



LINCRUSTA®

The Ultimate Wallcovering Since 1877

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MORRIS & C^o

EMBOSSSED WALLCOVERINGS

INTRODUCE THE SPIRIT OF WILLIAM MORRIS INTO
YOUR INTERIORS THROUGH THIS COLLECTION
OF LUXURIOUSLY EMBOSSSED WALLCOVERINGS.

This exclusive range sees Lincrusta collaborate with Morris & Co., the company established by William Morris, a revolutionary force in Victorian Britain. Together we've transformed three of his iconic patterns into natural, textural wallcoverings. Made from linseed oil using time honoured craft skills in our factory in Lancashire, new life is breathed into these designs whilst retaining their integrity. We would like to think that the honesty of materials rings true with Morris's values.

On a historical note, it is even thought that Morris himself experimented with embossed wallpaper techniques in his 1886 Chrysanthemum Toile design; a nod to the Japanese faux leather embossed wallpapers fashionable at the time.

This capsule collection features two iconic Morris & Co. patterns, 'Acanthus' and 'Fruit', alongside the introduction of a new Dado panel that combines evergreen 'Willow Boughs' with 'Diaper'. With high-performance qualities, these wallcoverings are equally at home in both residential and hospitality settings.

"It has been an exciting collaboration with Lincrusta. Their deep understanding of our design ethos, coupled with a genuine sensitivity towards the authenticity of the original documents, made it an obvious and seamless partnership." – Jessica Clayworth, Morris & Co. Lead Designer.

As with all our wallcoverings the options for creating bespoke walls are limitless. Paint them in the chalky Morris & Co. paint colours for a timeless elegant look or reimagine them in unexpected colour combinations and finishes for a fresh take on these iconic patterns.

ACANTHUS



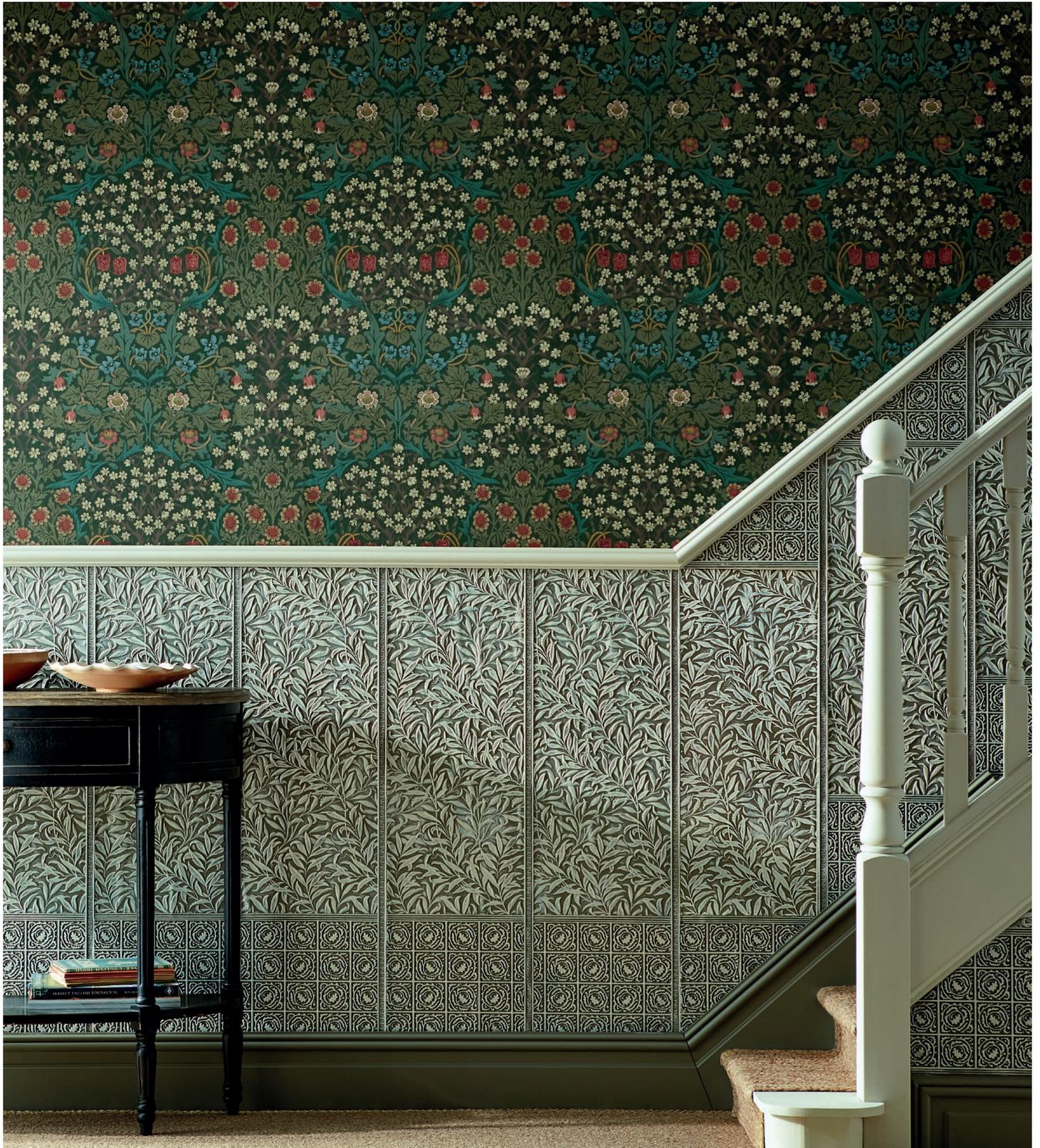
Acanthus is one of Morris & Co.'s most iconic patterns. Authored in 1875, Acanthus is filled with Morris's instinct for the drama of nature and great energy for patternmaking. With complex layering and vigorous curves, the scrolling acanthus foliage produces a three-dimensional effect within interior spaces.

All Lincrusta wallcoverings are delivered unpainted.

Design Acanthus – WM1980FR, Roll Length 10m, Trim Width 610mm, Design Repeat 717mm.



WILLOW BOUGHS DADO



A brand-new design co-created with Lincrusta, the Willow Boughs Dado combines the classic Willow Boughs (1887) and Diaper (1870) for this exquisite panel that sits below traditional chair rails.

All Lincrusta wallcoverings are delivered unpainted.

Design Willow Boughs Dado – WM1982FR, Panel height 1016mm, Trim Width 610mm, Panels per roll 10.



FRUIT



An abundance of ripened pomegranates hang temptingly from the branches of an overflowing tree. Amongst flora are fine-printed branches in the background to give the design an irresistible depth. One of the earliest Morris & Co. wallpaper designs, Fruit was first produced in 1864.

All Lincrusta wallcoverings are delivered unpainted.

Design Fruit – WM1981FR, Roll Length 10m, Trim Width 610mm, Design Repeat 558mm.





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