

THE ORIGINAL
MORRIS & Co

FOUNDED BY WILLIAM MORRIS IN 1861

OUTDOOR / PERFORMANCE COLLECTION

DIGITAL DESIGN BOOK



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.

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

morrisandco.sandersondesigngroup.com | [@wmorrisandco](https://www.instagram.com/wmorrisandco)

Made and Designed
in the UK





DESIGN SPOTLIGHT:

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:

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:

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

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

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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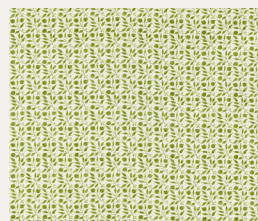
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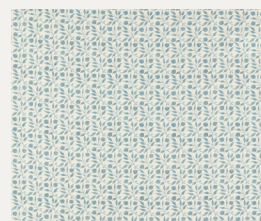
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ROSEHIP

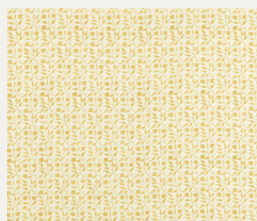
Inspired by a richly ornate Arts & Crafts tile design, the versatile Rosehip is translated onto durable fabric for use in indoor and outdoor spaces. Rosehip's simple, soothing pattern lends itself wonderfully to all upholstery purposes, whilst three painterly hues introduce a truly organic colour story.



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WILLOW BOUGHS

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

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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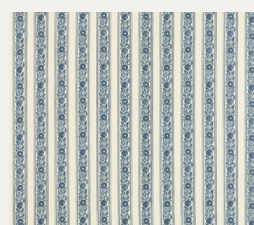
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FRUIT STRIPE

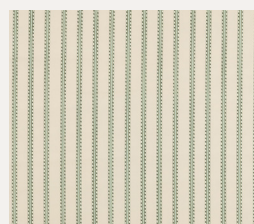
The Fruit Stripe harks back to one of William Morris's first designs, 1864's Fruit, and is the joint-first stripe to feature in a Morris & Co. collection. The Fruit Stripe design represents the new essential tool in the craftsman's toolkit, being perfect for both leading feature design and as a coordinating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



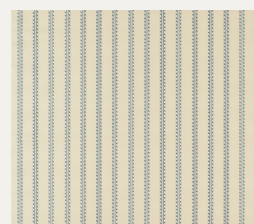
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HOLLAND PARK STRIPE

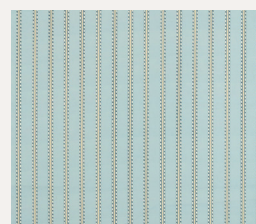
Inspired by the framing border of a Morris & Co. carpet woven at Merton Abbey in 1883, the Holland Park Stripe is the joint-first stripe design to feature in a Morris & Co. collection. Perfect as a coordinating fabric or as a simple centrepiece, the Holland Park Stripe introduces a new essential option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



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OAK

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

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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