



GP & J BAKER

musings

H&M
teams up with
GP & J BAKER
for womenswear
collection



GP & J BAKER

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H&M

FASHION COLLECTION

We are thrilled to share the very exciting news that GP & J Baker and global retailer H&M have collaborated on a fabulous fashion collection. This wonderful celebration of print will be launched on the 2nd August 2018.

The collection gives GP & J Baker a unique opportunity to highlight its cherished heritage designs and see them continuing their journey into a new arena in such an innovative and interesting way. It is also the perfect opportunity to introduce them to a new, contemporary audience.

We hope this collaboration will give you the opportunity to re-present these iconic prints to your own clients, showing them how they can translate these designs in a young, romantic way or mixing them with strong geometrics to give them a modern edge.

Featuring nine GP & J Baker legendary patterns the collection includes some of our most loved designs such as Magnolia, painted by William Turner for GP & J Baker in 1913, as well as other timeless classics: Oriental Bird, Blossom and Hydrangea Bird.

Consisting of sophisticated and feminine pieces which are light and sheer, the collection ranges from dresses and skirts to trousers and t-shirts. Silhouettes are long, fluid and voluminous with details such as puff shoulders, balloon sleeves, lace inserts and contrast print trims.



Ann Grafton, Managing Director





Oriental Bird

A beautiful bird and branch design in the tradition of antique Chinese wallpapers. Around 1910 GP&J Baker began to produce patterns on a more delicate scale to suit the slender grace of Edwardian furnishings. The crested bird that gives this fabric its name evokes the exoticism of the miniature paintings of Mughal India.



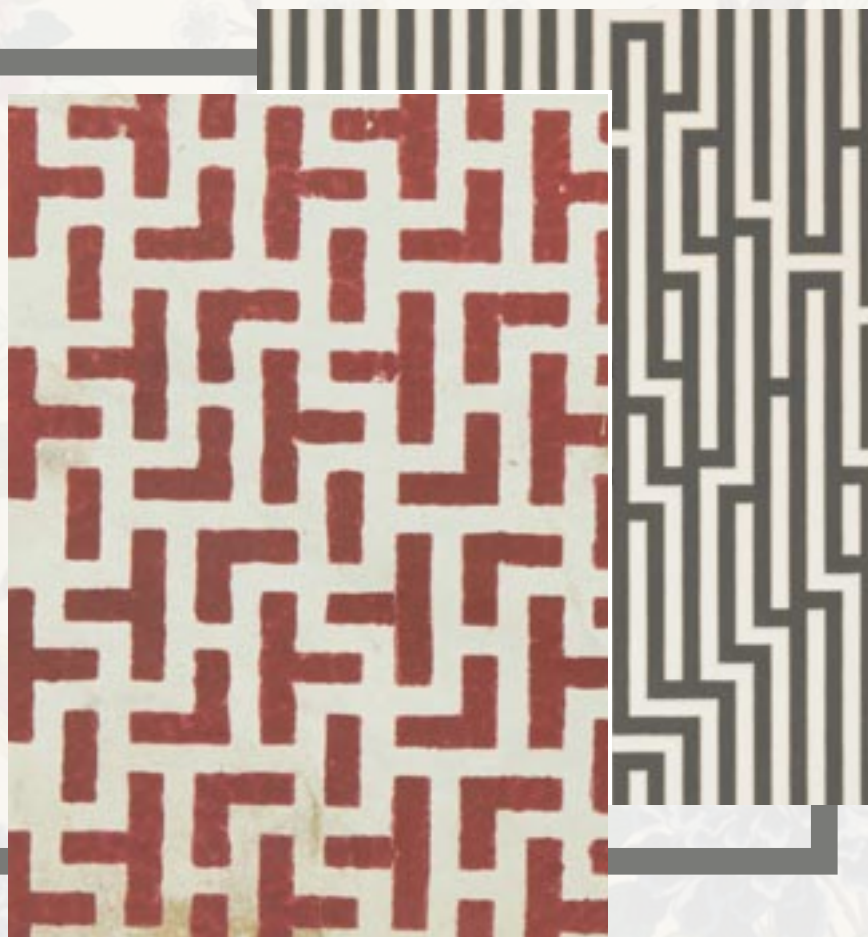
“It’s such a wonderful time in fashion for statement-making prints and patterns so we’re excited to be collaborating with one of the most prestigious textile and wallpaper houses.”

Pernill Wohlfahrt
H&M’s Design Director



Fretwork

An homage to the decorative inlay work of the Art Deco designer, Jean Durand, the architectural form of this fretwork, emphasised by a contrasting outline, resembles the intricate designs of mid-18th century Chinoiserie furniture.



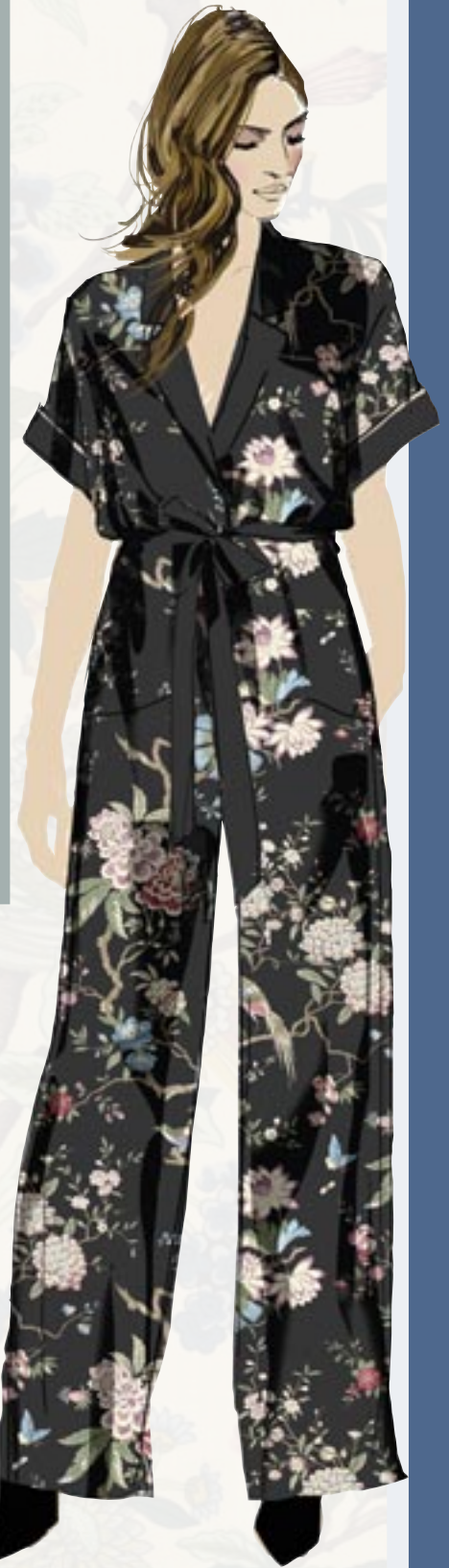
Blossom

This design was taken from the delicate background trails of a large set of early 20th century Chinese hand painted wallpapers discovered in a house in St Paul’s Cray, Kent. These wallpapers were first used as source material in 1922 while still in situ and later purchased by GP&J Baker before the house was demolished. Each of the twenty panels shows a different flowering tree visited by birds and butterflies and represents a golden idyll of tranquillity and harmony.



Hydrangea Bird

Inspired by a fragment of Chinese wallpaper dating back from the 18th century and originally hand block printed, it depicts majestic pheasants in an exotic flowering tree. Hydrangea Bird has remained in constant demand over the last 100 years and was originally painted in 1917 by William Turner, an important textile designer of the time.



Oriental Bloom

This exquisite design in the Japanese tradition has been sourced from the GP & J Baker archive. The stylised rendering of the delicate blossoms and budding leaves of the Blackthorn bush, a tree native to the woodlands of England, is depicted on slender, multi directional branches. The wood of the Blackthorn, often used for walking sticks, was traditionally used to make Irish shillelaghs and its berries the gloriously rich sloe gin. Dating from 1915, just before the Art Deco period, when Early Modernism was inspired by the Japonisme style, stark, yet pretty florals like this were ideally suited to the fashion of looser kimono styles.



Magnolia

"Magnolia" remains the best loved of five designs for block prints that William Turner painted for GP & J Baker in 1913. It is a pattern in the tradition of flowering trees from hand-painted Chinese wallpapers. The Asian magnolia flowers are seen in the spring before the emergence of the leaves. Turner has enlivened the magnolias with large bursts of chrysanthemum and hydrangea blossom, while butterflies hover amid the fragrant scene. Magnolias were among the first flowering plants on earth, and were cultivated in China from ancient times, becoming a symbol of purity and honesty.

