

# PRESS ANNOUNCEMENT

## ‘Hand Printed’: a delightful collection of hand-printed fabrics from Vanessa Arbuthnott

A recent visit to a small, traditional block-printing workshop in India has inspired Vanessa Arbuthnott to design her latest collection, the appropriately named ‘Hand Printed’ collection.

The ‘Hand Printed’ collection is composed of three simple but effortlessly effective designs:

‘Life and Eternity’: a traditional paisley fertility symbol

‘Butterfly Dance’: an enchanting butterfly motif

‘Simple Ticking’: a broad ticking stripe

As the collection name suggests, the designs are hand screen-printed and hand block-printed on tactile and durable linen union, a beautiful blend of linen and organic cotton. The hand-printing process affords them an uncontrived, individual appearance and turns each metre of fabric into a mini work of art in its own right.

*As Vanessa explains: ‘I have a special affinity for hand-printed fabrics – it was, after all, how I created my very first fabrics more than 20 years ago! I find the little reminders that they have been printed by man not machine so charming: a small imperfection here, perhaps a not dead-straight line there all add to their enchantment and uniqueness.’*

The gentle, relaxed style of the fabrics is enhanced by their understated colour palette, which comprises evocatively named shades such as spinach, pigeon, sunflower, teal, brick, stone and charcoal. For added impact and ease of use, all three designs are available in both positive and negative forms.

The ‘Hand Printed’ range will be launched in January 2011. It will be available from Vanessa Arbuthnott stockists throughout the UK and overseas. The fabrics can also be bought via mail & phone order and online at [www.vanessaarbuthnott.co.uk](http://www.vanessaarbuthnott.co.uk)

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