

THE ORIGINAL  
MORRIS & Co

PURE  
MORRIS

WALLPAPERS & FABRICS

## FOR THE FREE-SPIRITS, THE TRUTH SEEKERS AND THE QUIET CONTEMPLATORS

As custodians of the original company founded by William Morris, Morris & Co. today embody the aesthetic and ethos of this important cultural icon.

The PURE MORRIS collection is perfectly in harmony with Morris' values of craftsmanship and expertly executed patterns. It recognises that as an interior designer he created rooms with honesty and simplicity. This collection draws on these elements of the past to create a collection for modern living.

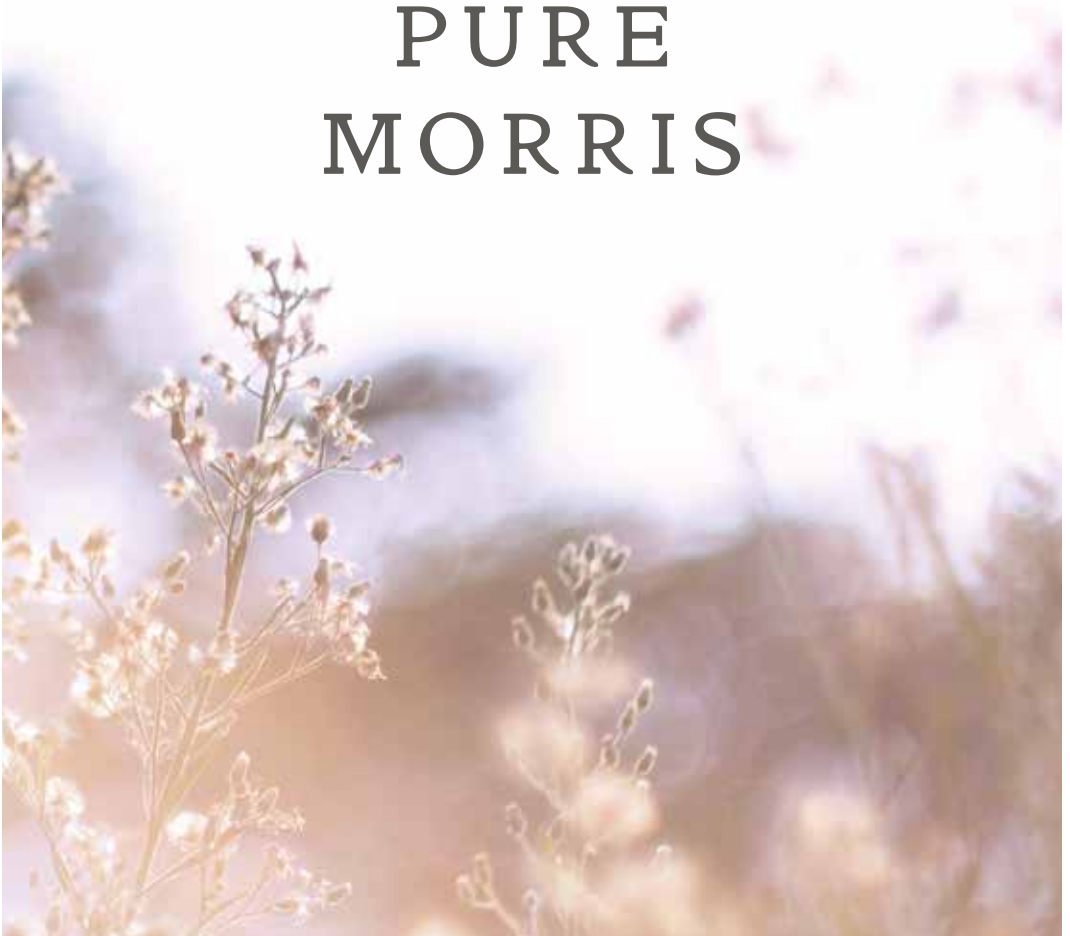
PURE MORRIS harnesses the spirit of Britain's most beloved expert pattern maker and presents his iconic designs in a pared back, neutral palette, whilst maintaining the intricacies and integrity of the originals.



THE ORIGINAL

MORRIS & C<sup>o</sup>

PURE  
MORRIS



“Simplicity of life, even the barest, is...





but the very foundation of refinement...



Left: CURTAINS FROM LEFT Pure Net Ceiling Embroidery 236077, Pure Ceiling Embroidery 236069,  
Above Top: WALLPAPER Pure Poppy 216032, Above Bottom Centre: TABLE CLOTH Pure Strawberry Thief 226061,  
Above Bottom Right: CUSHIONS FROM TOP Pure Net Ceiling Embroidery 236076 backed with Ruskin 231452,  
Pure Net Ceiling Applique 236075, Pure Strawberry Thief 236073





a sanded floor and whitewashed walls...







Left Top: Pure Poppy Embroidery 236081, Left Bottom: CUSHIONS FROM LEFT Pure Strawberry Thief Embroidery 236073, Pure Net Ceiling Applique 236075 BED THROW Pure Net Ceiling Applique 236075, Above: WALLPAPER Pure Strawberry Thief 216017 CUSHIONS FROM LEFT BACK ROW Ruskin 231452, Boho Velvet 235261, Pure Poppy Embroidery 236081 CUSHION MIDDLE ROW Pure Net Ceiling Applique 236075 CUSHION FOREGROUND Pure Sunflower 236167 backed with Boho Velvet 235266





the green trees, and flowery meads...

Far Left: WALLPAPER Pure Acorn 216042, Above Bottom Left: WALLPAPER: Pure Lodden 216029

Above Right: WALLPAPER Pure Sunflower 216047 SOFA Chino 243799

CUSHIONS FROM LEFT Pure Sunflower 236167, Pure Net Ceiling Embroidery 236077, Pure Poppy Embroidery 236081



Above Left: WALLPAPER Pure Willow Bough 216023, Far Right: WALLPAPER Pure Bachelors Button 216050, SOFA Ruskin 231452





Above: WALLPAPER Pure Net Ceiling 216038 CUSHION Pure Willow Bough 236066 SOFA Ruskin 231452





and living waters outside.”

WILLIAM MORRIS



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## MASTER CRAFTSMANSHIP

Privileged to own the original wooden hand-blocks created to print William Morris' wallpapers, the studio delved into the block store, blew away the dust, and worked with the highly skilled craftsmen at our wallpaper factory to create some of the artwork for this collection.

"It was a fascinating and hand-crafted process, playing with inks and print marks to develop new versions of these well-known designs, whilst maintaining the integrity of the originals."

ALISON GEE, HEAD DESIGNER, MORRIS & CO.

Re-visiting our priceless archive, the designers were excited to discover monochromatic patterns and wallpapers printed using different techniques such as crushed glass and metallic inks, inspiring them to take a fresh look at Morris' designs.

Ethereal curtain fabrics have been created with a meticulous blend of time-honoured craftsmanship and modern day techniques.

Harking back to the form and essence from which they evolved, all of the fabrics and wallpapers are perfect for creating rooms with honesty and integrity, with craftsmanship at the core.

"LOVE AND WORK —  
THESE TWO THINGS ONLY"

WILLIAM MORRIS

