



WILLIAM YEOWARD
ARANJASA COLLECTION 2010



AN ORGANIC AND NATURAL COLLECTION BORN OUT OF JOURNEYS IN SPAIN AND ARGENTINA AND TRAVELS IN SWEDEN AND NORWAY, HAS BROUGHT ABOUT A HYBRID OF TEXTURE, COLOUR AND COUNTRY STYLE KNOWN TO ME AS ARANJASA! MY PALETTE AND CONTINUAL DESIRE FOR NEW EXPRESSION HAS LED TO THIS DELIGHTFULLY RELAXED STYLE THAT GIVES WILLIAM YEOWARD A COMPLETELY NEW DIMENSION AND FRESH PURPOSE. THE CLASSICAL ELEMENTS, COMBINED WITH A REAL UNDERSTANDING OF TODAY'S RELAXED WAY OF LIVING, MAKE THESE FABRICS AN ESSENTIAL PART OF PAINTING MY CANVAS WITH A MUCH BROADER BRUSH. SHOWN WITH VINTAGE FURNITURE AND OUR OWN UPHOLSTERY THESE DELIGHTFUL DESIGNS SURELY COME TO LIFE.

ARANJASA, LORETA AND BARQUES

ARANJASA, LORETA AND THE MARVELLOUS BARQUES ARE A PLAY ON STRIPE, COLOUR AND WEAVE. TRADITIONALLY CONSTRUCTED IN HORIZONTAL STRIPES THESE DESIGNS GIVE A TRUE FEELING FOR DEPTH AND COMFORT. WHETHER USED AS AN UPHOLSTERY CLOTH OR AS THICK UNLINED CURTAINS HUNG FROM HUGE IRON POLES, THESE TIMELESS PIECES ARE REMINISCENT OF THE GREAT BLANKETS THAT COVERED THE BACKS OF THE WORLD'S MOST HANDSOME STALLIONS. EARTHY AND ORGANIC, THESE DELICIOUS STRIPES ARE COLOURED WITH ONLY THE MOST NATURAL HUES AND BALANCED ON BACKGROUNDS OF SUBTLE BROWNS, SIENNAS AND GREYS.

ESPORLES

TEXTURES OF SAND AND AN EASIER LIFE COME TO MIND LOOKING AT ESPORLES, WHICH IS TAKEN FROM SOME TORN FLAGS HUNG OUT IN THIS SPANISH TOWN. THE COLOURS OF COOL WIND AND HOT SPICES SIT WELL AGAINST THIS PERFECT NATURAL BACKGROUND.





BARANCONA

PERFECT SYMMETRY SEEN IN GREAT SWATHES OF LAND IN THE ARGENTINE LOOK TO ME RATHER LIKE MY NEW WEAVE BARANCONA. SOFT, MUTED, DURABLE YET VERY MUCH A FORM IN ITS OWN RIGHT, BARANCONA FILLS THAT NEED AT WILLIAM YEOWARD FOR THE FOUNDATION OF A DECORATOR'S SCHEME.

THE NINE COLOURWAYS ARE INSPIRED BY EARTH TONES AND ARE MEANT TO PLEASE AND CERTAINLY NOT TO OVERPOWER. BARANCONA IS GENTLE, TEXTURAL AND ABOVE ALL CALM.

ALARO

ALARO IS THAT LINEN THAT IS IRRESISTIBLE. SAFE IN THE KNOWLEDGE THAT THIS GREAT CLOTH HAS SURVIVED GENERATIONS OF WASHING AND PRESSING AND HAS BEEN USED ON BEDS, WINDOWS, TABLES AND CHAIRS ALARO IS AND WILL CONTINUE TO BE ONE OF LIFE'S ESSENTIALS. NATURAL DYES AND COLOURS SO OLD THAT WE JUST PRESUME THAT WE HAVE ALWAYS HAD THEM, ALARO JUST WORKS WHEREVER. NO NEED TO PRESS JUST HANG AT A WINDOW OR STITCH INTO A CLOTH "ET VOILA"

MOROCALA, TALERA AND MANOCOR

THE STRIPES OF STRIPES! ALL ARE EASY, SIMPLE AND A PERFECT PLATFORM FOR SO MANY FANCIER WEAVES. COLOURED AND SCALED TO WORK ACROSS MANY INTERIOR PALETTES, THESE THREE STRIPES ARE HARMONIOUS WITH EACH OTHER YET ARE TOTALLY DIFFERENT. TALERA, A CLASSIC IN ITS OWN LIFETIME, CAN BE APPLIED TO ALMOST ANY USE AND ITS SOFT HERRINGBONE WEAVE SETS IT APART FROM LESSER QUALITIES. A PINSTRIPE OF COLOUR IS SMART AND APPEALING; MOROCALA, SO CRISP AND DEFINED, WOVEN AS IF FOR A CANVAS, GIVES A GREAT FEELING WHEN USED FOR UPHOLSTERY OR EVEN MADE INTO A TAILORED BEDCOVER. MANACOR IS THE SOFTEST ROUGH TEXTURE THAT I COULD EVER FIND, ELEGANTLY SMARTENED BY THE HORIZONTAL STRIPE.





WILLIAM YEOWARD

ARANJASA COLLECTION

270 KINGS ROAD LONDON SW3 5AW

STORE TELEPHONE: +44 (0) 20 7349 7828

STORE EMAIL: STORE@WILLIAMYEOWARD.COM WWW.WILLIAMYEOWARD.COM