



THE ORIGINAL  
**MORRIS & Co**

FOUNDED BY WILLIAM MORRIS IN 1861

SIMPLY  
MORRIS

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#FRESHMAXIMALISM

DIGITAL DESIGN BOOK



THE ORIGINAL  
**MORRIS & Co**

FOUNDED BY WILLIAM MORRIS IN 1861

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."

SIMPLY  
MORRIS

#FRESHMAXIMALISM



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## WOAD & LINEN PALETTE

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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



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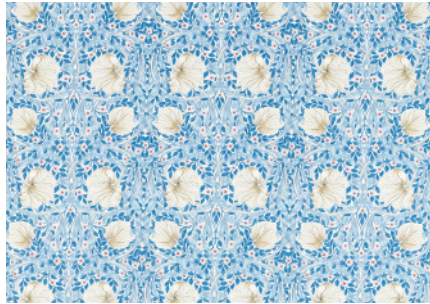
# WOAD & LINEN PALETTE

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## 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



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## COCHINEAL PINK & AQUA PALETTE

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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



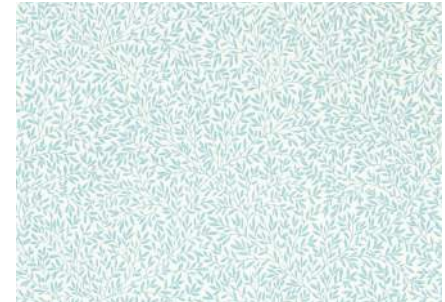
Chrysanthemum Toile 217070



Pimpernel 217064



Simply Severn 217073



Standen 217067



Strawberry Thief 217061



Willow Boughs 217083



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## BAYLEAF & ANNATTO PALETTE

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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



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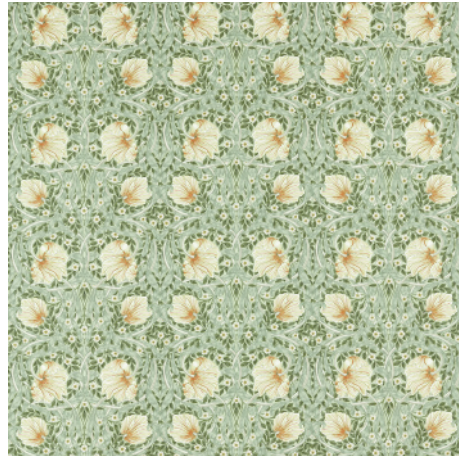
BAYLEAF & ANNATTO PALETTE

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FABRIC



Chrysanthemum Toile 226911



Pimpernel 226899

WALLPAPER



Chrysanthemum Toile 217069



Fruit 217087



Simply Severn 226905



Willow Boughs 226895



Simply Severn 217074



St James Ceiling 217077



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## LEAF GREEN & WELD PALETTE

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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



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LEAF GREEN & WELD PALETTE

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FABRIC



Acanthus 226896



Fruit 226907



Lemon Tree 226909



Mallow 226919



Pimpernel 226898



Standen 226922



Willow Boughs 226894

WALLPAPER



Chrysanthemum Toile 217068



Fruit 217086



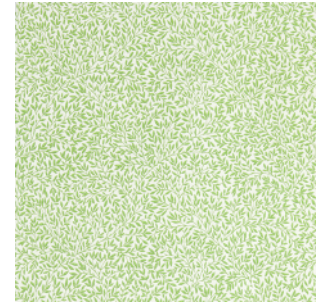
Mallow 217072



Pimpernel 217063



Pimpernel 217065



Standen 217066



St James Ceiling 217078



Willow Boughs 217081



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## MADDER, RUSSET AND OCHRE PALETTE

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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



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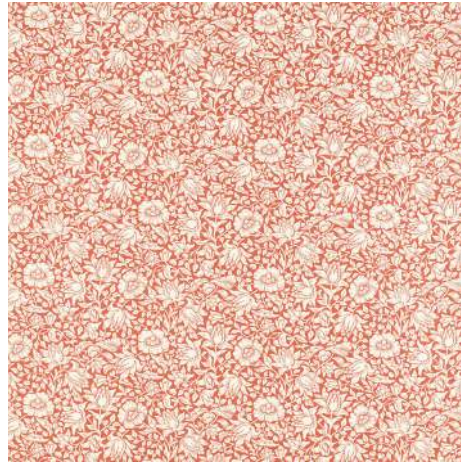
MADDER, RUSSET AND OCHRE PALETTE

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FABRIC



Fruit 226906



Mallow 226920

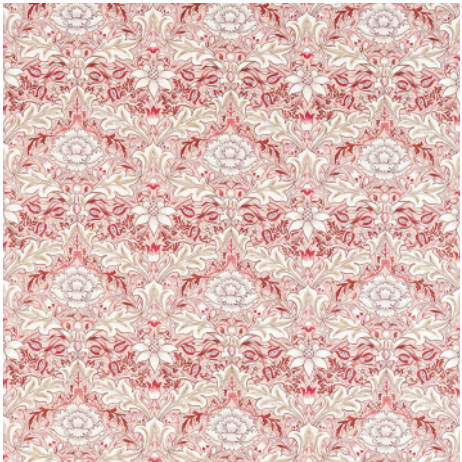
WALLPAPER



Fruit 217085



Strawberry Thief 217059



Simply Severn 226903



Strawberry Thief 226915



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## SLATE & VELLUM PALETTE

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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



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SLATE & VELLUM PALETTE

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FABRIC



Chrysanthemum Toile 226912



Mallow 226921

WALLPAPER



Fruit 217084



Simply Severn 217076



Strawberry Thief 226917



Strawberry Thief 217060



Willow Boughs 217082



## ACANTHUS

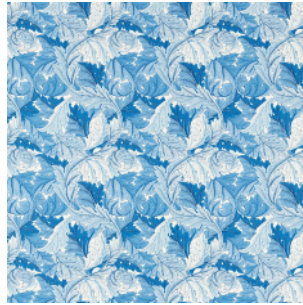
This much-loved design from 1875 marked the beginning of a period in which Morris created large-scale designs for wallpaper. Printed here on a cotton/linen blend, scrolling layers of acanthus foliage create a dramatic three-dimensional effect.

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### 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.

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### 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.

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### FABRIC



Fruit 226906



Fruit 226907

### WALLPAPER



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.

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### FABRIC



Lemon Tree 226909



**MALLOW**

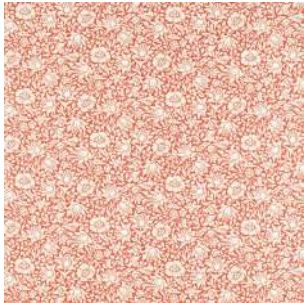
Produced in 1879, Kate Faulkner's small-scale all-over design of elegant hibiscus (mallow) flowers reflects the natural habit of this low growing far reaching annual plant.

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**FABRIC**



Mallow 226919



Mallow 226920



Mallow 226921

**WALLPAPER**



Mallow 217071



Mallow 217072

**PIMPERNEL**

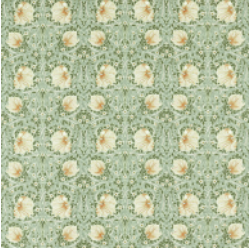
Pimpernel is an unusual figure of eight design inspired by the 1876 wallpaper of the same name. Featuring tulip leaves and flowers in a graphic modern style.

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**FABRIC**



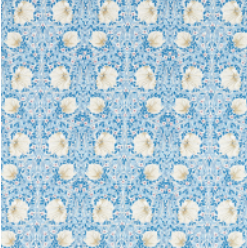
Pimpernel 226898



Pimpernel 226899



Pimpernel 226900



Pimpernel 226901

**WALLPAPER**



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.

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### FABRIC



Simply Severn 226902



Simply Severn 226903



Simply Severn 226904



Simply Severn 226905

### WALLPAPER



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.

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### FABRIC



Standen 226922



Standen 226923

### WALLPAPER



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.

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### WALLPAPER



St James Ceiling 217077



St James Ceiling 217078



St James Ceiling 217079

## STRAWBERRY THIEF

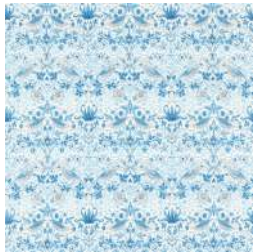
A cheeky bird pecks at delicious strawberries on this iconic Morris & Co. design, repainted and engraved here for the first time to enable surface printing. Our new interpretation of Strawberry Thief displays an authentic hand-block printed look.

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### FABRIC



Strawberry Thief 226915



Strawberry Thief 226916



Strawberry Thief 226917



Strawberry Thief 226918

### WALLPAPER



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.

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### FABRIC



Willow Boughs 226893



Willow Boughs 226894



Willow Boughs 226895

### WALLPAPER



Willow Boughs 217080



Willow Boughs 217081



Willow Boughs 217082



Willow Boughs 217083



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**HEAD OFFICE**

Sanderson Design Group Head Office  
Chalfont House  
Oxford Road  
Denham  
UB9 4DX  
Tél: + 44 (0) 20 3457 5862

**PRESS OFFICE**

Email: [press@sandersondesigngroup.com](mailto:press@sandersondesigngroup.com)  
Tél: + 44 (0) 1895 221005

**CONSUMER & TRADE  
ENQUIRIES**

Email: [enquiries@sandersondesigngroup.com](mailto:enquiries@sandersondesigngroup.com)  
For further information:  
[morrisandco.sandersondesigngroup.com](http://morrisandco.sandersondesigngroup.com)

**LONDON SHOWROOM**

Design Centre Chelsea Harbour, First Floor, South Dome,  
Lots Road, London, SW10 0XE  
Tél: + 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, 10022  
Tél: +1 800 395 8760  
Email: [sales-ny@zoffany.com](mailto:sales-ny@zoffany.com)

**CHICAGO SHOWROOM**

222 Merchandise Mart Plaza, Suite 6-117, Chicago 60654  
Tél: +1 312 929 2058  
Email: [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  
Tél: +971 4361 9766  
Email: [infome@sandersondesigngroup.com](mailto:infome@sandersondesigngroup.com)

**PARIS SHOWROOM**

19 Rue du Mail, 75002, Paris  
Tél: +33 1 40 41 17 70  
Email: [serviceclient@sandersondesigngroup.com](mailto:serviceclient@sandersondesigngroup.com)

**NETHERLANDS SHOWROOM**

ETC Licht & Interieur, Randweg 20, 4104 AC Culemborg  
Tél: +31 65349 3696  
Email: [international@sandersondesigngroup.com](mailto:international@sandersondesigngroup.com)

**GERMANY SHOWROOM**

Kronenstrasse 4, 76133 Karlsruhe  
Tél: +49 721 981 985 60  
Email: [verkauf@sandersondesigngroup.com](mailto:verkauf@sandersondesigngroup.com)

**RUSSIA SHOWROOM**

Anataliya Zhivova 10, 123100, Moscow  
Tél: +7 985 442 7144 / +7 926 698 7132  
Email: [sandersonrussia@gmail.com](mailto:sandersonrussia@gmail.com)

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