SANDERSON

X

Giles Deacon

DIGITAL DESIGN BOOK



IN A TWIST OF THE UNEXPECTED, SANDERSON AND GILES DEACON PRESENT A COLLECTION OF SUBLIMELY THEATRICAL, ECCENTRICALLY REFINED AND CLASSICALLY ELEGANT FABRICS, WALLPAPERS AND VELVETS FOR SS24.

"There is a transformative aspect to interiors – a world away from the outside – where you are immersed in your own unique utopia. This collection seeks to immerse you in magical storytelling, crossing from subtle to boldly sublime and back again." – Giles Deacon.

Giles Deacon, the London based couture designer and illustrator, known for deftly mixing fashion, fine art, and theatre, has developed a unique collection of fabrics and wallpapers with Sanderson, incorporating commissioned art works and new iterations of archival jacquards and prints from his own studio and the Sanderson archive.

Sanderson classics sit alongside opulent new designs that harness and elevate the renowned skill of Giles and the Sanderson studio, presenting an exemplary collection of timeless designs.

"Surprising yet classic and always tethered to an unwavering sense of Britishness, these designs are fantastical and theatrical, yet thoughtful and ultimately, universally beautiful." – Giles.

Dipped in medieval influences, referencing Greek mythology, and always honouring the enduring beauty of Sanderson, this collective of designs draw the eye of the curious and reflects the unexpected in a conversational, explorative manner. This collection delights in nostalgia, whilst layering newness for timeless interiors.

Referencing his own work in couture design, distinctive stripes that speak to Sanderson's own legacy, industrial influences and that signature calligraphic 'G', Giles has taken the everyday to another realm, creating within the space of reality and surrealist dreams, a collection of prints, velvets and wallpapers that seeks to inspire, with its explorative sense of the fantastical, and a thoughtfulness of design and colour palette.

Grandeur exists within the roots of this collection, traced back to the classic manor. There is abundance from every angle, from the craftsmanship to the intricate detailing of Giles's illustrations. A reflection of the 'unstately' home, where time has weathered and decayed its traditional beauty to reveal new beguiling charm.

"The aim was always to create a new and enduringly beautiful decorating story with Giles's hand elevating the collection. The importance of handmade, whether in the repainting, hand printing, or the drawn elements, is of the utmost importance. This is how Giles has influenced the collection. His hand, whether his penmanship or his own connection to the unmistakable quality of handmade things, comes through in this collection. It is what elevated him to a British icon, and it is what gives life to these extraordinarily beautiful designs."
- Rebecca Craig, Lead Designer, Sanderson.

REGENCY APERIGON

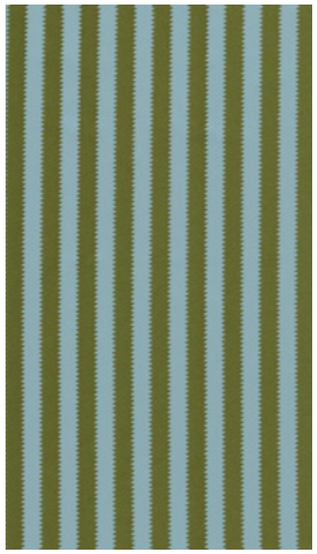
In a celebration of the sartorial stripe, together with the frivolity of the sawtooth, Giles's design for Regency Aperigon takes the Ancient Greek meaning of the name 'Apeirogon' 'infinite polygon' and runs with it, in vertical form. This design expresses a love for infinite possibilities in design and plays on the classic Sanderson stripes, respecting the classical resonance of stripes in interiors.



LAKELAND PARADIS 227176



TANSY BLOOM 217315



REGENCY APERIGON 237394



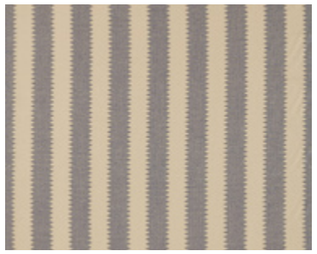


PYGMALION

The curtain is drawn back on the fascinating world of Trompe-l'oeil, to reveal an astonishing panorama of rococo dolphins, giant artichokes, fennel, garlic bulbs and mollusk shells in this Baroque style mural.



PYGMALION 217327



APERIGON SWAG 237380



FRINGED TULIP TOILE 227181

CUPID’S BEAU

An original design, Etchings & Roses, has been elegantly repainted and coloured in a botanical illustration style. Featuring rare and beautifully engraved prints from Mulhouse, faithfully reproduced and including miniature insects scattered throughout the design, Cupid’s Beau is elevated to the next level of contemporary design with Giles’s illustrative bows and calligraphy, including his signature ‘G’.



FRINGED TULIP TOILE 227182



TRELLIAGE 227180



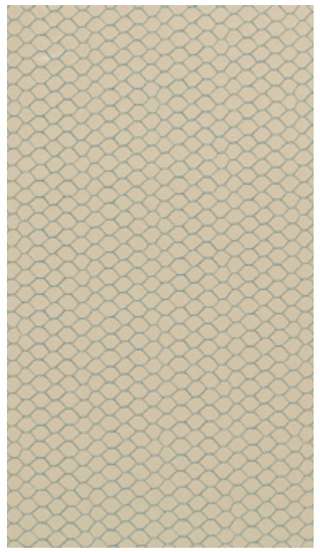
CUPID’S BEAU 227186





BANTAM NET

So named after its wiry inspiration, Bantam Net's colour in the wire twists and diamond patterning, is created on the weft of the fabric. The ground has a soft sheen and jacquard quality, leaving the pattern to sit in a raised texture. Taken from a 2004 collection from Giles's own couture archives, this chicken wire design is unexpected, making the repetitive pattern deeply luxurious and original.



BANTAM NET 237381



OOLOGY PORTAL 217326



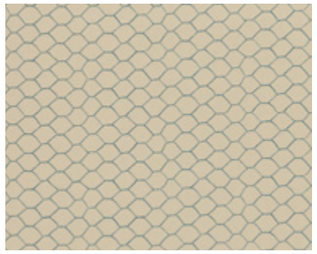
LAKELAND PARADIS 227175

ANDROMEDA'S CUP

Andromeda, a beauty in Greek mythology, sees her cup overflowing with the eternal allure of florals. This print, created in a Trompe-l'oeil style, is from the Sanderson archive, with the decorative and laden cup a central icon of the wallpaper. Swags, tassels and ornament alacanthus leaves frame the vessel and elevate its prestige. Unmistakable passementerie and the most regal, transportive vision of drapery, a nod to the material world, capture the essence of this design. A friend of the mural wallpaper, Pygmalion.



FRINGED TULIP TOILE 227181



BANTAM NET 237381



ANDROMEDA'S CUP 217316





FRINGED TULIP TOILE

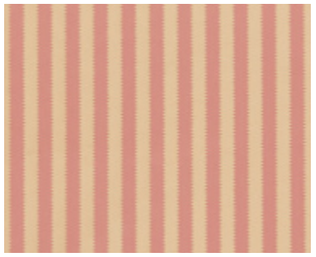
Referencing an archive document, Fringed Tulip Toile is reimagined as a distressed batik style print. Double-headed parrot tulips and roses appear in weathered form, aged yet still beautiful, antiqued yet grandiose. This textured, stripped back design mimics the technique of extract printing; a special block printing process which removes a colour to create alightened effect, almost bleached to reveal the design in a new light.



FRINGED TULIP TOILE 227182



FRINGED TULIP TOILE 217324



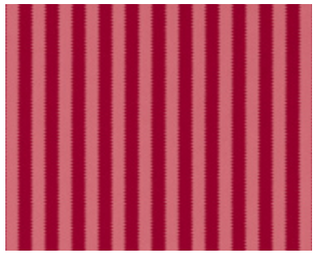
REGENCY APERIGON 237401

TRELLIAGE

Trelliage has been created by combining two naturalistic nineteenth century patterns held in our archive. A flowering trellis design with undulating branches and flowers provides a classic structure. Then, a selection of exquisitely detailed Victorian botanical representations from another design in the archive were interspersed within the trellis pattern, giving way to a design that is “classicism recontexturalised” in the words of Giles.



TRELLIAGE 217321



REGENCY APERIGON 237400



TRELLIAGE 227179





FARADAY VELVETS

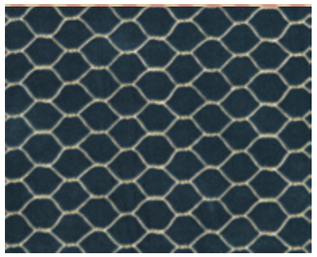
Ever inspired by the utilitarian everyday items of life, Giles has explored the fine geometric wiring of chicken fencing and elevated it within Faraday velvet, taking the soft, sumptuous pile of the fabric and creating a strong and determined bond through the twists of the wire.



FARADAY VELVET 237409



ANDROMEDA'S CUP 217316



FARADAY VELVET 237414



"These designs have been imagined for all.
For those who are entranced by eccentricity,
decadence and comfort in equal measure.
From apartments and pieds-a-terre to
stately homes or cottages, the collection is
for those who wish to live amongst
enduring and timeless beauty."
– Giles Deacon.

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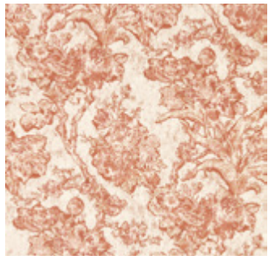

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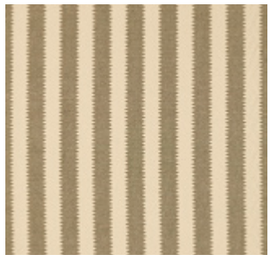

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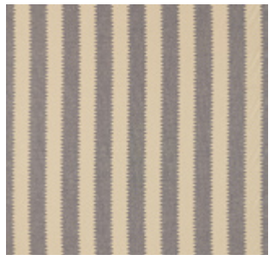

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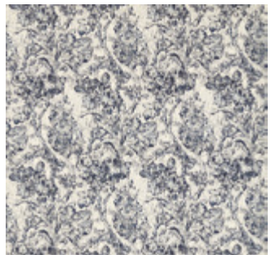

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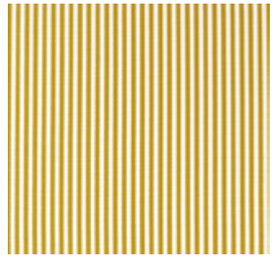

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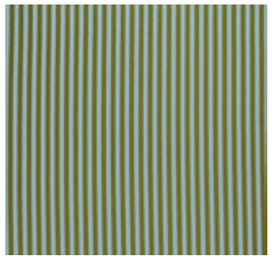

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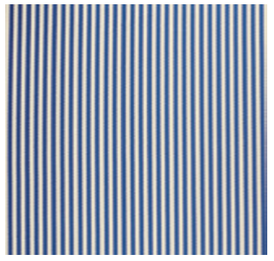

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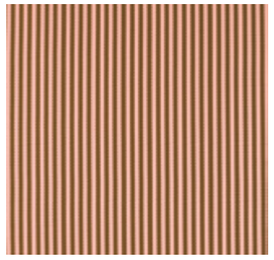
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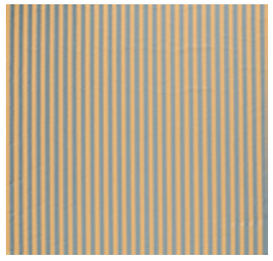

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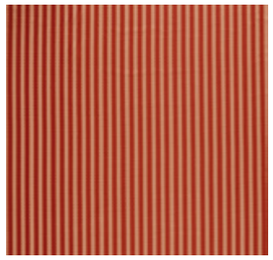

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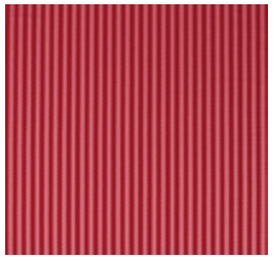

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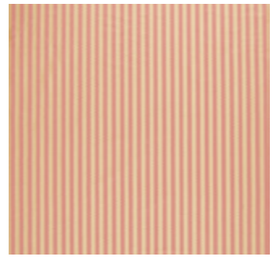

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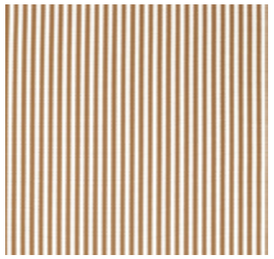

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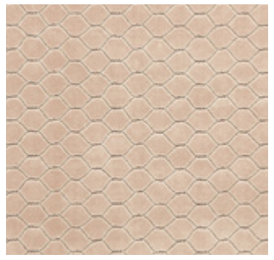
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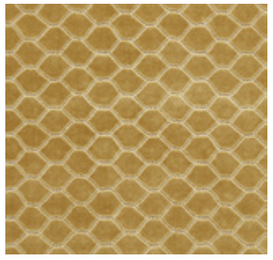
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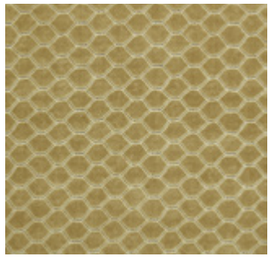
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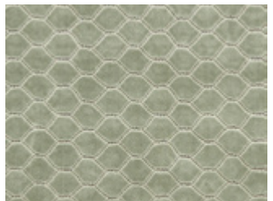
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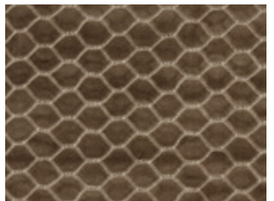
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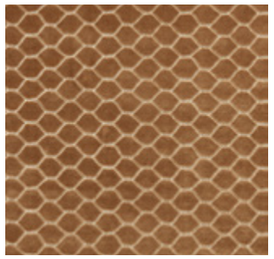
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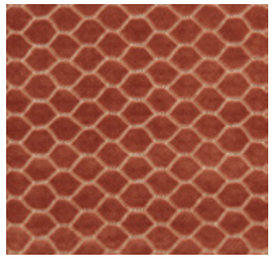
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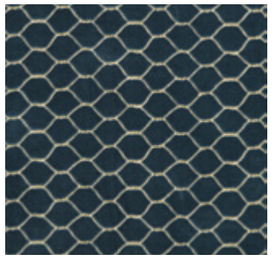
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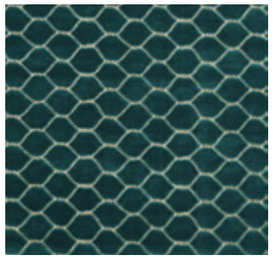
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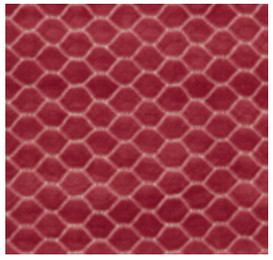
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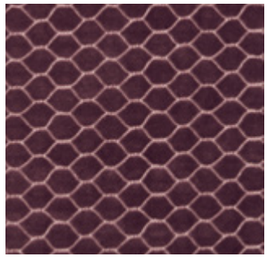
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