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## Perennials Fabrics Partners with Morris & Co. for Fall 2018

### *Two textile giants come together for an iconic and durable fabric collection*

Dallas, Texas – August 13, 2018 — [Perennials Fabrics](#), a leader in the international design industry and the preeminent provider of luxury performance textiles and accessories, has announced the debut of **Perennials by Morris & Co.**, a new collection of sophisticated 100% solution-dyed acrylic fabrics featuring designs from the archives of William Morris. An English textile designer, poet, novelist and social activist, Morris is considered to be one of the most influential figures of the British Arts and Crafts Movement. Morris' original company was founded in Britain in 1861, and became known for exquisite patterns and wood block prints. The collaboration between Perennials and Morris & Co. features iconic patterns interpreted into seven innovative fabric qualities—Strawberry Thief, Branch, Rosehip, Bachelors Button, Marigold, Poppy and Willow Bough—while also debuting four qualities inspired by Morris' intrepid ethos—Ascot Stripe, Piccadilly Stripe, Jaunty and Blurred Lines. The collection unveils four new colorways – Spearmint, Zephyr, Blue Moon and Peppercorn – updating historic styles with a fresh and pure color palette.

**Perennials by Morris & Co.** highlights traditional British patterns while introducing soothing tones and textures. **Strawberry Thief**, designed in 1883, is now one of the most recognizable Morris & Co. patterns; available from Perennials as a damask quality in eight colorways. An additional fan favorite, **Willow Bough**, features intertwined willow leaves and branches in a luxurious, plush fabric; available in three neutral colorways. Linen-like **Rosehip**, inspired by ceramic tiles and reminiscent of the original hand-blocked Morris wallpaper, comes in seven colorways, including client-favorite, Linen.

“William Morris had a passion for experimentation and creating beauty through art, so partnering with a company like Perennials that is known for pushing the boundaries of performance technology is a dream,” says Eleanor Walton, Licensing Designer at Style Library. “We are thrilled to see William Morris' original designs transformed into exquisite livable fabrics that can be styled indoors or out.”

In line with William Morris' belief that everyone deserves a beautiful home, this new collection offers ornate yet accessible pattern play. **Poppy** is an elegant pattern with clean lines available in a range of three subtle palettes perfect for upholstery. Another go-to for maximalist style lovers is **Marigold**, a pattern originally designed in 1875 that features lush foliage and florals that curve beautifully throughout; available in five colorways. Emphasizing tactile intrigue, **Bachelors Button** combines Morris & Co.'s trademark 1892 cornflower pattern with Perennials' weave technology, resulting in a crewel-like texture; available in six colorways. The recognizable **Branch** is envisioned as a double-width sheer quality, suitable for drapery use.

In addition to patterns that embody William Morris' original designs, Perennials introduces three new stripe offerings and one new texture influenced by Morris' style and essence. **Ascot Stripe** is a refined small scale stripe that complements any aesthetic, from contemporary to rustic; available in ten colorways. Textured **Piccadilly Stripe** boasts a linen look with repeating pinstripe detail and is available in five colorways. **Blurred Lines** turns up the texture with an indulgent chenille quality and traditional ticking stripes with soft—ahem, blurred—lines; available in four colorways. Lastly, **Jaunty** is a barely-there

chenille quality with an aged look that is soft to the touch but tough enough to handle messes; available in five soft hues.

"With a rich history of our own, we are pleased to partner with a heritage brand like Morris & Co.," says Ann Sutherland, CEO of Perennials and Sutherland, LLC. "We consistently look to the past for inspiration when designing Perennials fabrics, so it has been a pleasure to transform William Morris' literal designs into performance luxury fabrics."

Woven from fine 100% solution-dyed acrylic yarn, Perennials' fade-, mildew- and UV-resistant fabrics and rugs are able to stand up to life's everyday adventures without sacrificing great design, making them uniquely suited to fit beautifully with any indoor or outdoor aesthetic. All Perennials fabrics are independently tested and certified in accordance with industry standards, including resistance to soil, water, UV radiation, tearing and abrasion. They are also bleach cleanable and easily maintained. The fabrics in this collection feature Perennials' Nano Seal™ finish for extra protection against the elements. More than just a coating, Perennials Nano Seal™ is molecularly bonded with the fibers providing long-lasting protection even after repeated washings.

The ***Perennials Fabrics by Morris & Co.*** collection is available to interior designers and architects through fine showrooms worldwide. To view the full collection, visit [www.perennialsfabrics.com](http://www.perennialsfabrics.com). High-res images are available upon request.

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#### **About Morris & Co.**

In 1861, William Morris founded a decorating business providing beautiful, handcrafted products and furnishings for the home. Morris was motivated by the desire to provide affordable "art for all" and driven by his boundless enthusiasm. Over the next 150 years, Morris & Co. became revered for iconic wallpaper and fabric designs. The brand continues to offer inherently British designs under the Style/Library umbrella.

#### **About Perennials and Sutherland, LLC**

The Perennials and Sutherland, LLC companies are icons and acknowledged leaders in the international design industry. CEO David Sutherland and President Ann Sutherland share an ingenious talent for curating the finest interior and exterior collections of luxury furniture, fabrics, rugs and accessories. Based in Dallas, Texas, the company is comprised of Sutherland Furniture®, Perennials Luxury Performance Fabrics® and David Sutherland Showrooms.

Perennials Fabrics® is recognized by interior designers and high-end retail customers as the leader in luxury performance fabrics. Perennials Fabrics® and Perennials Luxury Performance Rugs combine the look and feel of high-quality, natural materials with the superior performance properties of their genuine 100% solution-dyed acrylic fiber technology. View the full collections at [perennialsfabrics.com](http://perennialsfabrics.com).

Sutherland Furniture® is a world leader in luxury outdoor furniture for modern lifestyles. The company has created the preeminent furniture brand through partnerships with the world's leading designers, along with utilizing the highest quality materials. View the full collections at [sutherlandfurniture.com](http://sutherlandfurniture.com).

David Sutherland Showrooms are full-service, multi-line showrooms which serve the professional design market in showrooms and studios across the United States. For more information and locations, visit [dauidsutherlandshowroom.com](http://dauidsutherlandshowroom.com).