COLOURFUL COLLABORATIONS // 2022



Left to right - Matthew Williamson x John Lewis, Iris Apfel x H&M, Henry Holland x Freemens, Yinka Ilori x Lick, @LG X Made, @poppyspapercuts x Paperchase

Current Trend Report

MARCH 2022

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Matthew Williamson x John Lewis



Iris Apfel x H&M



2LG x Made



Poppyspapercuts x Paperchase



Yinka Ilori x Lick



Henry Holland x Freemans

KEY CONSIDERATIONS

This month we are celebrating colour and personality - we have collated some of the most vibrant high street interior and fashion collaborations which explore both of these factors. All of these brands have chosen to collaborate with someone with strong personal style demonstrating how consumers are ready to be brave and want to stand out from the crowd.



Matthew Williamson









JOHN LEWIS

A striking collaboration between two iconic British names. John Lewis' head of design Philippa Prinsloo describes the partnership as 'very important and the next step in helping their customer's design decisions without alienating.' This is an overwhelmingly colourful, optimistic, and joyful edit reflecting Williamson's eclectic aesthetic.

P&B



Iris Apfel









H&M x IRIS APFEL

H&M describe their partnership with Iris Apfel as a playful over-the-top collaboration with an icon and a celebration of a century of personal style. The accidental fashion icon is known for her flamboyancy, individuality and bold use of colour. This collection honors her originality and takes inspiration from her personal loves and treasures.

P&B



Henry Holland









FREEMANS X HH

Henry Holland has partnered with the digital department store Freemans. The collection 'Henry Holland Modern Living' consists of textiles, soft furnishings, decorative accessories, and statement furniture. The range reflects Holland's design aesthetic, a nod to the 1970s and a concise and retro feeling palette designed to ensure products fit and integrate into existing interior scheme.

P&B



Yinka Ilori









LICK X YINKA ILORI

Maximalist Brights is the current collaboration Yinka Ilori has worked on with Lick Paints. The collection is made up of five vibrant colours (green, blue, pink, purple, yellow) and two geometric wallpapers which Lick x Yinka Ilori are hoping will bring 'joy and optimism into the home.' The range stays true to Ilori's aesthetic and the colour alchemy he is known for.

P&B



Jordan Cluroe & Russell Whitehead









MADE.COM

The 2LG's are renowned for their incredible colour combinations and strong design aesthetic and it was no surprise they have partnered with Made.com. The edit revolves around nine pieces combining both colour, simplicity, and functionality. Pink and Blue are the hero colours within the palette and are used on the curved silhouettes and wiggles the duo are renowned for.

P&B



Poppy Chancellor









PAPERCHASE

Poppy Chandler whose Instagram handle is @poppyspapercuts has teamed up with Paperchase to showcase her work. The Illustrator is a papercutting expert and her colourful and innovative stationery range at Paperchase demonstrates her thought-provoking message that champions female empowerment, wellbeing, and support.

P&B

THANK YOU