



The Tile Shop and Morris & Co. Expand Collaboration With Exclusive New Tile Designs

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“St. James” and “Hawkdale Willow Olive” available now online and at The Tile Shop’s 140+ U.S. locations.

MINNEAPOLIS, Sept. 16, 2024 (GLOBE NEWSWIRE) -- Fans of the British heritage brand Morris & Co., the original company founded by William Morris, will soon have even more ways to incorporate its famed Arts & Crafts designs into their homes with the latest additions to the [Morris & Co. Tile collection](#), an exclusive collaboration with The Tile Shop (NASDAQ: TTSH).

The specialty retailer of natural stone and man-made tiles began offering Morris & Co. Tile in 2021. During that time, Morris & Co. Tile has continued to resonate with The Tile Shop’s customers, and today the collection includes the retailer’s top-selling patterned tile, [Pure Net](#).

The newest pieces offer interpretations of two of William Morris’s most recognizable wallpaper patterns: [St. James Ceiling](#), originally designed in 1881 for St. James’s Palace in London, and [Willow Boughs](#), first produced in 1887.

“We are honored to translate these iconic patterns into tile,” says Kirsty Froelich, Director of Design, The Tile Shop. “Our customers love the hand-crafted and organic designs as well as the color palette of William Morris. The tiles work well in a variety of design styles and will add beauty to everyday life.”

Froelich developed the new designs in partnership with the Morris & Co. creative team, taking inspiration from the brand’s extensive archive.

About the New Designs

ST. JAMES

The graceful charm of this gorgeous matte 8” x 8” ceramic wall and floor tile will infuse your space with sophisticated character. [St. James](#) tiles feature an ornate floral pattern created when four pieces are placed together.

Inspired by [St. James Ceiling wallpaper](#), designed by William Morris in 1881 for the Banqueting Room at St. James’s Palace in London.

Available in two colorways that coordinate with shades in the Morris & Co. paint collection:

- [WANDLE RIVER](#), a beautiful blue named for the river that supplied water to Morris & Co.’s fabric printing site at Merton Abbey.
- [FARRINGDON GREY](#), a cool architectural tone first listed in a 1905 Morris & Co. wallpaper logbook.

HAWKDALE WILLOW OLIVE

[Hawkdale Willow Olive](#) is a glossy 3” x 9” ceramic wall tile, featuring five unique willow branch patterns that will bring whimsy and organic beauty to your home. Inspired by the pattern of [Willow Boughs wallpaper](#), first produced in 1887.

The pattern is non-directional, allowing tiles to be set horizontally or vertically.

Install alone, or pair with coordinating [Hawkdale Pure Chalk](#) subway tiles to create a charming tableau.

Morris & Co. Tile is one of several exclusive collaborations between The Tile Shop and its world-class design partners, among them Nikki Chu, Alison Victoria, Morris & Co. and Laura Ashley. All pieces in the Morris & Co. Tile collection are available now, only at [tileshop.com](#) and all Tile Shop U.S. locations. Visit [tileshop.com/collection/morris-and-co](#) to explore the complete collection.

About The Tile Shop

The Tile Shop Holdings, Inc. ([NASDAQ: TTSH](#)), is a leading specialty retailer of natural stone, man-made and luxury vinyl tiles; setting and maintenance materials; and related accessories in the United States. The Tile Shop offers a wide selection of high-quality products, exclusive designs, knowledgeable staff and exceptional customer service in an extensive showroom environment. The Tile Shop currently operates [142 stores](#) in 31 states and the District of Columbia.

The Tile Shop is a proud member of the American Society of Interior Designers (ASID), National Association of Homebuilders (NAHB), National Kitchen and Bath Association (NKBA), and the National Tile Contractors Association (NTCA). Visit [www.tileshop.com](#). Join The Tile Shop (#thetileshop) on [Facebook](#), [Instagram](#), [Pinterest](#) and [YouTube](#).

About Morris & Co.

As a political theorist, publisher, environmental campaigner, poet, and outstanding designer, William Morris (1834–1896) was one of the single most influential figures of the nineteenth century, founding Morris & Co. (originally Morris, Marshall, Faulkner & Co.) in 1861. Under his direction, the company grew into a flourishing and fashionable Arts & Crafts decorating business renowned for wallpapers and textiles, becoming part of Sanderson & Sons in 1940.

Today, the Sanderson Design Group builds on that proud heritage with the inventive reimagining of Morris & Co. classics, ever upholding the impeccable standard of craftsmanship that has defined all Morris & Co. products since inception. Guided by the creative intuition of William Morris, designs are inspired by treasures in the Morris & Co. archive, which houses historical logbooks, samples of each wallpaper, printed and woven textiles and original wooden printing blocks. With the ability to faithfully transform a space into an Arts & Crafts haven through evocation of the glorious drama and wonderment in nature, the authentic archival documents and designs of Morris & Co. continue to inspire interest and insatiable demand to this day.

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Source: Tile Shop Holdings, Inc.