



JAMES HARE

SINCE 1865

# FITZROVIA



# FITZROVIA



FOR FORMAL DRAWING ROOMS,  
STYLISH BEDROOMS,  
COSY SNUGS AND BUSY KITCHENS



# WELCOME TO FITZROVIA

Regarded as one of London's most creative quarters, Fitzrovia has long been a favourite haunt of artists, writers, musicians and actors, including the Bloomsbury set.

Alive with architectural detail, the area offers an artful blend of clean Edwardian geometry, Art Deco accents and theatrical flourishes, all of which have offered inspiration for the new season.

From sumptuous silks for formal drawing rooms and smart jacquards for elegant upholstery, to corded embroidery for busy kitchens and laidback linens for cosy snugs, our Fitzrovia fabrics have been thoughtfully designed to work together throughout the home.

To add the perfect finishing touch, we've created a smart set of trims, along with playful fringes and tassels.

Prepare to make a statement with our colourful, contemporary take on city chic.







Right Curtains: Fitzrovia, Natural.





Left Curtains: Plume, Blanched Almond/Gold. Lampshade: Savoy Silk, Truffle.





**Right** Cushions from top: Orissa Silk, Magnolia. Trim: Scala, Natural. Iona, Linen. Trim: Scala, Grey.  
 Connaught Silk, Mineral. Trim: Cora, Natural. Connaught Silk, Chateau Grey. Trim: Cora, Silver Grey.  
 Beauchamp Velvet, Ochre. Trim: Cora, Gold. Beauchamp Velvet, Jet. Trim: Scala, Black. Iona, Linen. Trim: Cora, Frost.





**Left** Curtain: Fitzrovia, Pink Multi. Sofa: Beauchamp Velvet, Fontainebleau. Throw: Charleston, Blue. Cushions from top: Piccadilly, Grey. Fitzrovia, Pink Multi/backed Orissa Silk, Baltic. Kashmiri Silk, Cherub.









Left Wallcovering: Astor, Shale Green. Headboard: Charleston, Teal/Orange. Cushions from back: Beauchamp Velvet, Fontainebleau. Fitzrovia, Blue Multi. Charleston, Teal/Orange. Throw: Maddox Stripe, Blue Multi.





Right Wallcovering: Orissa Silk, French Navy. Headboard: Berkeley Square, Navy.  
Cushions and throw: Piccadilly, Blue. Cushion: Beauchamp Velvet, Bergamot.





**Left** Curtains and pelmet: Connaught Silk, Morandi Grey. Trim: Scala, Blue. Lampshade: Iona, Pillar.  
Sofa: Beauchamp Velvet, Blue Grey. Sofa cushions from left: Kashmiri Silk, Eton Blue.  
Trim: Brush Fringe, Antoinette. Orissa Silk, Ghost. Trim: Scala, Blue.





**Right** Curtains: Berkeley Square, Natural. Chair: Piccadilly, Black.  
Cushions from back: Fitzrovia, Natural. Berkeley Square, Natural



# FITZROVIA AT A GLANCE

## FABRICS

### FITZROVIA



NATURAL  
31649/01



PINK MULTI  
31649/02



BLUE MULTI  
31649/03

### PLUME



BLANCHED ALMOND/  
GOLD 31650/01

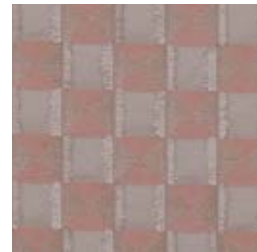


FROST/ ROSE PINK  
31650/02

### CHARLESTON



OCHRE  
31653/01



PINK  
31653/03



BLUE  
31653/04



TEAL/ORANGE  
31653/05



TRUFFLE  
31653/02

### PICCADILLY



GREY  
8324/01



BLUE  
8324/02



BLACK  
8324/03

### BERKELEY SQUARE



NATURAL  
31651/01



GREY  
31651/02

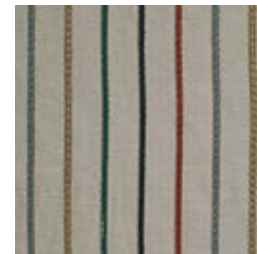


NAVY  
31651/03

### MADDOX STRIPE



NATURAL  
31652/01



BLUE MULTI  
31652/02

## TRIMS AND BRAIDS

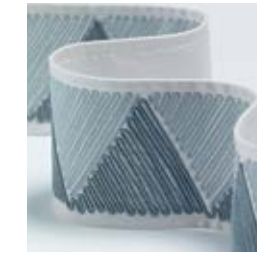
### SCALA



NATURAL  
9000/01



GREY  
9000/02



BLUE  
9000/03



BLACK  
9000/04

### CORA



NATURAL  
31637/02



GOLD  
31637/04



FROST  
31637/03



SILVER GREY  
31637/01

### BRUSH FRINGE



ALMOND  
9001/02



FEATHER  
9001/03



MORANDI GREY  
9001/01



ANTOINETTE  
9001/04

### DOUBLE FRINGE



ALMOND  
9002/02



FEATHER  
9002/03



MORANDI GREY  
9002/01



ANTOINETTE  
9002/04



## ABOUT JAMES HARE

Since James Hare's humble beginnings in 1865, the Hare family has been designing, manufacturing and distributing elegant fabrics using only the finest materials and techniques.

An extensive range of plains in everything from pure and faux silk to linen is available in over 700 colours, along with a gorgeous array of embroideries and jacquards. As well as bringing intense colour and texture to soft furnishings, virtually all of our fabrics can be paper backed to create luxurious wallcoverings.

Now run by the fifth generation of the family, the company still abides by its founder's principles of offering only the best in British design, quality and service.



[WWW.JAMES-HARE.COM](http://WWW.JAMES-HARE.COM)

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