



LIBERTY.

LIBERTY LAUNCHES SLEEP BY DESIGN,
THE DESIGN-FIRST BEDDING COLLECTION

#LibertySaysRelax

Liberty launches a new collection of sumptuous bedding, realised across an eclectic selection of sophisticated prints and the highest quality, gorgeously tactile fabrics. Including printed sateen, linen, and signature Liberty Tana Lawn™ with piping and oxford border trim details, this collection calls on the heritage of this iconic brand to lead the way to a design-first era for Liberty Bedding.

Give your sleeping space an infusion of Liberty colour and texture. Designed to be beautiful, Liberty Bedding's mission is to make the room you spend the most time into the most extraordinary and luxuriously comfortable sanctuary to retreat to, rest in and be revived by.

Liberty is one of the first in the market to offer a quality printed bedlinen. The collection includes four prints on signature Tana Lawn™ cotton, four prints on Kendrew linen and five prints on 300 thread count cotton Ludbrook Sateen.

Image: Betsy and Poppy Meadowfield. Cotton Tana Lawn™. Country House



LIBERTY.

THEMES

The collection is arranged into three aesthetics: Town House, Country House, and Arts Club styling. Lean into uniformity, matching the corresponding sheet, duvet cover and pillowcases, or go maximalist by mixing prints with wild abandon. Either way, Liberty says relax.

Town House

A sophisticated take on the eclecticism of Art Nouveau interiors, Town House is home to iconic Liberty patterns in modern tones, blended with neutrals and enhanced with pops of colour. Easily paired with your existing bedroom décor, this collection of contemporary patterned bed linen is a masterclass in refined taste.

Country House

Bringing the outside in, Liberty's restful Country House bedding collection combines fresh florals and botanical accents with a multicoloured palette of mid-tones and brights in an ode to nature-inspired décor fit for an idyllic English country cottage.

Arts Club

A celebration of joyful eccentricity, our Arts Club bedding collection is tailored to the eclectic maximalist. Highly stylised Art Nouveau florals and modern paisleys are interspersed with chinoiserie influences in a richly layered print story that pays homage to Liberty's historic love for craftsmanship and design.

Image: Capel Blossom Pink. Linen. Town House



LIBERTY.

DESIGNS

Cotton Tana Lawn™

Libby a dense, simplified daisies pays homage to the most quintessential Liberty floral style.
Betsy a small-scale stylised floral that is one of the most beloved Liberty designs of all time.
Poppy Meadow a fresh reworking of the much-loved Poppy and Daisy nostalgic botanical print.
Part of the Country House collection which draws inspiration from vintage décor.

Prince Milo a decorative conversational design of exotic florals and fauna, painted in a stylised pattern inspired by early textile palampores and shawls, found in the Liberty archive.
Part of the Arts Club collection which pays homage to Liberty's iconic eccentricity.

Cotton Sateen

Hera, an icon of Liberty print heritage, it features a sinuously intertwined arrangement of peacock feathers, a popular symbol during the Aesthetic Movement of the 1880s. Part of the Arts Club collection.

Persian Voyage, inspired by mid-19th century hand-painted shawl designs from the Liberty archive, Persian Voyage offers a striking reimagining of the much-loved tropical botanical artwork.
Part of the Arts Club collection.

Ianthe, a jewel of the '60s Nouveau revival, it features highly stylised flowers in a sinuously interwoven pattern, reimagined for interiors in a modern, two-colour design. Part of the Town House collection.

Carline Rose an archival Liberty classic, originally painted to emulate the round, bold forms of vintage 1950s florals. Distinctive for its floating bunches of roses in bloom, Carline has long been popular with both established and emerging fashion designers. Part of the Town House collection.

Faria Flowers, a magnificent carpet of flowers, painted in watercolours to give a tonal richness that celebrates the splendour of spring. Part of the Country House collection.

Linen

Capel Blossom, a monochrome botanical inspired by a vintage style of Liberty floral dating from the 1930s. Part of the Country House and Town House collections.

Wiltshire Blossom, a contemporary reworking of an iconic leaf-and-berry Liberty print, the tumbling spot design has been repainted and reengineered into a contemporary print for interiors Part of the Town House collection.

Emery based on a large-scale artwork discovered in the Liberty archive, this botanical print is reminiscent of Jacobean style florals. Part of the Town House collection.

Image: Persian Voyage. Sateen. Arts Club

LIBERTY.

PRICES

Tana Lawn™ Cotton

Betsy Single Duvet Cover Set, Single £175, Double £245, King, £295
Single Fitted Sheet £115, Double £155, King £165, Super King £175
Standard Pillowcase £40, King £50

Libby Cotton Single Duvet Cover Set £175, Double £245, King £295 Super King £350
Standard Pillowcase, £40

Poppy Meadowfield Single Duvet Set £175, Double £245, King, £295, Super King, £350
Single Fitted Sheet £115, Double £155, King £165, Super King £175
Standard Pillowcase £40, Square and King £50

Prince Milo Single Duvet Cover Set £175, Double £245, Super King £350
Standard Pillowcase, £40

Sateen

Persian Voyage King Double Duvet Set £350, Super King £395
Standard Pillowcase £50

Hera Double Duvet Cover Set £295, King £350, Super King £395
Standard Pillowcase £50

Carline Rose Double Duvet Cover Set £295, King £350, Super King £395
Standard Pillowcase, £50

Ianthe Double Duvet Cover Set £295, King £350, Super King £395
Double Fitted Sheet £155, King £165, Super £175
Standard and Square Pillowcase £50

Faria Flowers Duvet Cover Set £295, King £350, Super King £395
Standard Pillowcase £50

Linen

Wiltshire Blossom Double Duvet Set £295, King £295, Super King £350
Capel Blossom Double Duvet Set £295, Super King £395, Standard Pillowcase, £50
Emery Double Duvet Set, 295, King £350, Super King £395, Standard Pillowcase £50

Image: Capel Blossom Yellow. Linen. Country House



LIBERTY.

Betsy Tana Lawn Cotton, Capel Blossom, Linen, Carline Rose
Emery linen, Hera cotton sateen, Ianthe cotton sateen, Libby Tana Lawn Cotton
Persian Voyage cotton sateen, Poppy Meadowfield and Prince Milo Tana Lawn Cotton, Wiltshire Blossom linen

Prints are inspired by the legendary 50,000-strong print archive, hand-painted in the London studio and then printed onto the best fabric bases available to achieve the best sleep experience. All bedding is printed at Liberty's Print Mill in Italy on specialist large width machines, so designs are uninterrupted by seaming.

NOTE TO EDITORS

Styled and cut-out images and product loans now available.

The styled images show how to dress a bed you'll never want to get out of.





LIBERTY.

LIBERTY

Liberty is a brand driven by discovery. Born in 1875 from the adventurous and disruptive spirit of Arthur Lasenby Liberty, the brand has remained true to its heritage and is famed for its print, fabrics, and design. Liberty continues to be associated with the world of arts and culture, building on its founder's legacy to seek out the new and the beautiful. Today, Liberty is recognised for its cultural collaborations, inspiring curation, and directional design. The iconic Regent Street shop encompasses six floors of fashion, beauty, Little Liberty childrenswear, accessories and homewares - bringing together the world's leading luxury brands and housing them alongside its own Liberty range.

CONTACT

Libertylondon.com | @LibertyLondon
#LibertySaysRelax #LibertyHome
#LibertyFabrics #TheArtofPrint

ENDS

For media information please contact
info@elizabethmachinpr.com
+44 (0) 20 7503 3200 | 07508 051122
www.elizabethmachinpr.com

Image: Faria Flowers. Sateen, Country House