

# LAURA ASHLEY

SINCE 1953



COUNTRY CHARM

VOLUME I





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## COUNTRY CHARM

Country Charm captures the essence of laid back living; keeping it fresh with modern and vintage botanicals. Inspired by rural simplicity during Laura Ashley's time in the 70's when she lived in Wales at Rhydoldog House.

Rosemore, inspired by an antique painted artwork from the archive, incorporates elegant roses, strawberries and elderflower. Teamed perfectly with Picardie, inspired by a printed antique quilt from the archive, this digitally printed large scale floral design featuring roses, foxgloves and buttercups is available on both a cotton ground as well as a multipurpose velvet.

The prints capture a soft and natural essence of the countryside and the palette reflects the colours of nature. As well as floral prints this collection features Treacastle, an arts and craft block print reinterpreted as a beautiful jacquard, multipurpose cosy woven checks, trailing leaf jacquards and delicate embroidered trellises. Country Charm epitomises the British Heritage of the Laura Ashley brand.








Design - Rosemore  
Colour - Sage





Design - Ambrose  
Colour - Sage

Design - Ambrose  
Colour - Ochre







# PICARDIE

Inspired by a printed antique textile quilt from the Laura Ashley archive, this beautifully naturalistic large scale floral design features a wonderful collection of roses, foxgloves and buttercups, allowing you to bring the outside in.





Design - Picardie  
Colour - Ochre

# ALFRISTON

Warm and welcoming, this large scale woven twill check is new for AW21 in complementary tones to help create a cosy homely look.

As window treatments or cushions, this stunning checked pattern has a charming classic country feel about it.



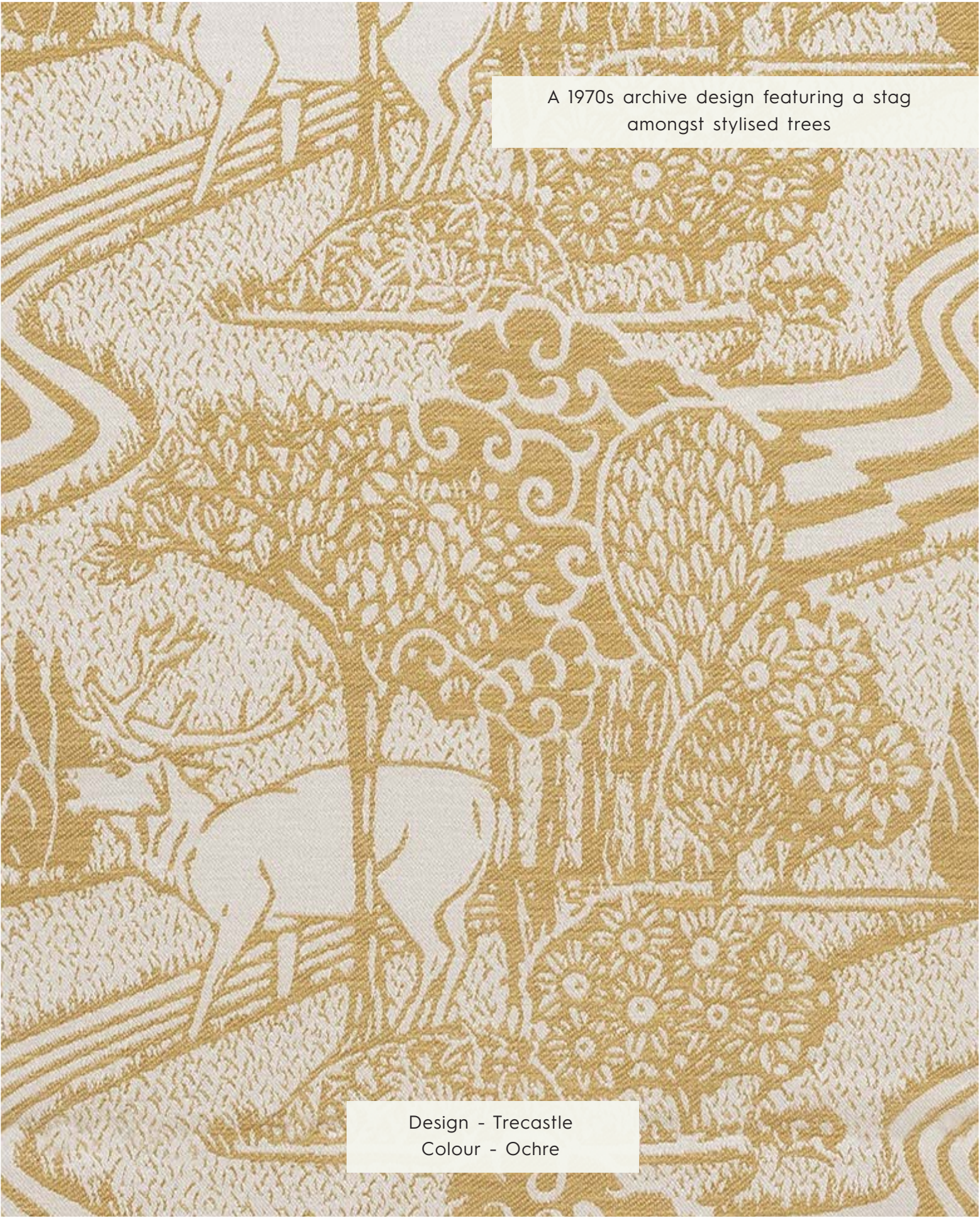


Design - Alfriston  
Colour - Sage



Design - Pennorth  
Colour - Sage



The image is a monochromatic, ochre-colored textile design. It features a central stag with large, branching antlers, facing left. The stag is surrounded by a dense forest of stylized trees with intricate, swirling branches and small, circular floral motifs. The background is filled with a complex, repeating pattern of these elements, creating a rich, textured appearance. The design is framed by a decorative border consisting of wavy, parallel lines.

A 1970s archive design featuring a stag amongst stylised trees

Design - Trecastle  
Colour - Ochre







# BURNHAM

Delicately intertwined, Burnham is a beautiful leaf trellis design inspired by an original painted artwork piece from the Laura Ashley archive.

With curving leaf stems, this intricate design has a charming country feel.





Design - Burnham Woven  
Colour - Sage



Design - Swanson  
Colour - Fern



Design - Picardie  
Colour - Amber





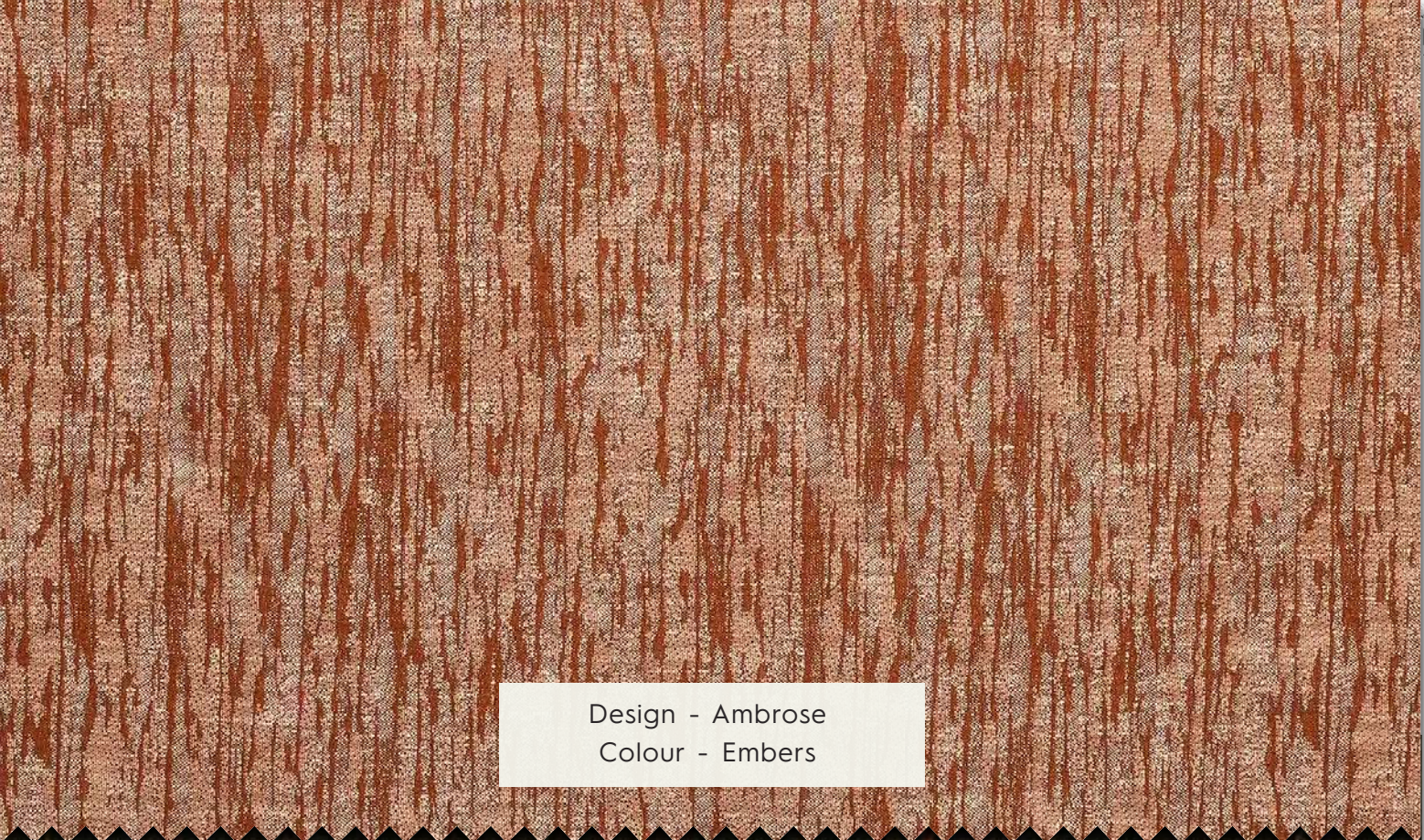
Design - Rosemore  
Colour - Fern





Design - Pennorth  
Colour - Amber





Design - Ambrose  
Colour - Embers



Design - Alfriston  
Colour - Fern





Design - Picardie  
Colour - Embers





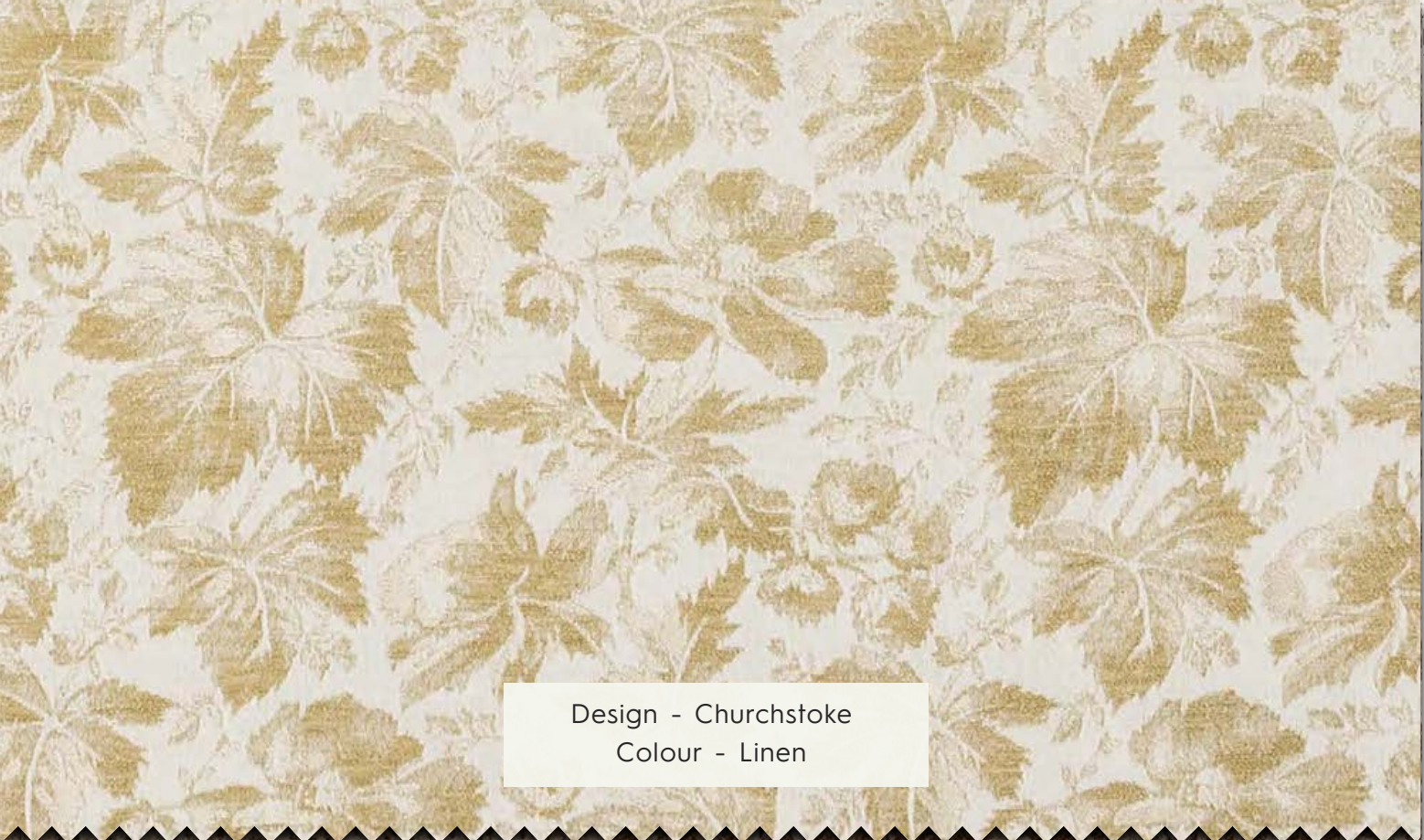
Design - Burnham Woven  
Colour - Fern



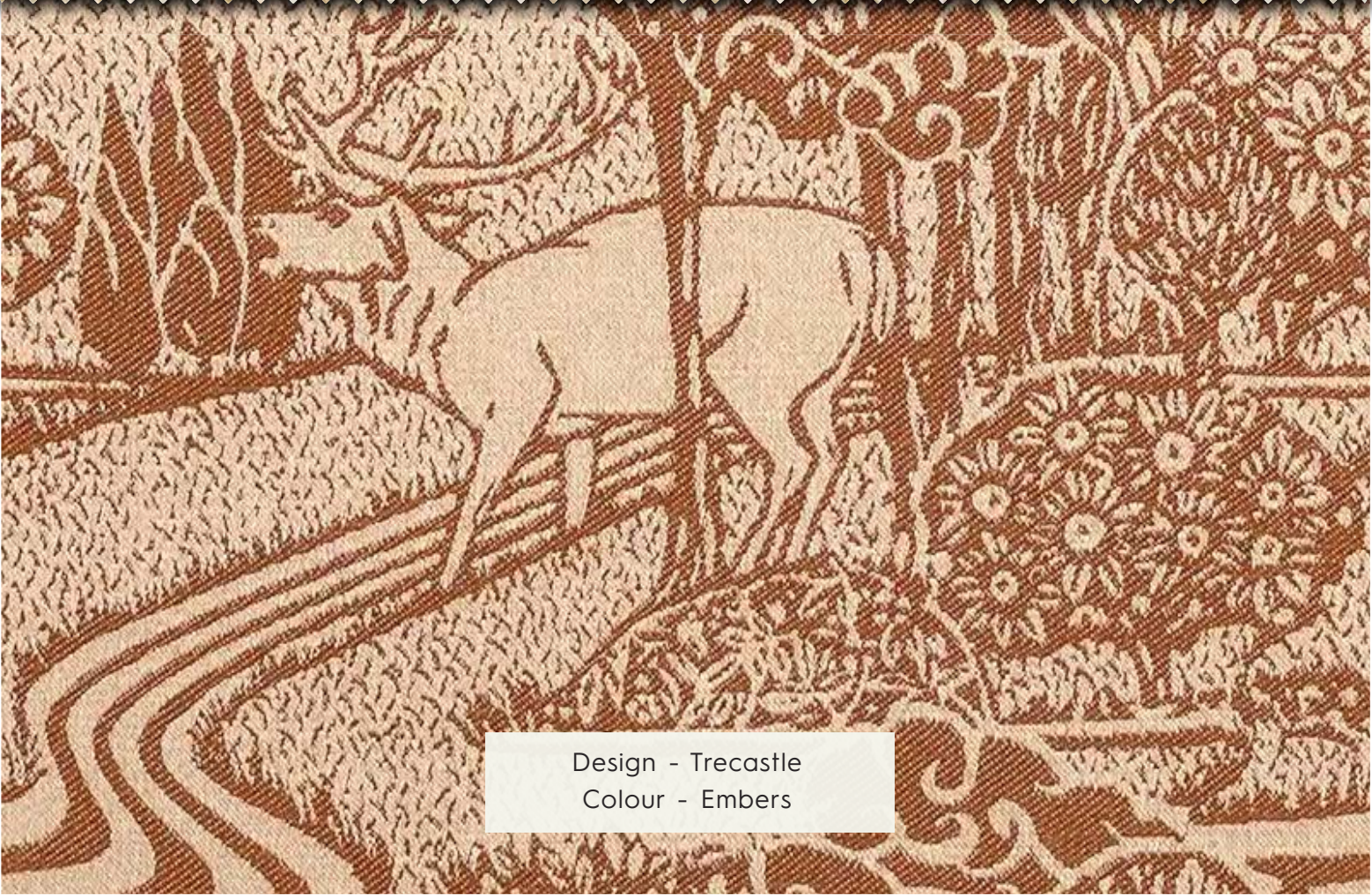
Design - Swanson  
Colour - Amber

Design - Swanson  
Colour - Crimson





Design - Churchstoke  
Colour - Linen



Design - Trecastle  
Colour - Embers





Design - Picardie Velvet  
Colour - Fern



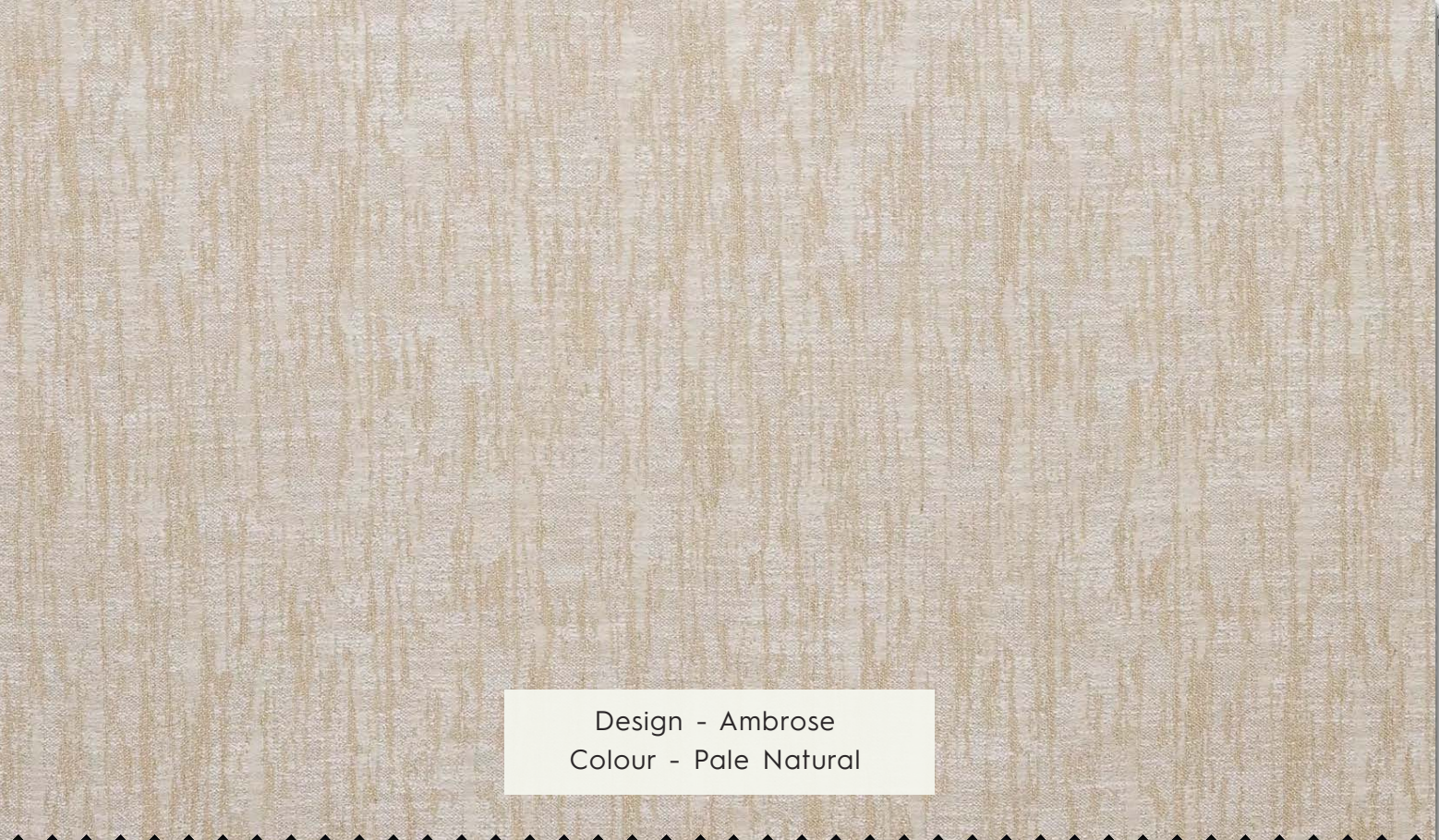




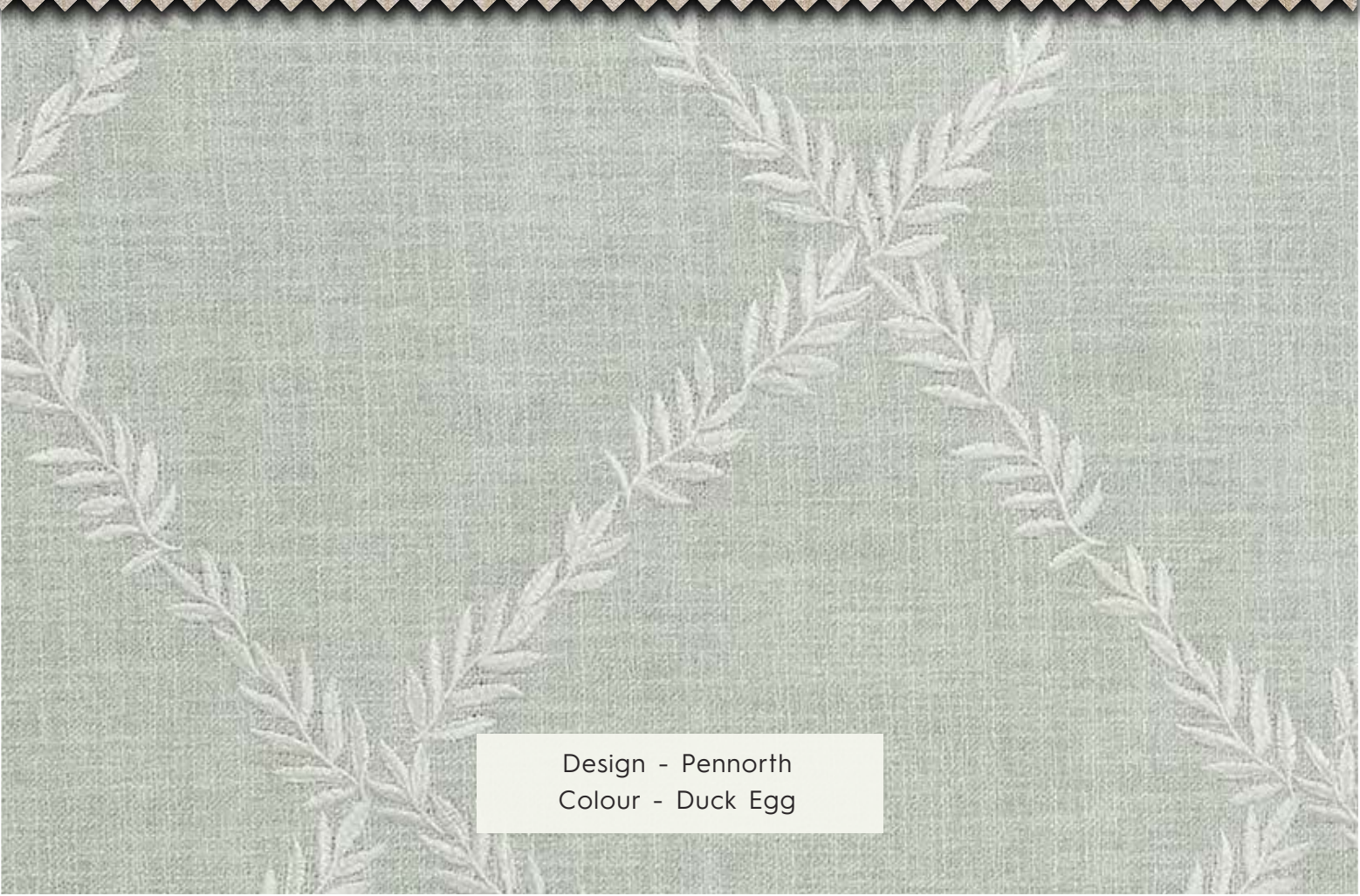


Design - Rosemore  
Colour - Natural



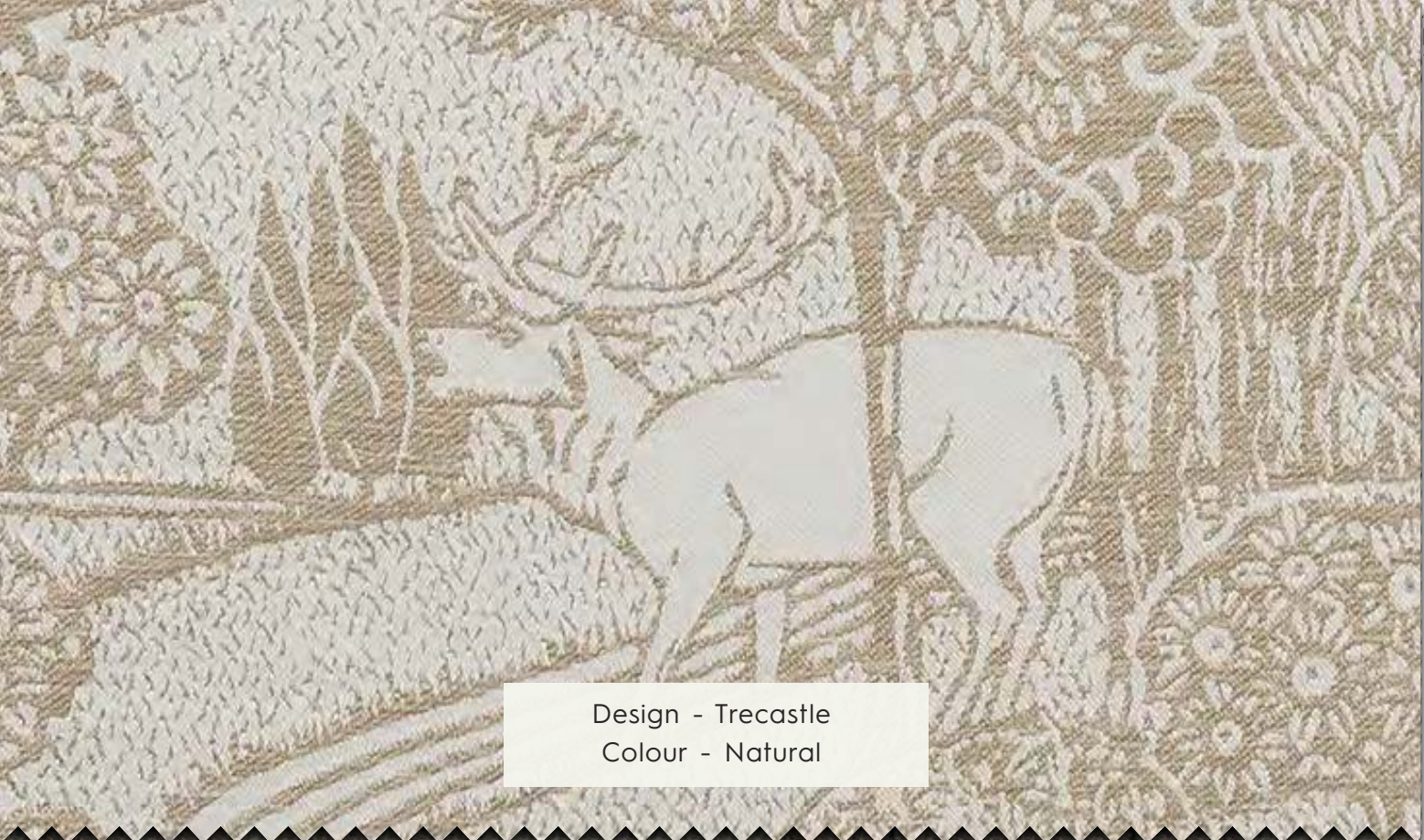


Design - Ambrose  
Colour - Pale Natural



Design - Pennorth  
Colour - Duck Egg





Design - Trecastle  
Colour - Natural



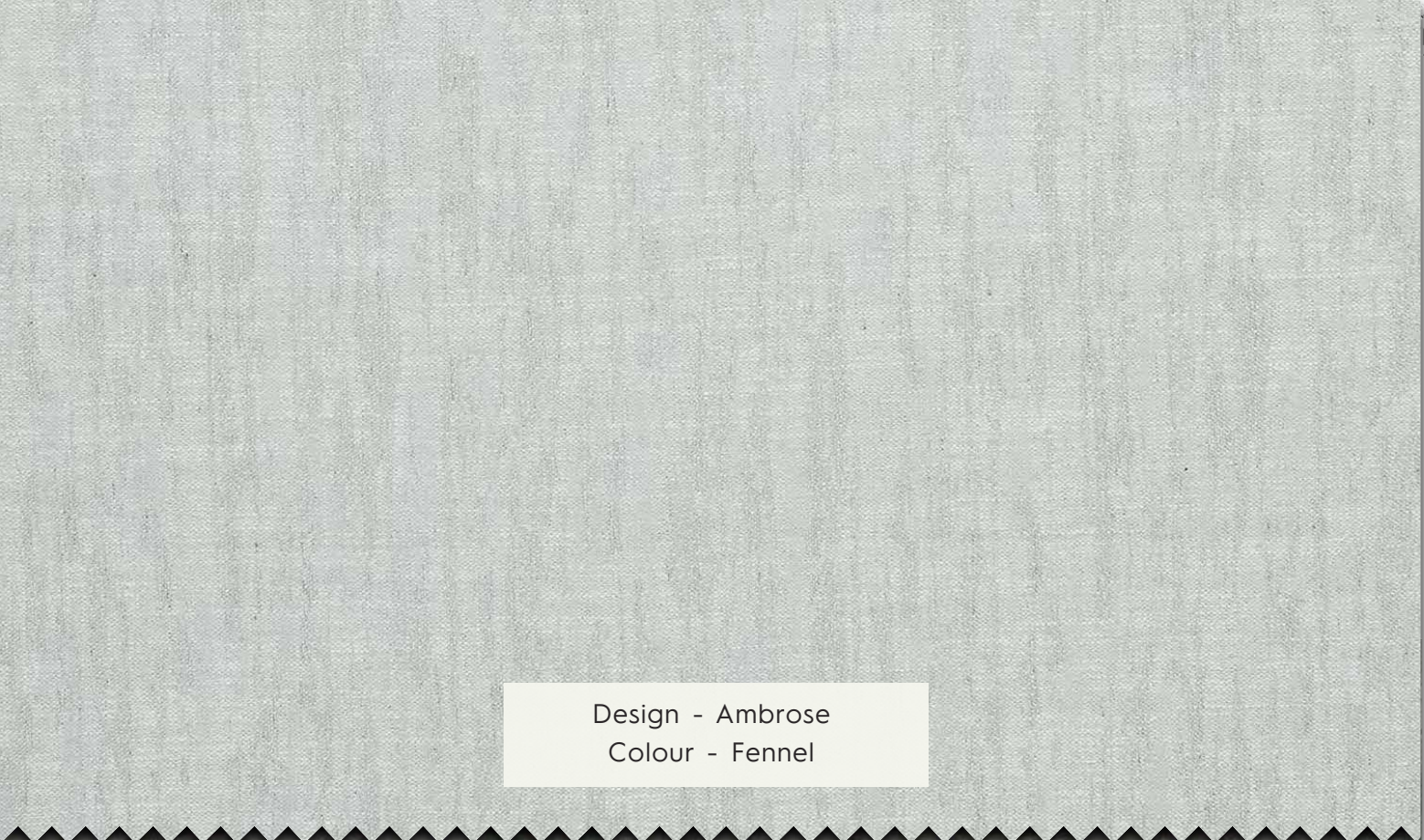
Design - Alfriston  
Colour - Natural



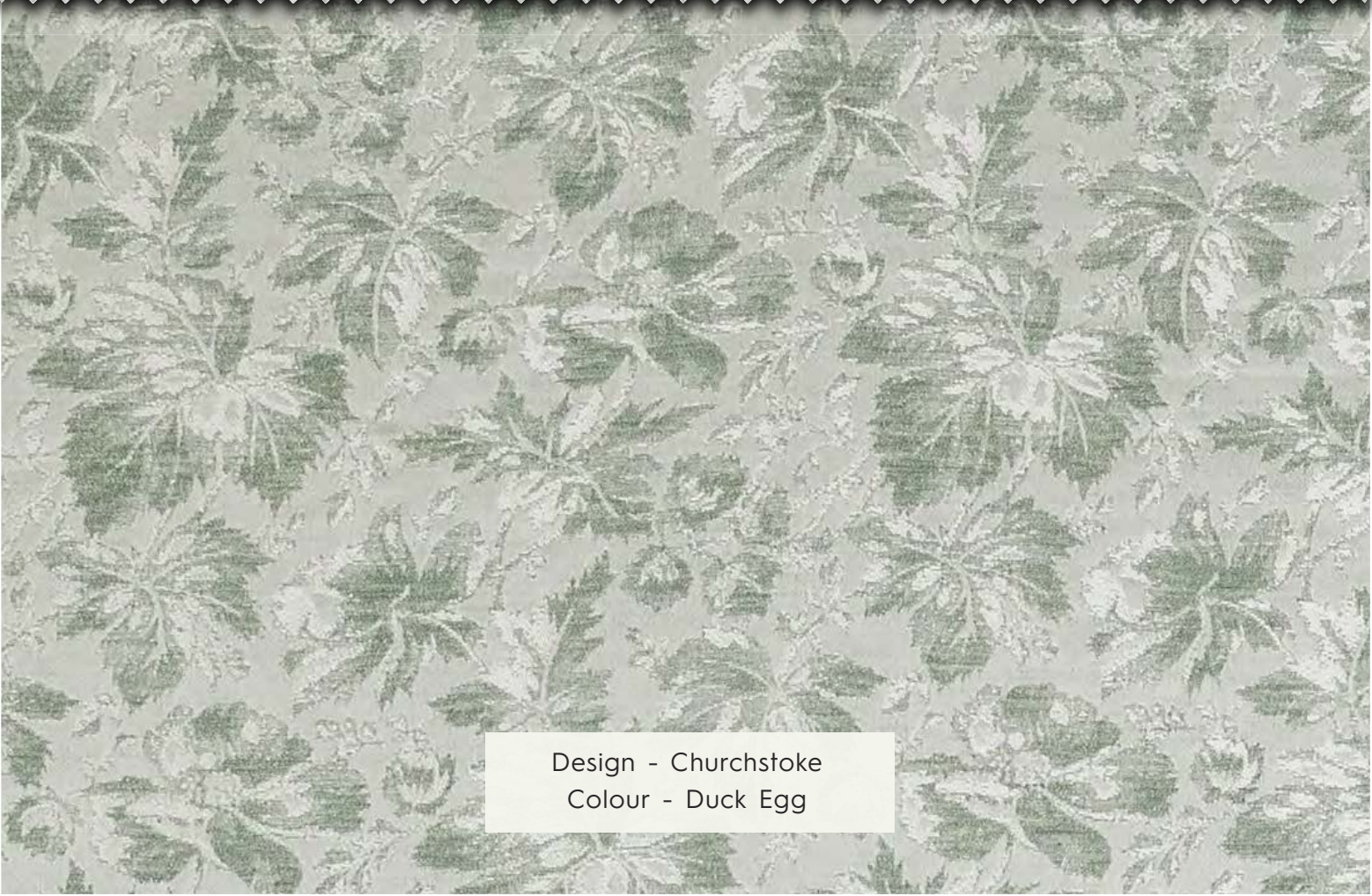


Design - Picardie  
Colour - Sage



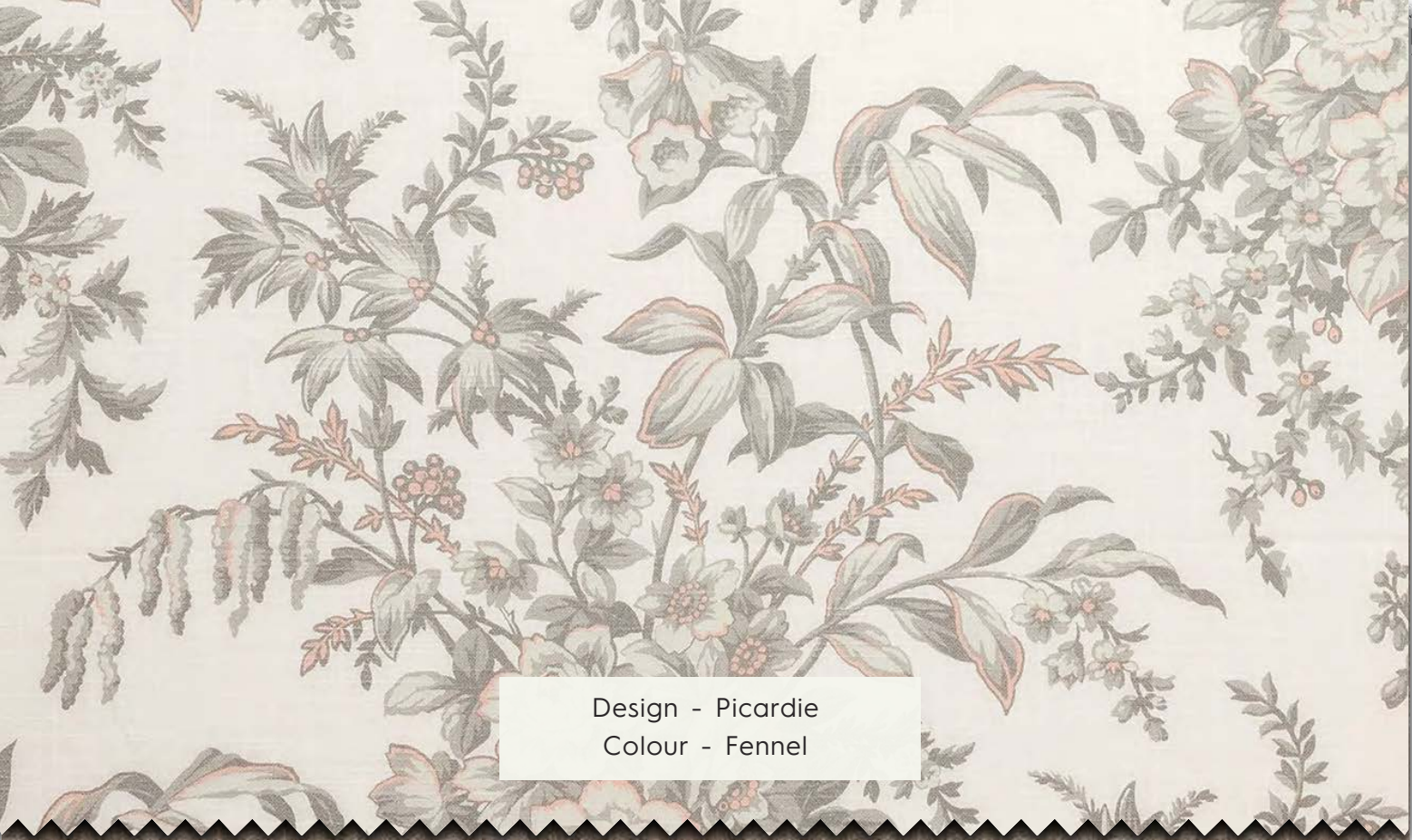


Design - Ambrose  
Colour - Fennel



Design - Churchstoke  
Colour - Duck Egg





Design - Picardie  
Colour - Fennel



Design - Burnham Woven  
Colour - Truffle





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*Country Charm*

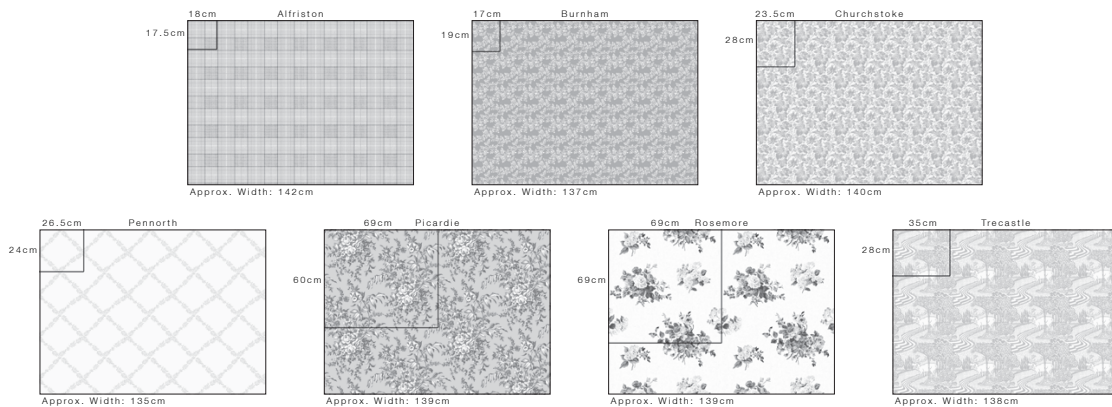
VOLUME 1



# Country Charm

## VOLUME 1

DESIGN	CARE INSTRUCTIONS	COMPOSITION	SUITABILITY	APPROXIMATE WIDTH * (CM)	VERTICAL PATTERN REPEAT * (CM)	HORIZONTAL PATTERN REPEAT * (CM)	MARTINDALE	WEIGHT (GR/M2)
ALFRISTON	DRY CLEAN ONLY	100% POLYESTER		142	17.5	18	N/A	594
AMBROSE		60% POLYESTER, 40% COTTON		140	42	35	N/A	363
BURNHAM WOVEN	DRY CLEAN ONLY	89% POLYESTER, 11% COTTON		137	19	17	N/A	283
CHURCHSTOKE	DRY CLEAN ONLY	78% POLYESTER, 22% COTTON		140	28	23.5	N/A	250
PENNORTH	DRY CLEAN ONLY	100% POLYESTER (100% POLYESTER EMB.)		144 135 USABLE	24	26.5	N/A	405
PICARDIE		100% COTTON		139	60	69	N/A	240
PICARDIE VELVET	DRY CLEAN ONLY	100% POLYESTER		140	60	69	40,000 SEVERE CONTRACT	295
ROSEMORE		100% COTTON		139	69	69	N/A	240
SWANSON	DRY CLEAN ONLY	54% POLYESTER 36% VISCOSE, 10% LINEN		145 140 USABLE	PLAIN	PLAIN	40,000 SEVERE CONTRACT	350
TRECASTLE	DRY CLEAN ONLY	74% POLYESTER, 26% COTTON		138	28	35	N/A	297



### \*PATTERN REPEATS, JOINED WIDTHS AND PATTERN ALIGNMENT

Pattern repeats and widths are approximate and are not exact and can vary by ±5%, we cannot guarantee exact measurement.

Textiles are not completely stable. It is always possible that the pattern will not be completely 'square' on the cloth. Whilst every effort is made to avoid distortion, a commercial tolerance is to be accepted.

#### KEY

- SUITABLE FOR CURTAINS
- SUITABLE FOR UPHOLSTERY
- WASH AT 40°C
- WASH AT 30°C
- DO NOT BLEACH
- DO NOT TUMBLE DRY
- COOL IRON
- DO NOT WRING
- SUITABLE FOR DRY CLEANING

#### COLOUR VARIANCE

Slight colour variances may occur between batches.

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