



*Flora & Foliage Vol I  
and The Forager  
2025 Press Release*







## *Flora & Foliage Vol I*

The natural world provided William Morris with the perfect inspiration.

The sweeping shapes and soothing repetitions he observed in the gardens and rural environments he knew well were a key source for his floral fabric and wallpaper designs. Flora & Foliage showcases Morris' designs that capture the beauty of humble, everyday wildflowers and common plants recognisable to all.

This collection blends popular floral designs with nature-inspired leaf motifs. Drawing inspiration directly from the plant forms in his own gardens, Morris's designs for this collection include the delicate Bower, featuring an array of small flowers, and the naturalistic Foliage, showcasing lush leaf patterns. The contrasting woven textures and plush cut velvets add depth and richness, creating truly stunning upholstery options that beautifully complement the botanical prints.

Drawing inspiration from the iconic prints in the William Morris Gallery's archive, this collection offers a diverse and captivating array of colour combinations. Featuring a fresh, modern aesthetic, the collection offers a range of renowned fabrics that effortlessly complement any home interior.









## *The Forager*

Inspired by William Morris' love for nature, the designs in *The Forager* blend a variety of natural motifs into beautiful weaves, embroideries and prints that evoke a charming woodland aesthetic.

Showcasing the vibrant Fruit design, one of Morris' most popular, the design is carefully paired with patterns featuring birds and rabbits to create a captivating, nature-inspired narrative. Acorn and willow bough complement the designs, evoking the gentleness of the outdoors.

Infuse your living space with the vibrant colours and serene ambience of the natural world, just as they inspired the iconic designs of William Morris. Allow nature's beauty to now inspire you as well.







# Flora & Foliage and The Forager

## Notes To Editors

All collections are available in selected retailers. For stockist details, see;  
[www.ashleywildegroupp.com](http://www.ashleywildegroupp.com)

## RRP

Per Meter from - £40



## About Ashley Wilde Group

Ashley Wilde Group is renowned for its uniqueness and industry-leading designs with an assortment of contemporary, classic and versatile fabrics offering a diverse style and elegance that suites every taste and interior.

Ashley Wilde Group is a proud family-owned business with three generations of expertise. Innovation has always been at the forefront of Ashley Wilde's guiding principles creating a reputation for exceptional quality and unparalleled customer service. The group is illustrious for going above and beyond to always exceed customer expectations.

Please contact us for any pricing enquiries, free sample requests and fabric books. We are always happy to offer expert advice and thoughts from our designers.

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