different way of thinking. Enter Fresh Maximalism.

This spring hued launch is produced in six new colour sets, including Leaf Green & Weld, Woad, Bayleaf & Annatto to name a few. Rebecca Craig lead designer for Morris & Co. comments, "This collection takes its inspiration from the bare beauty of the original Morris & Co. hand carved blocks; their organic nature capturing the very ethos of William Morris. Celebrating the block's simplicity and structure, we've created an exciting new collection with a confidence that stems from a history of integrity and iconic pattern.

"Coloured to create a relaxing backdrop for modern living, the launch's lighter palette is easy to use. The perfect starting point for Fresh Maximalism, Simply Morris honours history with its layering patterns and the charm only found within an English country garden."

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#FRESHMAXIMALISM

WOAD & LINEN PALETTE

A classic colour combination of indigo and manilla set against crisp, white grounds. The simplicity of this palette highlights and celebrates the integrity of Morris's original designs. Layer favourite patterns for an uplifting dose of fresh maximalism.



Acanthus 226897



Pimpernel 217062

WOAD & LINEN PALETTE

FABRIC

Acanthus 226897

Pimpernel 226901

Simply Severn 226902

Strawberry Thief 226916

Willow Boughs 226893

WALLPAPER

Mallow 217071

Simply Severn 217075

Pimpernel 217062

St James Ceiling 217079

Strawberry Thief 217058

Willow Boughs 217080

COCHINEAL PINK & AQUA PALETTE

Soft, pared back pinks have become a new neutral, combined here with willow green and sea glass blues. This delicate, romantic colour combination is reminiscent of May Morris's embroidery yarns.



Simply Severn 226904



Strawberry Thief 226918

COCHINEAL PINK & AQUA PALETTE

FABRIC

Chrysanthemum Toile 226910

Pimpernel 226900

Simply Severn 226904

Standen 226923

Strawberry Thief 226918

WALLPAPER

Chrysanthemum Toile 217070

Pimpernel 217064

Simply Severn 217073

Standen 217067

Strawberry Thief 217061

Willow Boughs 217083

BAYLEAF & ANNATTO PALETTE

Restful sage greens blend with warm russets to create a classic Morris & Co. colour palette. Nature inspired, this authentic scheme was influenced by Kelmscott Manor's Pimpernel wallpaper.



St James Ceiling 217077



Chrysanthemum Toile 226911 & Simply Severn 226904

BAYLEAF & ANNATTO PALETTE

FABRIC

WALLPAPER

Chrysanthemum Toile 226911

Pimpernel 226899

Chrysanthemum Toile 217069

Fruit 217087

Simply Severn 226905

Willow Boughs 226895

Simply Severn 217074

St James Ceiling 217077

LEAF GREEN & WELD PALETTE

A country palette of fresh garden greens and cheerful buttercup accents create a welcoming, versatile scheme. Morris used weld, a natural plant dye to colour his fabrics, which have inspired this collection.



Willow Boughs 217081



Standen 226922 & Pimpernel 226898

LEAF GREEN & WELD PALETTE

FABRIC

Acanthus 226896

Fruit 226907

Lemon Tree 226909

Mallow 226919

Pimpernel 226898

Standen 226922

Willow Boughs 226894

WALLPAPER

Chrysanthemum Toile 217068

Fruit 217086

Mallow 217072

Pimpernel 217063

Pimpernel 217065

Standen 217066

St James Ceiling 217078

Willow Boughs 217081

MADDER, RUSSET AND OCHRE PALETTE

Reaching from earthy reds to plaster pinks, this new combination introduces an array of terracotta shades to the Morris portfolio. Vibrant teal, expressive and refreshing, complements these natural hues.



Fruit 226906



Strawberry Thief 217059

MADDER, RUSSET AND OCHRE PALETTE

FABRIC

WALLPAPER

Fruit 226906

Mallow 226920

Fruit 217085

Strawberry Thief 217059

Simply Severn 226903

Strawberry Thief 226915

SLATE & VELLUM PALETTE

Harmonious natural shades envelop the twisting stems of this palette's iconic pattern. Easy to use, this usable scheme of slate blue, creamy neutrals and soft grey can be incorporated into any style of home.



Strawberry Thief 226917



Fruit 217084

SLATE & VELLUM PALETTE

FABRIC

WALLPAPER

Chrysanthemum Toile 226912

Mallow 226921

Fruit 217084

Simply Severn 217076

Strawberry Thief 226917

Strawberry Thief 217060

Willow Boughs 217082

ACANTHUS

This much-loved design from 1875 marked the beginning of a period in which Morris created large-scale designs for wallpaper. Printed here on a cotton/linen blend, scrolling layers of acanthus foliage create a dramatic three-dimensional effect.

FABRIC

Acanthus 226896

Acanthus 226897

CHRYSANTHEMUM TOILE

Chrysanthemum was originally designed as a wallpaper by William Morris in 1877 with winding blooms against a foliage background. In this toile interpretation, elegant linework enhances the detail and form of the original pattern, recoloured here to sit alongside the Simply Morris collection.

FABRIC

Chrysanthemum Toile 226910

Chrysanthemum Toile 226911

Chrysanthemum Toile 226912

WALLPAPER

Chrysanthemum Toile 217068

Chrysanthemum Toile 217069

Chrysanthemum Toile 217070

FRUIT

First produced as a wallpaper in 1864, Fruit is one of Morris's earliest designs. Displaying an abundance of ripened pomegranates hanging from the branches of an overflowing tree, flora and fauna entwine to give this design greater depth.

FABRIC

WALLPAPER

Fruit 226906

Fruit 226907

Fruit 217084

Fruit 217085

Fruit 217086

Fruit 217087

LEMON TREE

Inspired by the lemons in 'Fruit', one of William Morris's most loved wallpapers, Lemon Tree is finely embroidered on an exquisite cotton linen fabric. Trailing branches and delicate blossom create this fresh and calming design, which is suitable for drapes and upholstery.

FABRIC

Lemon Tree 226909

MALLOW

Produced in 1879, Kate Faulkner's small-scale all-over design of elegant hibiscus (mallow) flowers reflects the natural habit of this low growing far reaching annual plant.

FABRIC

WALLPAPER

Mallow 226919

Mallow 226920

Mallow 226921

Mallow 217071

Mallow 217072

PIMPERNEL

Pimpernel is an unusual figure of eight design inspired by the 1876 wallpaper of the same name. Featuring tulip leaves and flowers in a graphic modern style.

FABRIC

WALLPAPER

Pimpernel 226898

Pimpernel 226899

Pimpernel 226900

Pimpernel 226901

Pimpernel 217062

Pimpernel 217063

Pimpernel 217064

Pimpernel 217065

SIMPLY SEVERN

Simply Severn was originally designed by J.H. Dearle in 1880 and printed at Morris's Merton Abbey workshop in South London. An elegant damask of acanthus leaves framing a central flowerhead, this is a new design for the Simply Morris collection.

FABRIC

WALLPAPER

Simply Severn 226902

Simply Severn 226903

Simply Severn 226904

Simply Severn 226905

Simply Severn 217073

Simply Severn 217074

Simply Severn 217075

Simply Severn 217076

STANDEN

A pretty and subtle all-over leaf design, Standen is lifted from the background of our Lily design and perfectly complements the entire Morris & Co. range.

FABRIC

WALLPAPER

Standen 226922

Standen 226923

Standen 217066

Standen 217067

ST JAMES CEILING

This multi-directional paper was originally designed by William Morris as part of a commission for the redecoration of the Grand Staircase in St James's Palace, London in 1881. This surface printed wallpaper retains a beautiful opaque chalky finish.

WALLPAPER

St James Ceiling 217077

St James Ceiling 217078

St James Ceiling 217079

STRAWBERRY THIEF

A cheeky bird pecks at delicious strawberries on this iconic Morris & Co. design, repainted and engraved here for the first time to enable surface printing. Our new interpretation of Strawberry Thief displays an authentic hand-block printed look.

FABRIC

WALLPAPER

Strawberry Thief 226915

Strawberry Thief 226916

Strawberry Thief 226917

Strawberry Thief 226918

Strawberry Thief 217058

Strawberry Thief 217059

Strawberry Thief 217060

Strawberry Thief 217061

WILLOW BOUGHS

First produced in 1887, Willow Boughs is one of William Morris most instantly recognisable patterns. Surface printed in a fresh new colour palette, entwining stems and delicate willow leaves combine in this enduring design which defines Morris's abiding reputation.

FABRIC

WALLPAPER

Willow Boughs 226893

Willow Boughs 226894

Willow Boughs 226895

Willow Boughs 217080

Willow Boughs 217081

Willow Boughs 217082

Willow Boughs 217083

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