

KATE MEDLICOTT

KATE MEDLICOTT LAUNCHES HER NEW FABRIC COLLECTION - SEA STORY



Above: Fabrics from the Sea Story collection, (from left to right) – Saikung, Little Palm, Arrowan and Gili.



Above Left: Roman Blind in Positano Ocean. Above Right: Arrowan in (from l-r): Ocean, Macaron, Cloudy Blue, Lawn, Rose and Panther.



Above left: (from l-r) Gili Cloudy Blue-Lawn, Gili Rose-Panther, Gili Ocean. Above right: Sea Story Moodboard.



Above: Saikung in (from top to bottom) Macaron and Sand, Panther, Ocean, Cloudy Blue and Lawn.



Above: Little Palm in (from t-b) Ocean, Panther, Cloudy Blue and Lawn.

Kate Medicott is delighted to launch her new fabric collection, Sea Story.

Based on a series of simple pencil and ink drawings, these new designs are inspired by happy times Kate has spent by the sea both in Europe and Asia. These new fabrics feature palm trees, undulating waves, dotty shells and abstract buoys and boats, a lovely mix of small prints and larger trailing patterns. Some of the motifs originate from drawings made over a decade ago and which have travelled with Kate on her design journey. With this new collection, Kate has added new colourways to her pattern portfolio in her signature style of bright fresh hues – Cloudy Blue, Lawn, Panther (pink) and Ocean (blue). The result is an uplifting and fun selection of fabrics to bring joyful colour to a room.

With sustainability at the heart of her business, all of the designs in this new collection are printed in England onto British-woven linen union.

All fabrics in the Sea Story collection are priced at £85 per metre.

SEA STORY LOOK BOOK IMAGES



Top row:

1. *Sea Story Moodboard.*
2. *Arrowan in all six colourways – (from t-b) Ocean, Macaron, Cloudy Blue, Lawn, Rose and Panther.*
3. *Gili in three colourways – (from t-b) Ocean, Panther and Cloudy Blue.*

Middle row:

1. *Sea Story Collection.*
2. *Cushion in Arrowan Lawn.*
3. *Saikung in (from t-b) Macaron and Sand, Panther and Rose, Ocean and Cloudy Blue and Lawn.*

Bottom row:

1. *Little Palm in Cloudy Blue and Lawn*
2. *Roman Bind in Positano Ocean.*

About Kate Medicott

Having worked in the Far East for several years, Kate returned to England and her first love, fine art, launching her first fabric collection in 2018. Since then Kate has introduced several new designs to her portfolio, with the launch of her Attic collection in 2020 followed by two woven fabrics in 2022 and 2023 respectively.

Inspired by her surroundings, travels and the history of found objects, Kate is also drawn to the use of strong colours. She believes a thoughtfully placed hue or mark can inject energy and beauty into a design and takes great pride in her designs being colourful, bold and understated. She lives near Glastonbury, Somerset, with her husband and two young children.

Sustainability

Kate Medicott is proud to be a 100% British-made brand.

Kate's printed fabrics are printed in England onto British-woven linen union. Everything is printed digitally, a process which has several environmental benefits over more traditional methods: it uses significantly less water, power and has a much smaller carbon footprint than traditional printing. Digital printing also enables Kate to print to order which massively reduces potential fabric waste. Kate's woven designs are woven using Flax in a family-run mill in England which has been in operation since 1720.

Kate believes in supporting local small businesses like herself – all of Kate's marketing material is printed by a Wells-based printer onto high quality recycled card and all cushions, curtains and blinds are made locally in Somerset.

In 2023, Kate was selected as a Haines Curates designer. Haines Curates champions eco-designers and artisans who are working hard to lessen their environmental impact.

Please feel free to contact myself or Kate Chadwick [kate@chadwickpr.com] for photographs, any further information, fabric samples, or cushions on loan.

Thank you so much for taking the time to read about Sea Story, I hope you like what you see and we look forward to hearing from you.

Kate

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