

Floral murals: new wallpapers and prints from Charlotte Frances London

Launching at LDF in September

London textile label Charlotte Frances London are gearing up for the **London Design Festival** with the launch of an expanded prints collection and a bold new range of seven richly charactered wallpapers that capture the vibrant, natural patterns and playful visuals the brand has become known for.



In just six months since the brand launched at **Maison & Objet** in January, **Charlotte Frances London** has made quite an impact. The travel-inspired prints from textile designers **Charlotte Sumner** and **Camilla Blunt** have been seen everywhere from Elle to the Evening Standard. Their cushions, fabrics and scarves have developed a devoted following; and the pair have been commissioned to create exclusive designs for Clerkenwell London's new spa area, **The Well**.

As part of London Design Fair (formerly Tent London), Charlotte Frances London will be unveiling two new designs to their print collection – both of which continue the brand's travel theme, inspired by places that have made a lasting impression on Charlotte and Camilla.

CHARLOTTE FRANCES LONDON

PRESS RELEASE | 03 AUGUST 2016

'We've always thought of our prints as pieces of art and of course art is often displayed on walls, so it naturally followed that we develop a wallpaper line. The prints are bold and full of personality and can bring character to a room when used as wallpapers. It's certainly a bold choice to use print as a wall covering but it's very effective at creating interest and adding life to a room.'

– **Charlotte Sumner**, Charlotte Frances London

Stockholm – A tribute to the pair's love of Scandi design, this is a calming monochrome floral pattern inspired by the timeless style of the Swedish capital

Palma – Mallorca is a much beloved and oft returned-to holiday destination for the Charlotte Frances founders. This intricate, warm and richly coloured design celebrates the natural beauty of the island landscape.



Both designs will be available as cushions, fabrics or wallpapers – joined in the wallpaper range by five of the brand's most successful prints – Tulum, Pampas, London Fields, Brittany and Epping. By adjusting the scaling of the existing prints, Charlotte and Camille were able to maximise their impact as wallpapers.

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NOTES FOR EDITORS

The new prints and wallpaper range will be on display at the London Design Fair **Stand E07 in Hall T1**.

22-25 September 2016

London Design Fair
Old Truman Brewery
91 Brick Lane
London
E1 6QL

22 Sept – 10am-7pm

23 Sept – 10am-8pm

24 Sept – 10am-8pm

25 Sept – 11am-6pm

About Charlotte Frances London

Launched in January 2016, Charlotte Frances London is an interior accessories label that creates contemporary textiles with personality and imagination. Inspired by the travels of its founders, Charlotte Sumner and Camilla Blunt, the brand's vibrant designs are drawn from visual elements and patterns found all over the world, characterised by a playful, modern aesthetic and infused with a strong sense of home. Their handcrafted prints and fabrics are all designed and made in the UK.

charlottefranceslondon.com

For information, images, interviews and samples, please contact Sabine at sabine@zetteler.co.uk or on +44(0)7791 568890.

Q&A: Charlotte Frances founders Charlotte Sumner and Camilla Blunt look back on their first six months...

You launched Charlotte Frances London in January this year – how did that go? Did anything take you by surprise?

We have been a bit overwhelmed by how well the launch went – we met tons of interesting people at Maison & Objet in Paris and have built some good business relationships from the contacts we made there. Ever since it has been pretty full-on working to get the website up and running and looking ace – we can't thank our brand manager Sion and web developer Rowland enough for their indispensable help with that – and meeting suppliers and manufacturers who have helped us get the finished products out there and selling. We really can't believe it has only been six months since Paris; we couldn't have dreamed we would have achieved as much as we have by now.

You've had a busy year so far – what have been the highlights?

Definitely meeting and working with all sorts of people in the industry - from the wonderful team at Zetteler and our printers in Sussex to interior designers and retailers. A particular highlight was collaborating with Clerkenwell London on their newly launched day spa, the Well – we were so thrilled when they asked us to produce an exclusive print for the project and it looks fabulous! The team at Clerkenwell have been a joy to work with and we are so proud of the result.

What do you think is the driving force behind CFL's success so far? Are your patterns tapping into an existing trend, or creating a new one?

We think our USP is our prints – there is nothing similar in the market and everyone has responded so positively to them all. It has also helped to be open-minded about the direction we take CFL. We are such a young business we are still finding our way and have so many different ideas. Of course, we have made mistakes but we think one of our strengths is adaptability, coupled with a really strong product.

Which prints have proved the most popular?

We've had a great response to the vibrant, tropical prints, Pampas and Tulum. The dark, modern floral print London Fields has also been a hit. We've loved seeing how people style all the prints in different ways.

You're expanding into wallpaper for the London Design fair this year – what inspired that?

We've always thought of our prints as pieces of art and of course art is often displayed on walls, so it naturally followed that we develop a wallpaper line! The prints are bold and full of personality and can bring so much character to a room when used as wallpapers. We've played with the scaling so that the prints work well as wallpaper and we think they look ace! It's certainly a bold choice to use print as a wall covering but super effective at creating interest and life in a room.

How many wallpapers are you launching? Are they based on existing prints or something new?

We are launching wallpaper using five prints from the existing collection – Pampas, Tulum, Brittany, London Fields and Epping – and we are adding our two new prints also – Stockholm and Palma.

Where are your wallpapers made?

We use the same printers for both our fabric and wallpaper. Forest Digital in Sussex are fantastic and deliver really high-quality product. CFL prints are intricate and contain a lot of colour and it's therefore vital that the quality of the digital printing is top-notch to do justice to the beautiful prints.

What other projects are coming up for CFL this year?

We are excited to be launching two new prints at Tent during London Design Week. We are also working on a collaboration with a new company called Cuckooz which is fitting out and managing apartments across London using CFL prints.

Where do you want to take the brand? Should we expect to see other products joining the portfolio?

We have tons of ideas for new products and prints; currently it's a question of finding the time to develop these and identifying the right manufacturers to work with. The focus for now is promoting the brand, developing relationships and continuing to build on the amazing start we've had. We've had such great momentum after the launch in January, we need to maintain this and seek out new opportunities. We're learning that you never know how and when these opportunities will present themselves! We're hoping for more commercial projects as well as finding some more stockists both in the UK and abroad.

