

Press Release

29th May 2014

Summer Greeting Cards

The **Warner Textile Archive** in Braintree, Essex, has added 12 stunning historical designs to its range of greeting cards. With the new line up capturing the diversity of the Archive Collection, from vibrant paper designs and refreshing 1930s prints, to delicate florals, the Warner Textile Archive's 2014 range offers a charming accompaniment to this season's stationery launches.

Kate Wigley, Archivist at the Warner Textile Archive says: "Warner & Sons enjoyed long and successful relationships with innovative designers, and the Archive's collection of greeting cards provides a perfect platform for the Company's creativity, talent and eye for detail to be enjoyed by a new audience. In particular, we are delighted to have added one of Eddie Squires' iconic 1960s designs,

Everard, to the range as we celebrate 50 years since he joined Warner & Sons' design team."



Everard (1967)

Everard is Eddie Squires' striking 1967 design for a screen-printed cotton, and portrays the free-spiritedness enjoyed by the iconic designer of the 1960s. Alongside *Eleanor*, a vibrant hand-printed cotton from 1840s France, the designs reflect the diversity of the Collection held by the Warner Textile Archive.



Eleanor (1840s)

Of these Summer additions, *Bloomsbury Square*, *Dorothy*, *Virginia* and *Spring* come together to communicate the spirit of the Bloomsbury Set in the first half of the 20th century. The quartet beautifully complements works by the likes of Vanessa Bell, already a part of the Collection, while tapping into a revival of interest in 1920s and 1930s design.



Bloomsbury Square (1930s)



Dorothy (1929)



Virginia (1936)



Spring (1930s)



Summer Belles (1970)



Sheppy (1961)



Michaelmas Daisy (1929)

A trio of hand-painted florals – *Summer Belles*, *Sheppy* and *Michaelmas Daisy*, ranging from 1929 to 1970 – provide a blend of the experimental and the traditional enjoyed by Warner & Sons’ design team.

Pretty, turn of the century florals, *Phlox* and *Blossom* add a delicate touch to the new line up, while the twirling rhythm of John Aldridge’s *Ribbons* completes the new line up with a nod to the Great Bardfield Artists and Braintree’s creative heritage, as well as the Warner Textile Archive’s local connections.

The Archive’s range of greeting cards has been carefully developed and refined since its launch in 2013, celebrating the creativity and dynamism of Warner & Sons and Braintree’s textile industry, while supporting continued conservation work at the Archive. Each design is printed in the UK on 280gsm FSC-certified textured board, responsibly sourced from sustainable forests. Packing and distribution then takes place near Braintree, for a card collection which truly celebrates British industry and design.

The Warner Textile Archive’s Summer range for 2014 will be available from 9th June. For further information and details of other designs in the collection, visit www.warnertextilearchive.co.uk.



Phlox (1900)



Ribbons (1930s)



Blossom (1900)

All sales contribute to the conservation of the Archive Collection.

For further details and high-resolution images, please contact:

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