



WILLIAM
MORRIS
GALLERY

Autumn/Winter 2026 Wholesale Catalogue



William Morris Gallery

William Morris Gallery in Walthamstow, London, is the world's only public museum devoted to the legendary British designer, craftsman, and radical socialist. It is housed in the building that was once Morris's childhood home, where he first formed the ideas that changed how we live and create.

As proud guardians of his artistic and social legacy, the Gallery cares for the world's most significant collection of Morris's original textiles, intricate artwork, and historic personal artefacts.

True to Morris's democratic ethos, the museum remains completely free and open to everyone, inspiring global audiences through dynamic contemporary exhibitions, creative learning programmes, and vital community outreach.

Every purchase directly supports this important work, helping to preserve and share Morris's enduring legacy with future generations.





William Morris

William Morris (1834–1896) was a pioneering designer, writer, social reformer and conservationist whose work transformed British design.

A champion of craftsmanship in the age of industrialisation, he created a distinctive aesthetic that continues to influence interiors, textiles and decorative arts today.

Widely regarded as a founder of the Arts & Crafts Movement, Morris shaped generations of designers across Britain, Europe, Scandinavia, the United States and Japan.

His enduring legacy is built on principles of quality, beauty, accessibility and sustainability, which remain highly relevant to contemporary design and culture.



The background is a complex, repeating pattern of stylized seaweed and flowers. The color palette consists of a dark blue base, accented with light blue, green, and tan. The pattern includes large, fan-like seaweed fronds, smaller leafy plants, and several daisy-like flowers with yellow centers. The overall style is reminiscent of early 20th-century decorative arts or textile patterns.

Seaweed



Seaweed Collection



Tablemat

Scratch, stain & heat resistant to 145°C
Eco-friendly cork base
Available in packs of 4 or as singles
20.6 x 28.3 x 0.4 cm

SW01



Coaster

Scratch, stain & heat resistant to 145°C
Eco-friendly cork base
Available in packs of 4 or as singles
9.8 x 9.8 x 0.4 cm

SW02



Cushion Cover

100% Cotton canvas
46 x 46 cm

SW03



Fridge Magnet

8 x 5.5 cm

SW04



Seaweed

Designed by John Henry Dearle in 1901. Seaweed is the only ocean-inspired pattern. Flowing kelp, winding stems and delicate blooms create a rich, natural design that reflects the beauty and craftsmanship of the Arts & Crafts movement.



Seaweed Collection



Tea Towel

100% Cotton canvas
47.1 x 67.6 cm
SW05



Chocolate Chip Shortbread

160g
Made in the UK
SW06



Pouch

100% Cotton canvas
21 x 10 cm
SW07



Tote Bag

100% Cotton canvas
36 x 40 cm
SW08



Seaweed Collection



Passport Cover
Recycled leather
16 x 11 cm
SW09



Folding Wallet
Recycled leather with gold foil logo
10.5 x 8 cm
SW10



Single Card Holder
Recycled leather with gold foil logo
7 x 10.8 cm
SW11

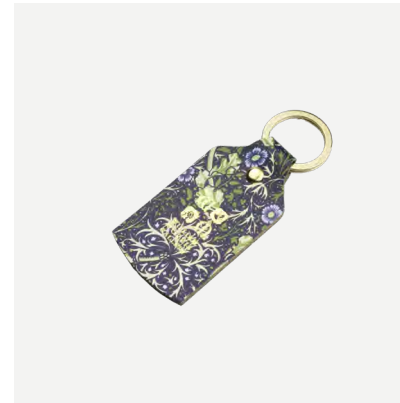


Lens Cloth
High-quality microfibre cloth
Presented in a bag with FSC-printed card
15 x 18 cm
SW12





Seaweed Collection



Keyring

Recycled leather with gold foil logo
7.5 x 4 cm

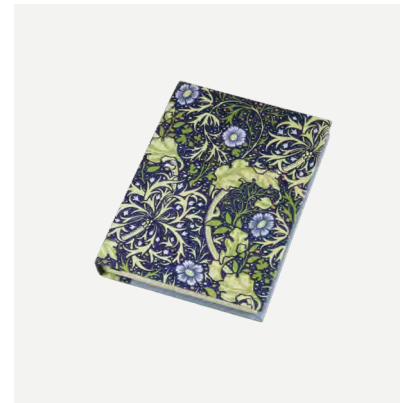
SW13



Pocket Mirror

Gloss laminated print with metal casing
Presented in FSC-printed card envelope
7.7 cm Diameter

SW14



A5 Hardback Lined Notebook

96 pages of 100 gsm FSC cream lined
paper finished with black ribbon marker

SW15



A5 Softback Notebook

Plain 150 gsm acid-free cartridge paper

SW16



Seaweed Collection



A6 Softback Notebook

Plain 150 gsm acid-free cartridge paper
SW17



Bookmark

Printed FSC card
18 x 5 cm
SW18



Greetings Card

Blank inside with matching envelope,
printed on FSC card
14 x 14 cm
SW19





Compton



Compton Collection



Cushion Cover

100% Cotton canvas
46 x 46 cm

CO01



Luggage Tag

Recycled leather with gold foil logo
18 x 6.5 cm

CO02



Single Card Holder

Recycled leather with gold foil logo
7 x 10.8 cm

CO03



Greetings Card

Blank inside with matching envelope,
printed on FSC card
14 x 14 cm

CO04



Compton

Once thought to be William Morris's final wallpaper design, Compton is now attributed to John Henry Dearle. Designed for Compton Hall in the late 1890s, it exemplifies the rich, nature-inspired aesthetic that defined Dearle's celebrated work.



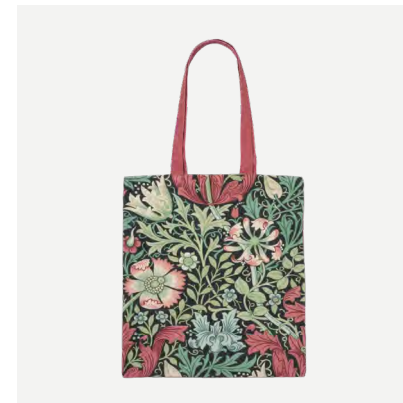
Compton Collection



Keyring

Recycled leather with gold foil logo
7.5 x 4 cm

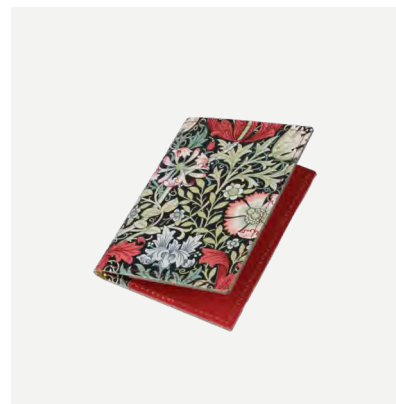
CO05



Tote Bag

100% Cotton canvas
36 x 40 cm

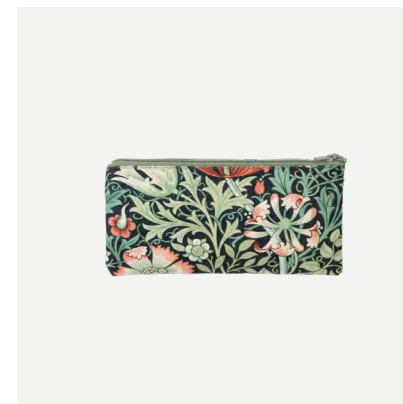
CO06



Folding Wallet

Recycled leather with gold foil logo
10.5 x 8 cm

CO07



Pouch

100% Cotton canvas
21 x 10 cm

CO08



Compton Collection



Tea Towel

100% Cotton canvas
47.1 x 67.6 cm
CO09



A5 Softback Notebook

Plain 150 gsm acid-free cartridge paper
CO10



A6 Softback Notebook

Plain 150 gsm acid-free cartridge paper
CO11





Cray



Cray Collection



Cray

Cray was designed by William Morris in 1884 and named after the River Cray in south-east London. Featuring bold peony-like blooms, layered florals and intricate foliage, it is one of Morris's most richly detailed patterns and his most complex block-printed textile.



Tea Towel

100% Cotton canvas
47.1 x 67.6 cm

CR01



Single Card Holder

Recycled leather with gold foil logo
7 x 10.8 cm

CR02



Tablecloth

100% Cotton canvas
180 x 140 cm

CR03



Napkin

100% Cotton canvas
45 x 45 cm

CR04



Cray Collection



Cushion Cover

100% Cotton canvas

46 x 46 cm

CR05



Folding Wallet

Recycled leather with gold foil logo

10.5 x 8 cm

CR06



Keyring

Recycled leather with gold foil logo

7.5 x 4 cm

CR07



Pen and Pencil

Ballpoint pen 11.6 x 1.5 cm

HB Pencil 18.5 x 0.71 cm

CR08 CR09



The background is a complex, repeating pattern. It features stylized birds, possibly finches or sparrows, in shades of red, orange, and yellow. These birds are interspersed with various floral motifs, including large, multi-petaled flowers and smaller, simpler blossoms. The entire design is set against a dark blue background, with intricate green and gold-toned foliage and stems weaving between the larger elements. The pattern is highly detailed and symmetrical, characteristic of traditional textile or wallpaper designs.

Strawberry Thief

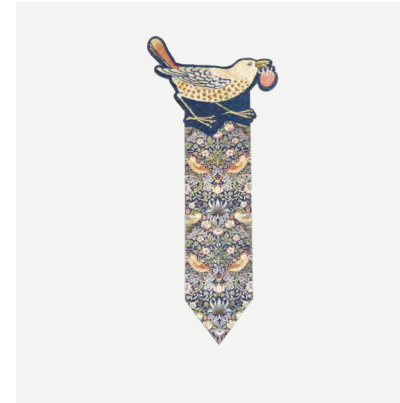


Strawberry Thief Collection



Strawberry Thief

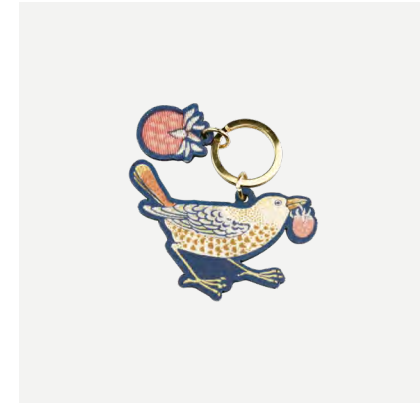
One of William Morris's most celebrated textile designs, Strawberry Thief was created in 1883 and inspired by thrushes Morris observed stealing fruit from the kitchen garden of his Oxfordshire home, Kelmscott Manor. Featuring delicately detailed birds among flourishing foliage and ripe strawberries, the design exemplifies Morris's enduring fascination with the beauty and complexity of the natural world.



Leather Bookmark

Recycled leather with gold foil logo
15.5 x 7 cm

ST01



Charm Keyring

Recycled leather with gold foil logo
7.5 x 4 cm

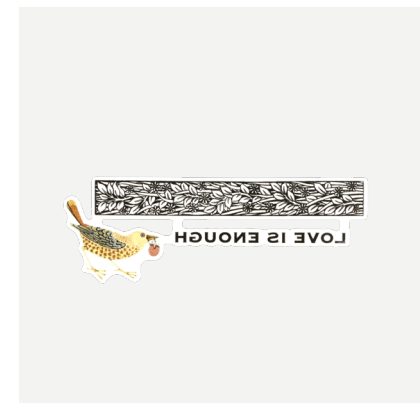
ST02



Jeremy Deller Stickers

Pack of 6 Stickers in glassine envelope

ST03



Jeremy Deller Temporary Tattoos

Pack of 3 temporary tattoos in glassine envelope

ST04



Strawberry Thief Collection



Orange Crunch Biscuits
160g
Made in the UK
ST05



Sea Salt Dark Chocolate
80g
Chocolate origin: Colombia
ST06



Glasses Case
Metal hinged case with lens cloth
Glasses Case: 16 x 6 x 4 cm
Lens Cloth: 15 x 18 cm
ST07

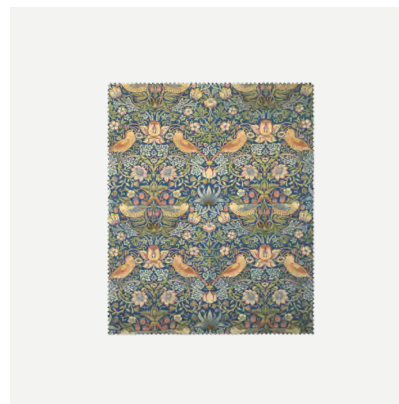


Pocket Mirror
Gloss laminated print with metal casing
Presented in FSC-printed card envelope
7.7 cm Diameter
ST08





Strawberry Thief Collection



Lens Cloth

High-quality microfibre cloth
Presented in a bag with FSC-printed card
15 x 18 cm

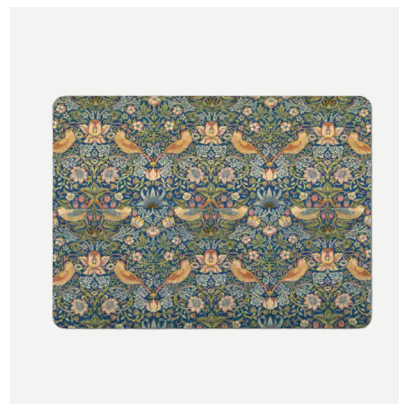
ST09



Greetings Card

Blank inside with matching envelope,
printed on FSC card
14 x 14 cm

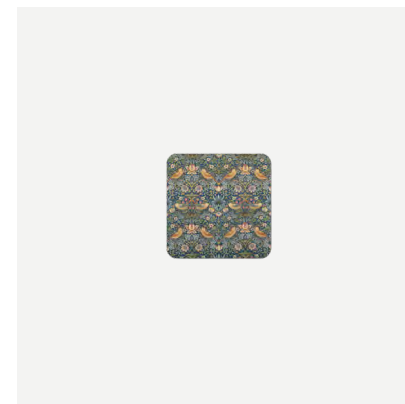
ST10



Tablemat

Scratch, stain and heat resistant to 145°C
Eco-friendly cork base
Available in packs of 4 or as singles
20.6 x 28.3 x 0.4 cm

ST11



Coaster

Scratch, stain and heat resistant to 145°C
Eco-friendly cork base
Available in packs of 4 or as singles
9.8 x 9.8 x 0.4 cm

ST12



Strawberry Thief Collection



Single Card Holder

Recycled leather with gold foil logo
7 x 10.8 cm
ST13



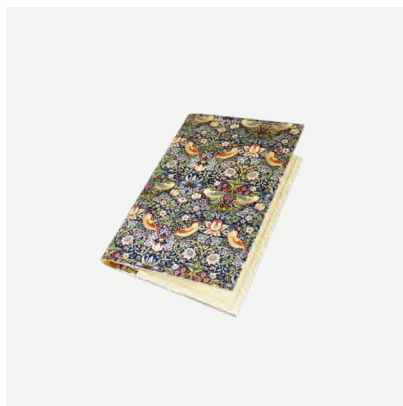
A5 Hardback Lined Notebook

96 pages of 100 gsm FSC cream lined
paper finished with black ribbon marker
ST14



Zipped Purse

Recycled leather with gold foil logo
8.5 x 13 cm
ST15



Folding Wallet

Recycled leather with gold foil logo
10.5 x 8 cm
ST16





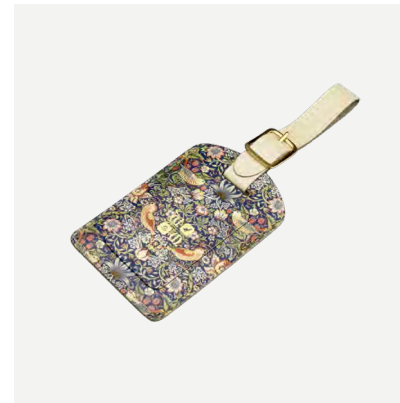
Strawberry Thief Collection



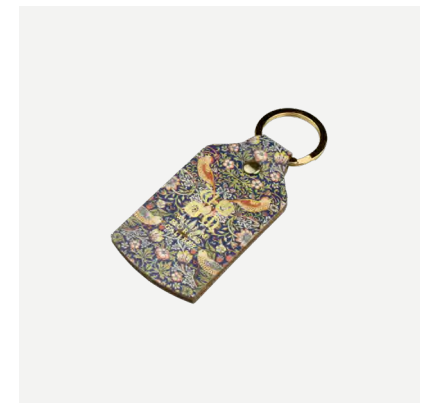
A5 Lined Softback Notebook
Lined A5 notebook with elastic band
ST17



Passport Cover
Recycled leather
16 x 11 cm
ST18



Luggage Tag
Recycled leather with gold foil logo
18 x 6.5 cm
ST19



Keyring
Recycled leather with gold foil logo
7.5 x 4 cm
ST20

The background is a repeating pattern of stylized flowers and birds in a light blue color on a white background. The flowers have five petals and a central cluster of dots. The birds are perched on stems and facing each other.

Strawberry Thief
by



WILLIAM
MORRIS
GALLERY

X

BURLEIGH



Strawberry Thief Burleigh Collection



30s Mug

Earthenware
Dishwasher and microwave safe
Arrives gift-boxed
2/3 pt – 375 ml
9 x 12.5 x 9 cm

STB01



Cow Creamer

Earthenware
Dishwasher and microwave safe
Arrives gift-boxed
9 x 19 x 7 cm

STB02



Small Tankard Jug

Earthenware
Dishwasher and microwave safe
Arrives gift-boxed
10.5 x 11 x 8 cm

STB03



Burleigh

This exclusive collection pairs William Morris's iconic Strawberry Thief design with Burleigh's long-established ceramic craftsmanship. Handmade in England, each piece is decorated using Burleigh's historic tissue transfer printing process, a technique that uses hand-engraved copper rollers and is still practised at the UK's last remaining pottery dedicated to this method. First designed by Morris in 1883, Strawberry Thief remains one of his most celebrated patterns, and its intricate detail is particularly suited to Burleigh's traditional printing process, which preserves the character and craftsmanship of the original design.



Strawberry Thief Burleigh Collection



Butter Dish

Earthenware
Dishwasher and microwave safe
Arrives gift-boxed
10 x 16.5 x 11 cm

STB04



Small Willow Teapot

Earthenware
Dishwasher and microwave safe
Arrives gift-boxed
400 ml
12 x 19 x 12 cm

STB05



Large Etruscan Jug

Earthenware
Dishwasher and microwave safe
2.2 L
20 x 20 x 17 cm

STB06



Honeysuckle



Honeysuckle Collection



Pouch

100% Cotton canvas Lined
22 x 14.5 cm

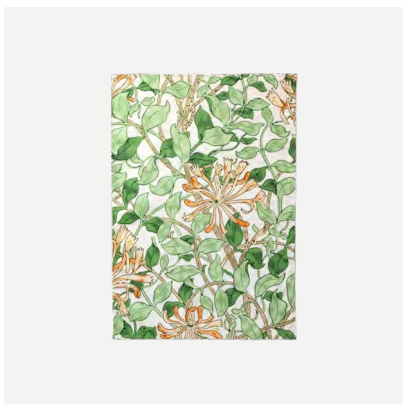
HS01



Folding Wallet

Recycled leather with gold foil logo
10.5 x 8 cm

HS02



Tea Towel

100% Cotton canvas
47.1 x 67.6 cm

HS03



Bamboo Tray

Made from eco-friendly bamboo fibre
Dishwasher safe
33.3 x 25.3 x 1.7 cm

HS04



Honeysuckle

One of May Morris's most celebrated designs, Honeysuckle combines graceful trailing stems, delicate foliage and flowering honeysuckle in a pattern that remains timeless today. Originally misattributed to William Morris, the wallpaper is now recognised as a testament to May's distinctive design talent and lasting influence on the Arts and Crafts movement.



Honeysuckle Collection



Greetings Card

Blank inside with matching envelope,
printed on FSC card
14 x 14 cm

HS05



Coaster

Scratch, stain and heat resistant to 145°C
Eco-friendly cork base
Available in packs of 4 or as singles
9.8 x 9.8 x 0.4 cm

HS06



Cushion Cover

100% Cotton canvas
46 x 46 cm

HS07



Tote Bag

100% Cotton canvas
36 x 40 cm

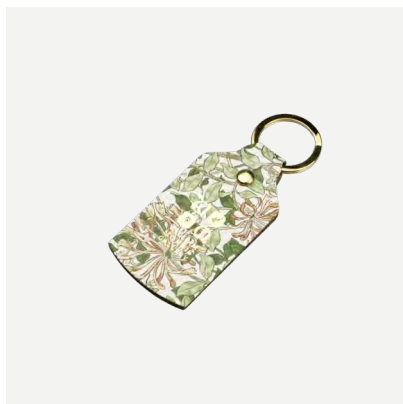
HS08



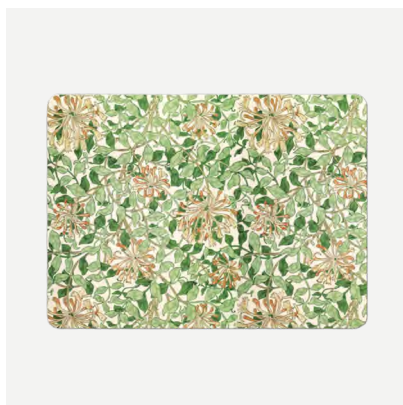
Honeysuckle Collection



A5 Hardback Lined Notebook
96 pages of 100 gsm FSC cream lined paper finished with black ribbon marker
HS09



Keyring
Recycled leather with gold foil logo
7.5 x 4 cm
HS10



Tablemat
Scratch, stain & heat resistant to 145°C
Eco-friendly cork base
Available in packs of 4 or as singles
20.6 x 28.3 x 0.4 cm
HS11



Luggage Tag
Recycled leather with gold foil logo
18 x 6.5 cm
HS12





Honeysuckle Collection



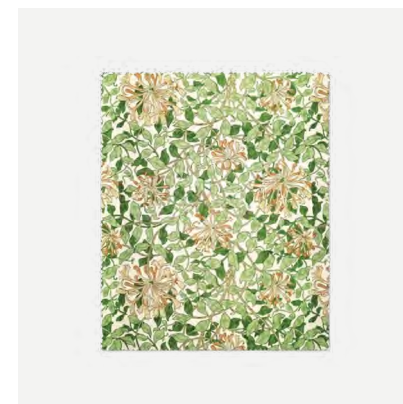
Pen
Ballpoint pen
11.6 x 1.5 cm
HS13



Pencil
HB Pencil
18.5 x 0.71 cm
HS14



Single Card Holder
Recycled leather with gold foil logo
7 x 10.8 cm
HS15



Lens Cloth
High-quality microfibre cloth
Presented in a bag with FSC-printed card
15 x 18 cm
HS16



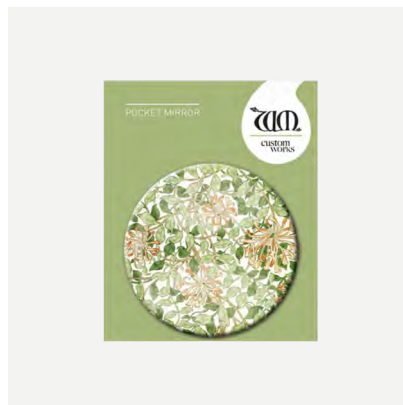
Honeysuckle Collection



A5 Softback Notebook

Plain 150 gsm acid-free cartridge paper

HS17



Pocket Mirror

Gloss laminated print with metal casing
Presented in FSC-printed card envelope
7.7 cm Diameter

HS18





Pimpernel



Pimpernel Collection

Pimpernel

Designed by William Morris in 1876 and features elegant tulips, curling leaves and delicate blue pimpernel flowers. One of Morris's most celebrated wallpaper designs, it reflects the refined decorative style of the late Victorian period.



Pouch

100% Cotton canvas
21 x 10 cm

PI01



Single Card Holder

Recycled leather with gold foil logo
7 x 10.8 cm

PI02



Tote Bag

100% Cotton canvas
36 x 40 cm

PI03



A5 Softback Notebook

Plain 150 gsm acid-free cartridge paper

PI04



Pimpernel Collection



Greetings Card

Blank inside with matching envelope
printed on FSC card
14 x 14 cm

PI05



Folding Wallet

Recycled leather with gold foil logo
10.5 x 8 cm

PI06



Keyring

Recycled leather with gold foil logo
7.5 x 4 cm

PI07



A6 Softback Notebook

A6 Notebook Plain 150 gsm
acid free-cartridge paper

PI08





Pimpernel Collection



Luggage Tag

Recycled leather with gold foil logo
18 x 6.5 cm

PI09



Tea Towel

100% Cotton canvas
47.1 x 67.6 cm

PI10



Cushion Cover

100% Cotton canvas
46 x 46 cm

PI11

Stewart Hearn

A man with grey hair, wearing a grey t-shirt and brown sleeves, is working in a workshop. He is holding a glowing orange-red glass piece with a metal rod. The background shows various workshop tools and equipment.



Stewart Hearn Collection



Small Goblet
Mouth-blown glass
Handwash only
11 x 7 cm
SH01



Large Goblet
Mouth-blown glass
Handwash only
13 x 9 cm
SH02



Bonbon Bowl
Mouth-blown glass
Handwash only
12 x 15 cm
SH03



Whitlands Pitcher
Mouth-blown glass
Handwash only
25 x 16 cm
SH04

Inspired by architect, artist and designer Philip Webb (1831–1915), widely regarded as the father of Arts and Crafts architecture, this exclusive collection by master glassmaker Stewart Hearn draws on glassware from the William Morris Gallery archive. Reinterpreting Webb's 1860s designs for William Morris's Red House, Hearn uses traditional hand-blown techniques to create contemporary pieces celebrating beauty, functionality and craftsmanship.





Stewart Hearn Collection



Greyfriars Pitcher
Mouth-blown glass
Handwash only
21 x 18 cm
SH05



Canton Wine Glass
Mouth-blown glass
Handwash only
19 x 8 cm
SH06



Clouds Wine Glass
Mouth-blown glass
Handwash only
19 x 8 cm
SH07



Wholesale FAQs

Minimum Order Value

Our minimum opening order is £1,000 (excl. VAT).
Reorder minimum is £500.

Payment Terms

Pro-forma for the first order. Thereafter, 30-day net terms may be applied for established accounts upon credit approval.

Shipping

UK and international shipping available, calculated by weight and volume.
Any customs charges and tariffs are payable directly by the client.

For hand-finished items please allow 6-8 weeks for production if items are not currently in stock. All in-stock orders will be processed and dispatched within 7 working days.

Returns and Damaged Goods

Please inspect all items upon arrival. Any damages or discrepancies must be reported in writing within 48 hours of receipt with photographic evidence.

Exclusivity

We value our stockists and aim to avoid over-saturation in specific postcode areas. Please contact us to discuss regional exclusivity.





How to Order



We love partnering with businesses that share our passion for heritage-inspired design and exceptional craftsmanship.

Registering for a trade account gives you access to exclusive trade pricing across the products featured in this catalogue.

Getting started is simple

To apply, please email wmg.shop@walthamforest.gov.uk with your business name, address, and the contact details you'd like associated with your trade account, along with your completed order form.

Once we receive your application, our trade team will review your details and confirm activation of your account within two working days. We will then process your order.

By submitting an application, you agree to our **terms & conditions**



Bespoke & Wholesale Services

As the home to the world's most significant collection of objects relating to William Morris, the Gallery's team offers unrivalled expertise on Morris's life and works. We are committed to growing our commercial reach by working with selected brands to give your product portfolio the unique authenticity of being direct from the home of Morris.

We can offer a B2B Wholesale and Bespoke Service. Through this programme, we produce custom merchandise ranges for a select number of retailers, leveraging our designs to create exclusive collections and offering tailored support from the team through every stage of product development.

Why Partner With Us

Exclusive and Co-Branded Ranges: We can develop unique product lines tailored specifically to your brand identity, allowing access to over 10,000 objects and designs from our archive.

End-to-End Production: The Gallery manages the entire production process, from design to manufacturing, and supplies the final collections to you on a wholesale basis.

Low Risk, High Margin: Benefit from sustainable margins typically 50–60%—with low minimum order quantities, such as 30 units for paper products and 50 for textiles.

Ethical and Local Craftsmanship: All bespoke items are produced in the UK by our network of sustainable and ethical manufacturing partners.

Efficient Logistics: We offer reliable 12-week lead time for bespoke projects and can facilitate direct global shipping.

How to Enquire

We are always looking for partners who share our commitment to quality and heritage. To help us understand your vision, please include the following in your enquiry:

Retail Channels: Where would the products be sold and for how long?

Product Categories: Which specific items or designs are you interested in developing?

Send all enquiries to **wmg.shop@walthamforest.gov.uk**

Every order supports William Morris Gallery, helping to fund exhibitions, education programmes and community outreach, ensuring the stories of creators, past, present and future, are preserved and shared.



α ο
φ Ω