FLORA AND FORTUNE

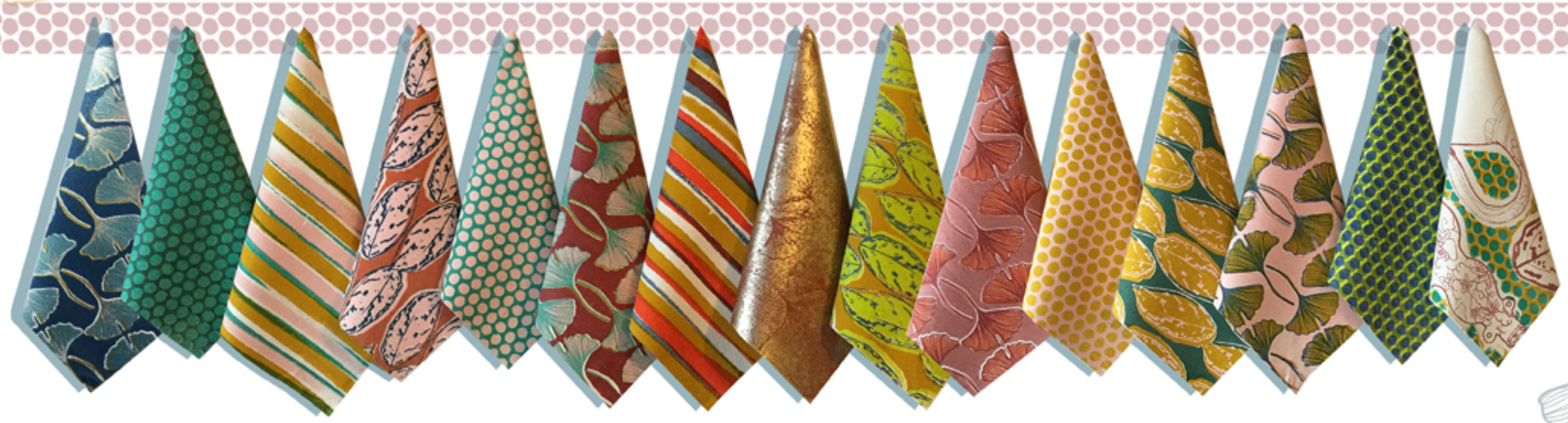
A/W 19

HAYLEY CHAPMAN





· TECHNIQUES: DISCHARGE · FOIL · HAND DYEING · STANDARD BINDER · FLOCK PAPER · POLYCHROMATIC · FLOCK BINDER · METALLIC BINDER ·



· PRINT QUALITIES: GRAPHIC · TEXTURAL · HALF DROP REPEATS · DITSY · CONTRASTS OF TONAL AND BOLD COLOUR ·

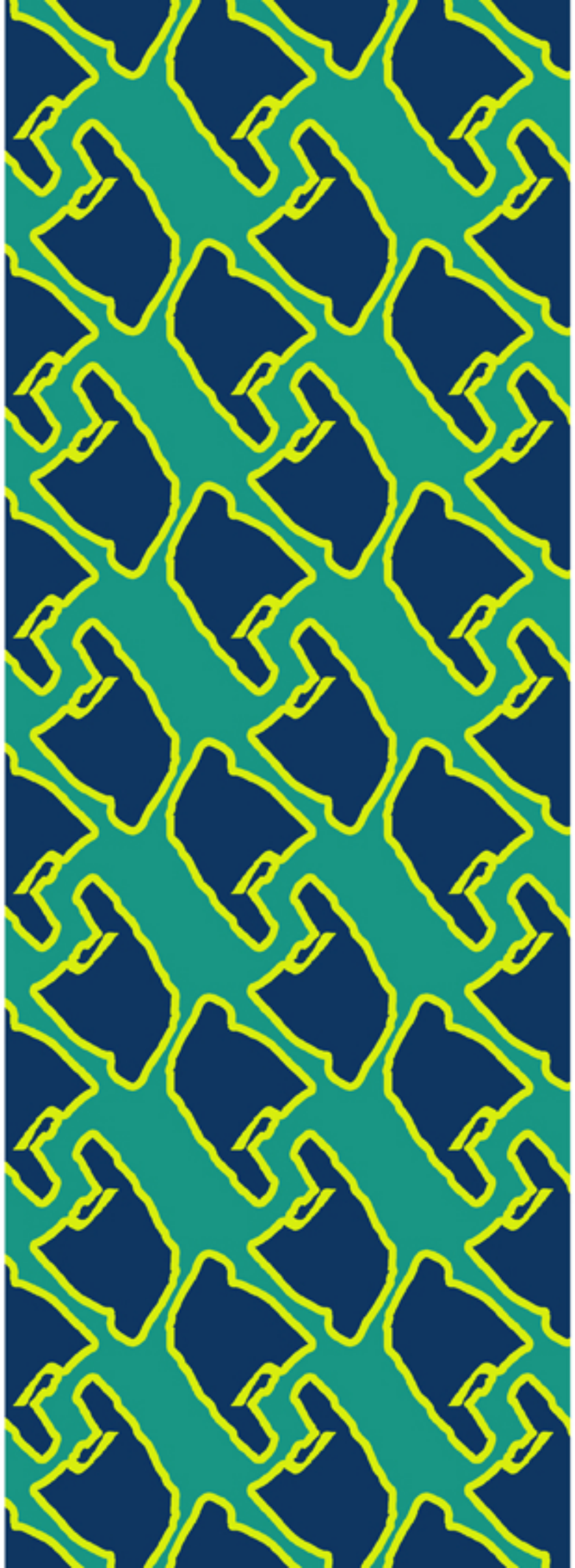

PRINTED LENGTH

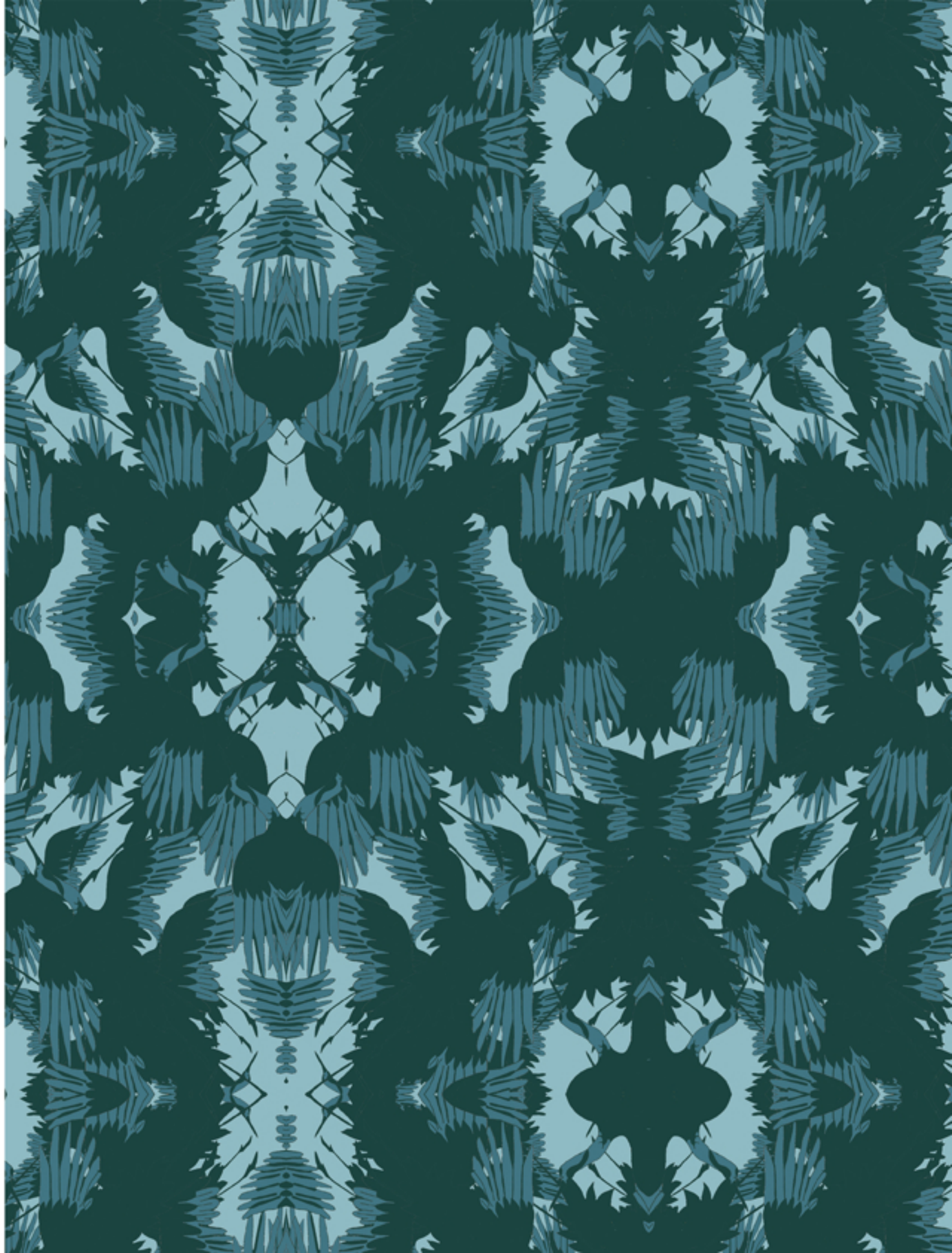
PRINT DESCRIPTION:
VARIED SCALE ·
BUSY BOTANICS ·
ECLECTIC ·
COLLECTIONS OF MOTIFS ·

INTERIOR USES:
WALLPAPER ·
CUSHIONS ·
DUVET COVERS ·
KITCHEN CROCKERY ·



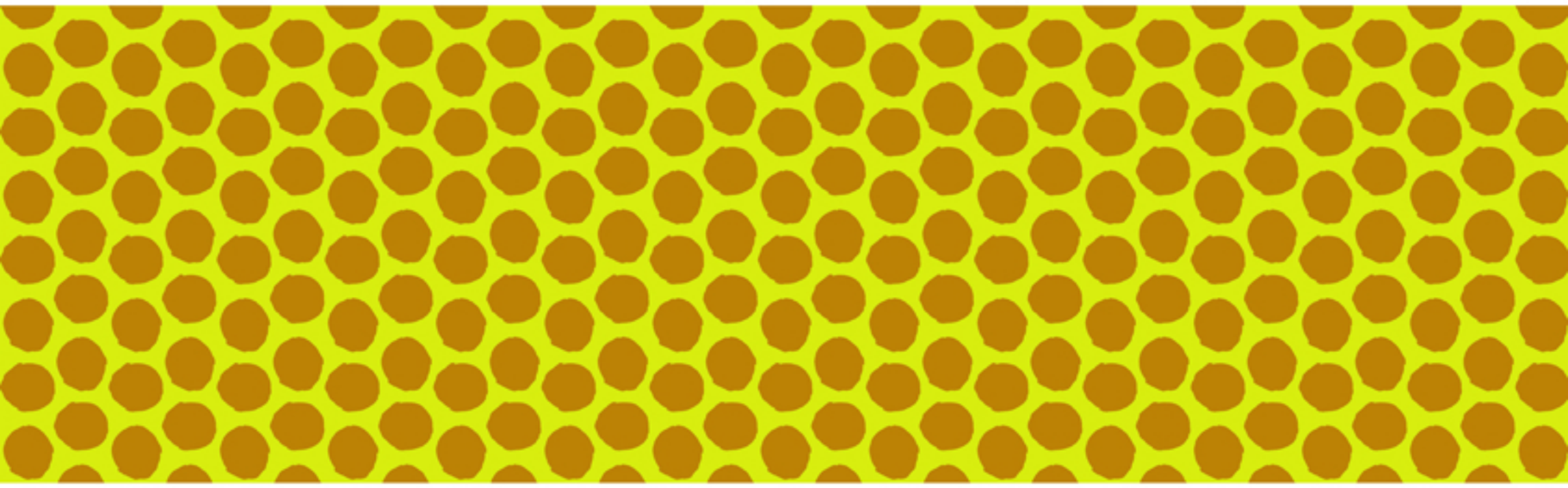


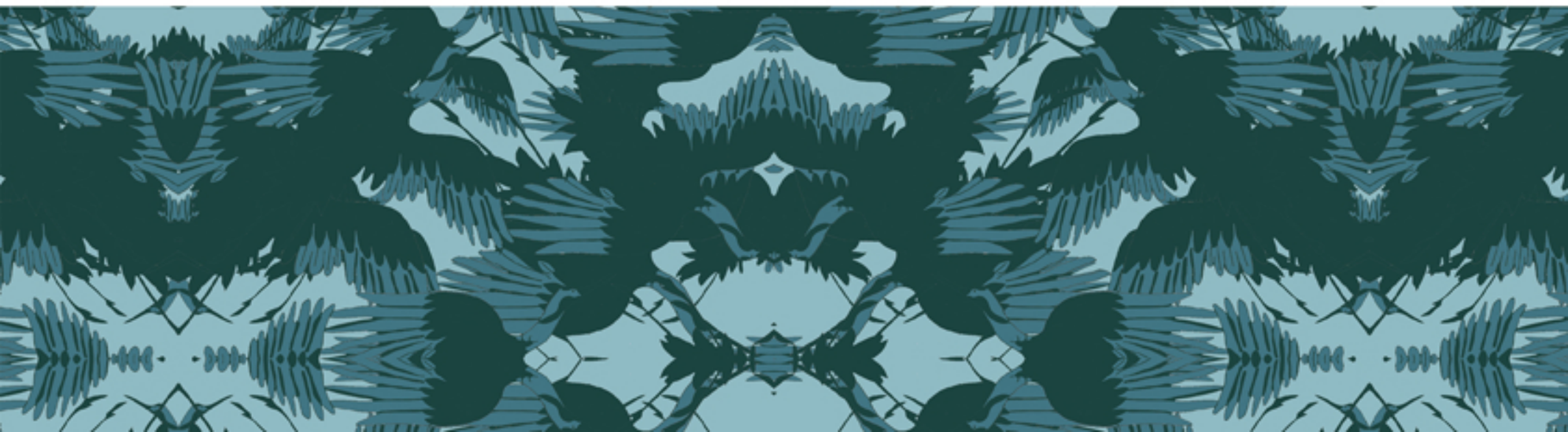


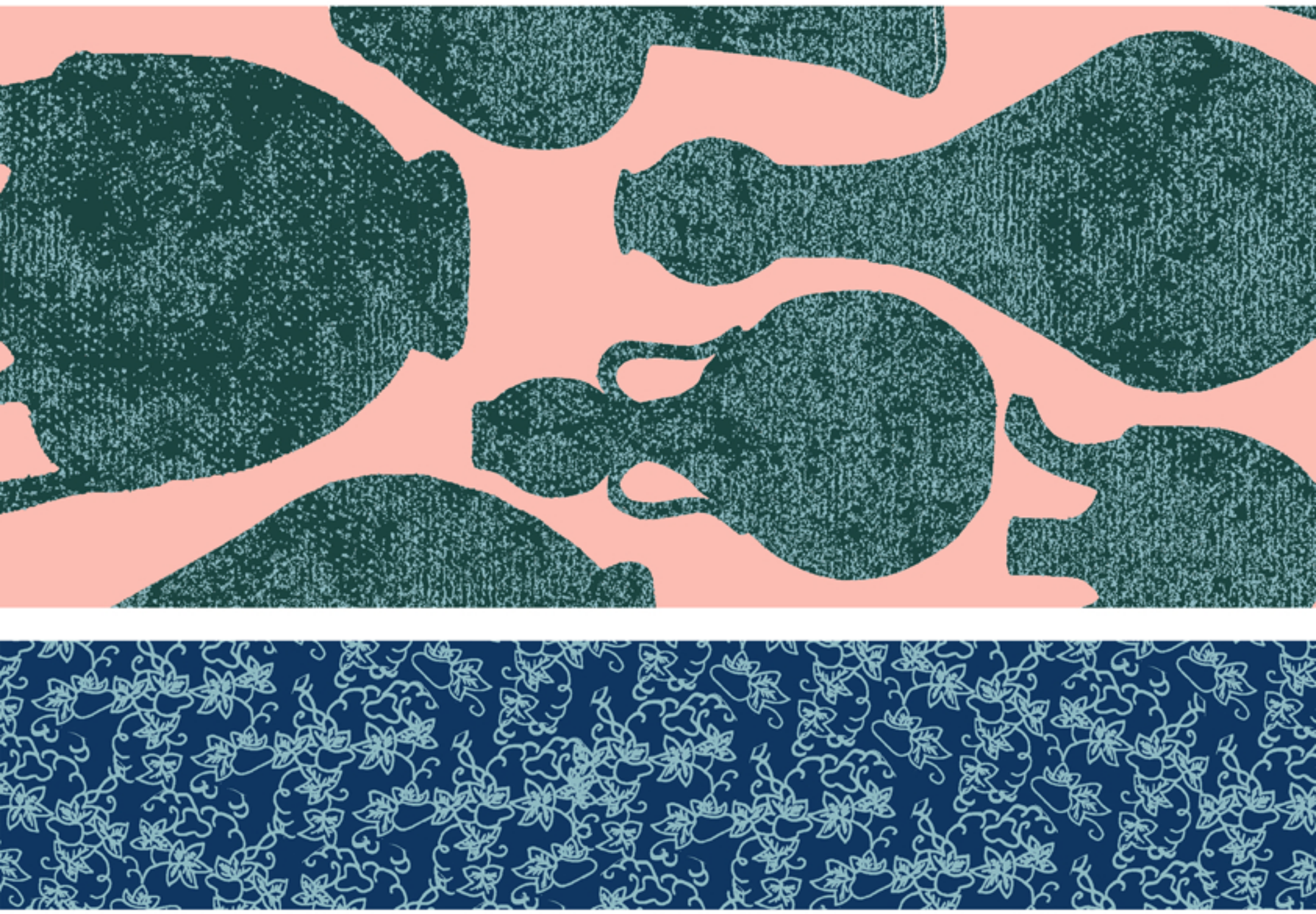


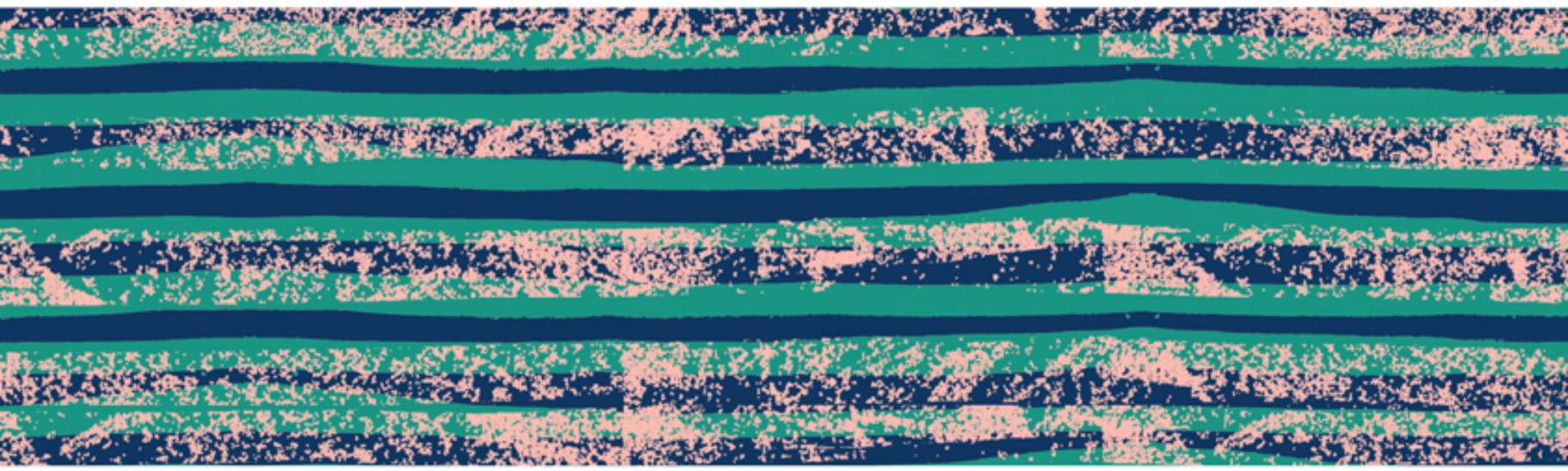




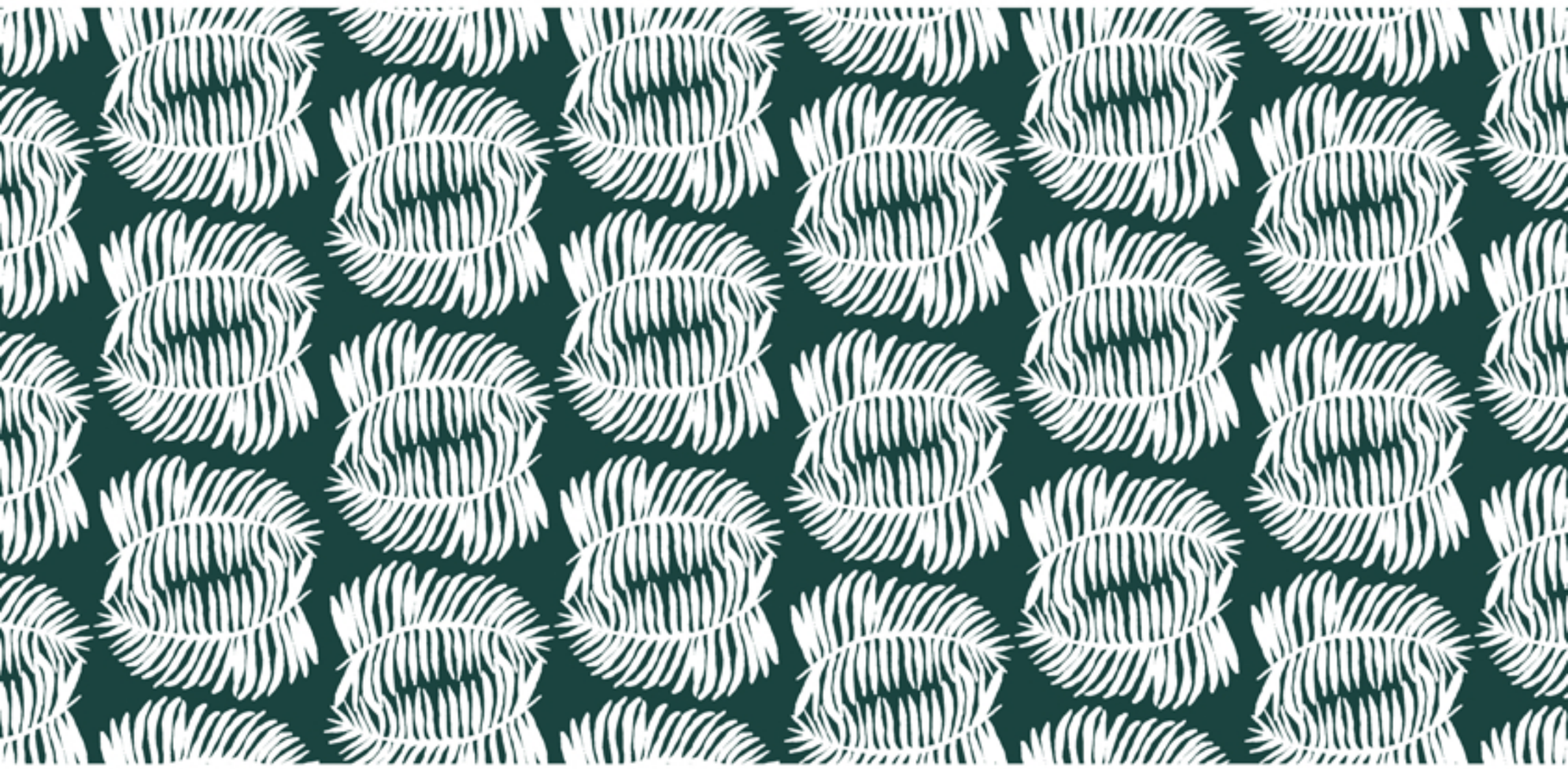


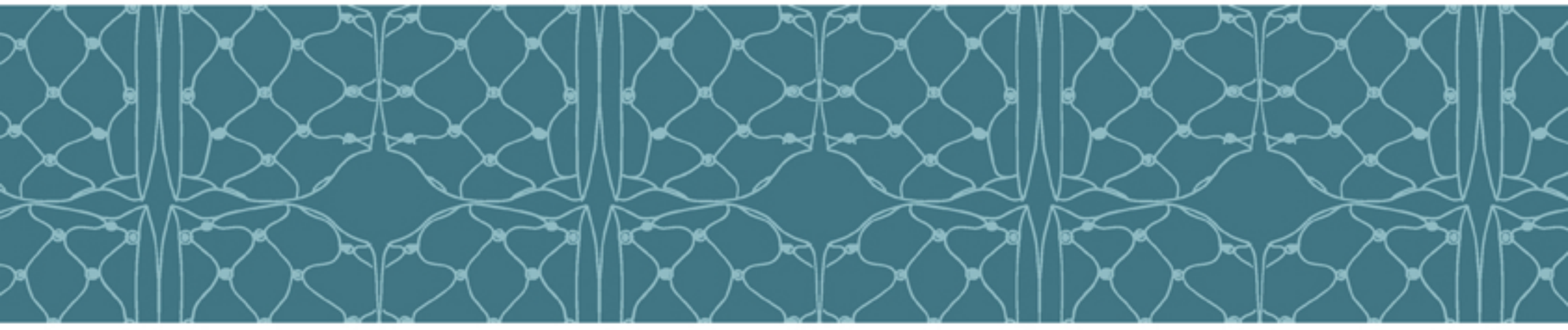


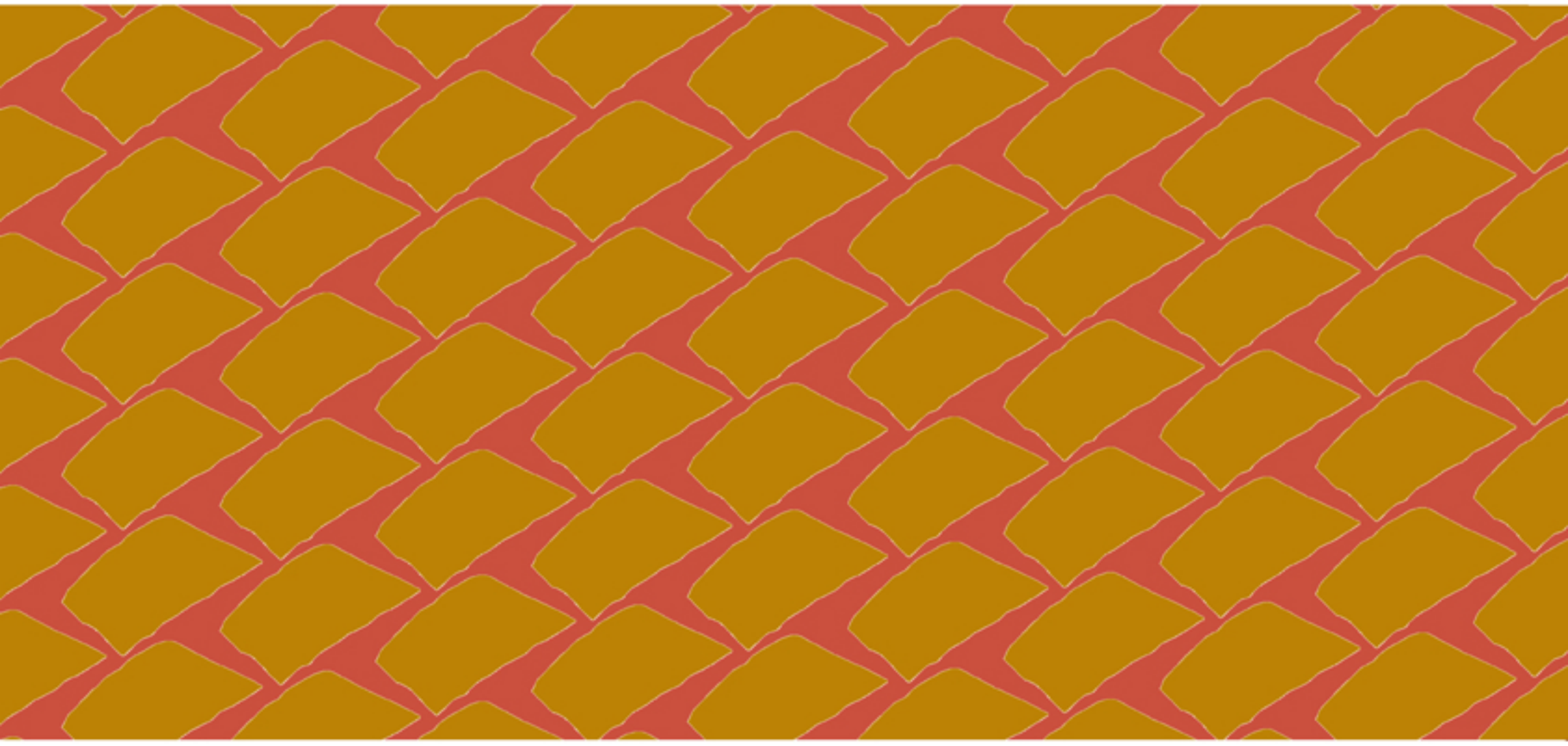


















FLORA AND FORTUNE IS AN A/W19 INTERIOR COLLECTION INSPIRED BY THE TREASURES AND FORTUNES OF THE SIR PERCIVAL DAVID COLLECTION AT THE BRITISH MUSEUM COMBINED WITH BRITISH GARDEN BOTANICS. HAND DRAWN MOTIFS AND PRINTED SAMPLES PRESENT A GRAPHIC COLLECTION WITH CONTRASTING TEXTURES AS WELL AS DIGITAL JUXTAPOSITIONAL SAMPLES. ENGLISH COTTONS, LINENS AND VELVETS, WITH A LUXURIOUS SURFACE HAVE ENABLED THE APPLICATION OF PROCESSES SUCH AS DISCHARGE, FLOCK AND FOIL. A COLOUR PALETTE INSPIRED BY BEAUTIFUL CERAMICS HAS BROUGHT TOGETHER A TONAL AND STRIKING COLOUR STORY SHOWING DELICACY UNITING THE INSIDE AND OUTDOORS. THE VERSITILE EXCLUSIVE PRINTS ARE ADAPTABLE TO GARMENTS, HOMEWARE AND ACCESORIES.

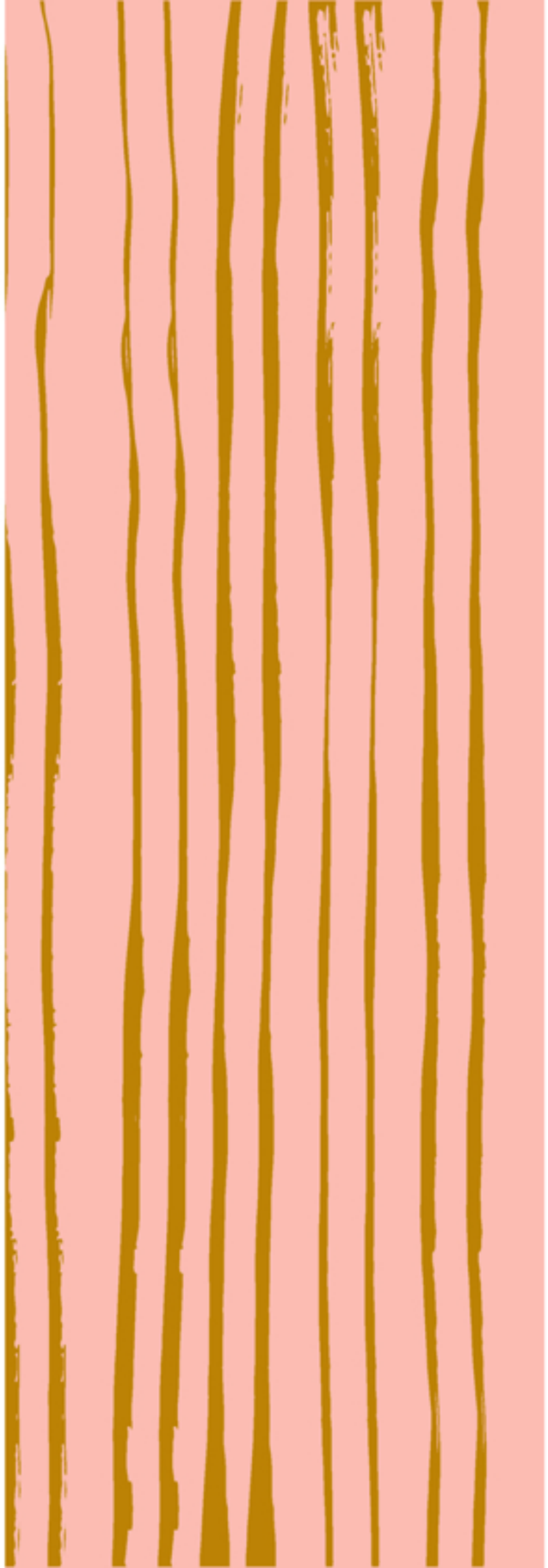

























VISUALISATIONS













COLLECTIONS
OF CONTRASTING,
BOLD AND EXTREME
SCALE MOTIFS·
MAXIMALIST SANCTUARY·
DIRECTIONAL AND
NON-DIRECTIONAL REPEATS·
VERSITILE DESIGNS·
VARIED COLOUR WAYS·

PRODUCT VISUALS



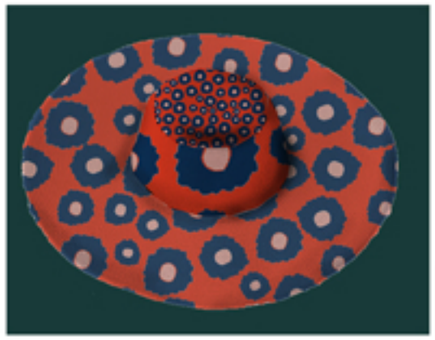






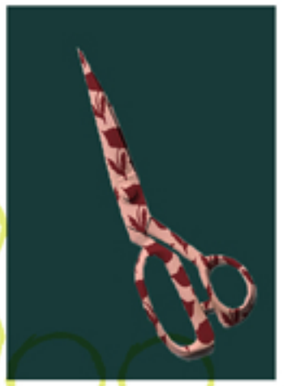
































NOTEBOOK AND PENCIL SET ·
WATCH ·
SCARF ·
FLIP FLOPS ·
MUG ·
KEY RING ·
DESK CHAIR ·
DESK ·
TAPE ·
UMBRELLA ·
SUITCASE ·
VASE ·
SCISSORS ·
DESK LAMP ·
BAG ·
PENCIL CASE ·
SUMMER HAT ·

RESEARCH MAP

HOUSE OF HACKNEY



KEW GARDENS







NINA CAMPBELL, OSBORNE AND LITTLE



MATISSE, CUT OUTS

DRIES VAN NOTEN, FALL 17



TEMPLE VASE, THE BRITISH MUSEUM


PRINT FOR FASHION VISUALS



BRAND COMPETITORS

ANTHROPOLOGIE





CANOPY CREATURE WALLPAPER · £98 · WHIMSICAL REPEAT MOTIFS · BUSY · JUNGLE HALF DROP STYLE · WATER COLOUR STYLE MOTIFS WITH BLENDED COLOUR · BY LEE JOFA ·

URBAN OUTFITTERS





LAUREL KIMONO FLORAL BLACKOUT WINDOW CURTAIN · £43.50 · VINTAGE STYLE · ALL OVER BUSY PRINT · OVERLAPPING MOTIFS · 100% POLYESTER ·

HOUSE OF HACKNEY







MIDNIGHT GARDEN 'LONDON' SOFA - MULTI (SET OF 3, LARGE, MEDIUM AND ARM CHAIR) · £4,895 · DECORATIVE BUTTONED UPHOLSTERY · BRITISH VELVET · BEECH LEGS · BRASS CASTORS · INCLUDES 2 DUCK FEATHER CUSHIONS · DARKLY ROMANTIC FLORAL PRINT · PAINTED MOTIFS · REALISTIC VINTAGE STYLE FLOWERS ·

CUSTOMER PROFILE















GRACE · 27 · HALESWORTH, SUFFOLK ·
PHOTOGRAPHER FOR ELLE DECORATION MAGAZINE · FASHION FINATIC ·
LOVES COUNTRY WALKS · COLLECTS ABSTRACT ART · MAXIMALIST ·
COLOUR IS A MASSIVE INSPIRATION · ONE COLOUR IS BORING ·

MOTIF DEVELOPMENT






BLUSH
MERKY LAGOON
HIGHLAND GREEN
COASTAL SKY
RED EARTH
TOASTED RASPBERRY
CINDER ROSE
TEAL PEACOCK
SALSA
LIME KIWI
NORDIC NAVY
HONEY MUSTARD
THE SIR PERCIVAL DAVID
COLLECTION AT THE BRITISH MUSEUM
COLOUR



· FABRICS: COTTON DUCK · LINEN UNION · COTTON VELVET · SUEDE VISION · PLUSH VELVET · COTTON TWILL ·