

Barbour®

WILLIAM MORRIS GALLERY

**Barbour and The William Morris Gallery Team Up to Create
Archive Inspired Capsule Collection**



Embargoed until: 19th August 2024

Key Information:

- Lifestyle and heritage brand Barbour is releasing a new collection with The William Morris Gallery in Walthamstow London, a museum dedicated to the life and work of the influential Arts & Crafts designer, William Morris.
- The range blends heritage designs from the Barbour archive with two of the most instantly recognisable prints from the William Morris archive, *Eye Bright* and *Wey Print*, which were designed in 1883.

- The prints have been reissued in bold new colours which offer a sympathetic yet modern take on these classic artworks.
- This project helps to support the exhibition, learning and conservation programme of the William Morris Gallery.
- The collection includes six pieces of outerwear, two dresses and two shirts.
- The shoot concept was based around bold shapes, strong colours, flora and fauna, emphasising nature. This inspiration aligns with the ideologies of William Morris and 'simplicity in nature'. Shot in England's oldest surviving topiary garden, Leven's Hall, Kendal Cumbria.
- The full collection will be available from 19th August in-store and online at Barbour.com as well as selected retail partners.

Detailed Overview:

Lifestyle and heritage brand Barbour is releasing a new collection with The William Morris Gallery, a museum dedicated to the life and work of the influential English Arts & Crafts designer, William Morris. The range brings together two quintessentially British design icons to create new outerwear and clothing with a truly authentic heritage feel.

'William Morris is known all over the world for his incredibly detailed and instantly recognisable art works. Here at Barbour, we are delighted to be working with The William Morris Gallery to blend these beautiful prints with clothing designs from our own archive. There is a timeless nature to this collection that comes from the long and celebrated history of both Barbour and William Morris, and I am looking forward to customers discovering this new range.' – **Nicola Brown, Director of Womenswear, Barbour**

With a love of artisanal craft and the great outdoors at the heart of both Barbour and the work of William Morris, there is an easy synergy that flows throughout the range. Comprising of six pieces of outerwear, two dresses and two shirts the instantly recognisable *Eye Bright* and *Wey Print* designs are utilised across the collection. Designed in 1883, the prints have been reinterpreted with bright new colours. These famous leafy and floral prints have an emotional appeal that represents a little bit of home, ready for the wearer to feel welcomed every time they slip on their jacket, dress or shirt.

"We're very excited to embark on this new project with Barbour, a brand that epitomises quality and the significance of British craft, hand-making and design. This collaboration upholds many of the traditions built by William Morris that still endure to this day." **Hadrian Garrard, Director, William Morris Gallery**

Outerwear in the collection is available in classic olive and navy tones in both quilted and waxed variations. Neatly tailored, the traditional designs are lined with eye catching William Morris prints which provide bright pops of colour. In contrast, the clothing in the range is a bold all-over-print affair - ruffled and romantic, the shirts and dresses in the range are dramatic yet delicate, making them stand out pieces.

Hero Pieces:

Barbour Shelton Wax Jacket

Practical and stylish, this olive-coloured long line waxed jacket is the perfect design for the cooler autumn and winter months. Featuring traditional Barbour hand warmer pockets and expandable lower bellows pockets, the piece is perfect for those who like to spend their time exploring the great outdoors. Fully lined in *Eye Bright*, a bold pink and green 'flowering herb' print, the jacket features extended cuffs that can be turned back to reveal this beautiful design.

Barbour Isabella Quilted Jacket

This diamond-quilted navy jacket features aged brass buttons and a traditional cord collar to give the design a vintage feel. Lined in the blue and yellow floral *Wey Print*, which is named after the River Wey, the piece has a fluidity and calmness to it that comes from the matching tones of the internal print and external quilting. Town or country, on or off duty, this versatile jacket will fast become a go-to piece in your wardrobe.

Barbour Isabella Dress

This playful mini dress features a ruffled high neck collar and full sleeves. The design provides the perfect canvas for the *Eye Bright* print, a bold pink and green 'flowering herb' design which was originally created by William Morris in 1883. Simple and sleek, this unforgettable dress has a modern yet vintage feel to it.

Barbour Rendall Shirt

Sunflowers and marigolds were the inspiration for William Morris to create the *Wey Print* in 1883. Reimagined in a bold new colourway, this distinctive design has been applied to the romantic and ruffled Rendall Shirt to make the perfect piece for the autumn and winter months.

Discover the full *Barbour X The William Morris Gallery* collaboration, in store and online from 19th August.

- Ends -

For further information, please contact Rachael Sundin, Global PR Executive
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About Barbour

Originally established by John Barbour in 1894 in South Shields in the North East of England to provide outerwear to fishermen, sailors and mariners to protect them from the worst of the British weather, today Barbour offers a complete wardrobe of clothes, accessories and footwear for men, women and children. Shirts, knitwear, trousers, footwear and accessories are now just as much in demand as Barbour's iconic outerwear.

Forever synonymous with the British countryside, Barbour's collections now span from the best practical country clothing to fashion-forward lifestyle collections. To this day Barbour's ranges continue to be inspired by the company's archives which date back to 1910 – each season classic designs are re-interpreted into modern, contemporary silhouettes.

A family-owned 5th generation brand established 130 years ago, Barbour is a global success story sold in over 55 countries worldwide including Germany, Italy, Spain, France, the US and Japan. In 2020, Barbour launched Wax for Life, an overarching name for all of Barbour's wax services designed to encourage customers to extend the life of their jackets. Wax for Life includes Re-waxing and Repairs first introduced in 1921 and Re-Loved, an upcycling circularity initiative taking jackets that owners no longer have a need for, cleaning re-waxing and repairing them, thus extending the life of the jackets. In May 2024, Dame Margaret Barbour as the Grantee was granted a Royal Warrant of Appointment to HM The King as manufacturers of outerwear, clothing, footwear and accessories.

About The William Morris Gallery

Owned and run by Waltham Forest Council, the William Morris Gallery is the only public Gallery devoted to William Morris: designer, craftsman and radical socialist. Housed in the Grade II* listed building that was Morris's family home from 1848 to 1856, it displays the world's largest collection of his work. In recent years the Gallery has developed an ambitious programme of contemporary and historical exhibitions by artists including Kehinde Wiley, Jeremy Deller, Yinka Shonibare CBE, Althea McNish and May Morris.