



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.

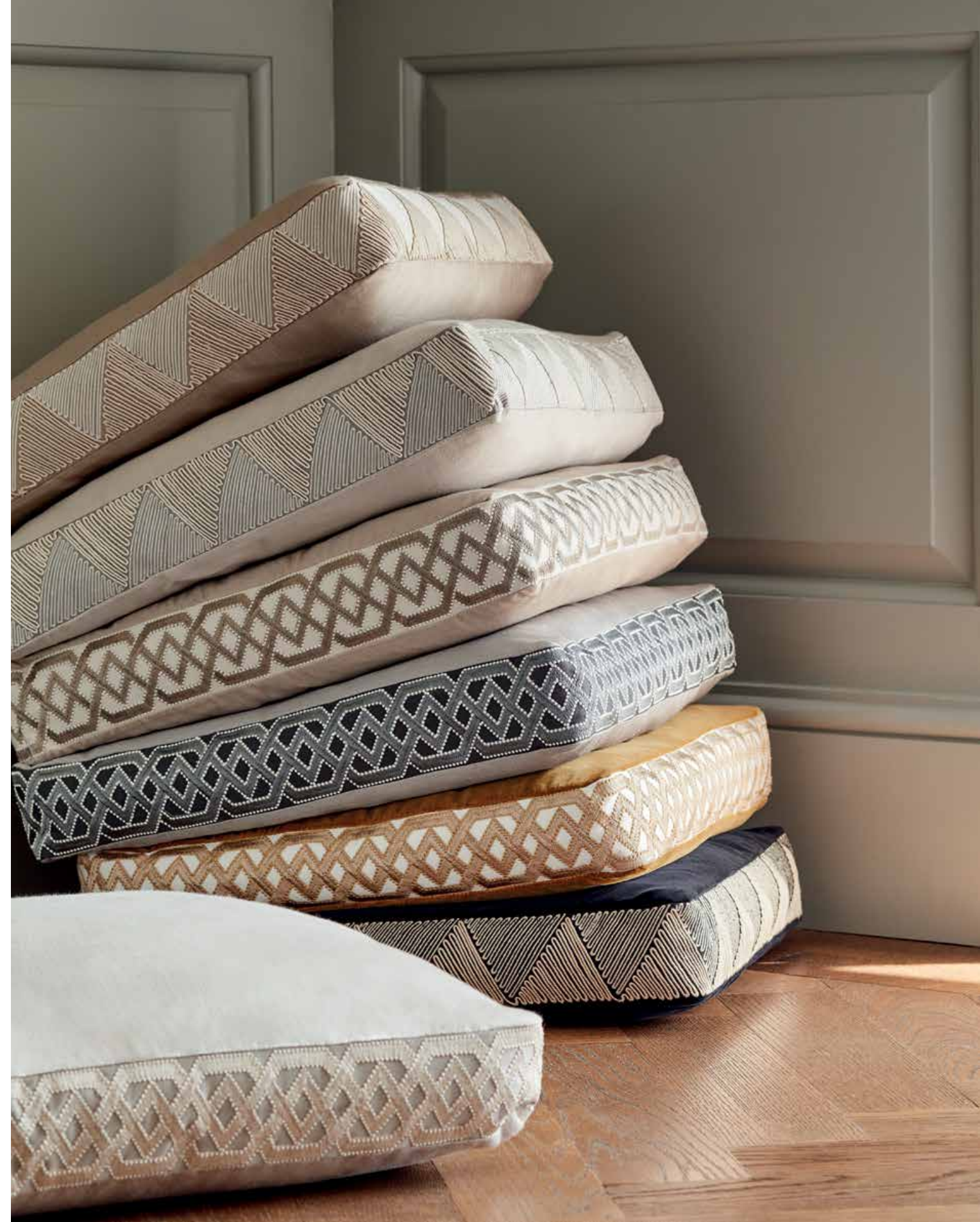




Right Curtains: Fitzrovia, Natural.



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

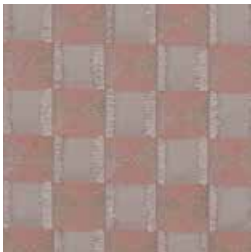


FROST/ ROSE PINK
31650/02

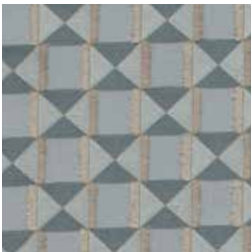
CHARLESTON



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

MADDOX STRIPE



NATURAL
31652/01



BLUE MULTI
31652/02

BERKELEY SQUARE



NATURAL
31651/01



GREY
31651/02



NAVY
31651/03

TRIMS AND BRAIDS

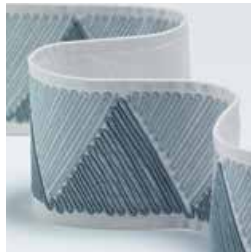
SCALA



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.



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