

Postcards from St Ives

alix lawson
LONDON



Hello from St Ives!

I love midsummer on Cornwall's Atlantic coast, where hedgerows are cluttered with cow parsley and a light salt breeze drifts over the bays and beaches.

It's not hard to see why this little town was (and still is) home to so many artists including the likes of the late Dame Barbara Hepworth: it's quaint with the prettiest narrow cobbled streets winding down to the harbour where boats bob in the blue.

St Ives is also enveloped by five beaches including Porthgwidden: small and perfectly formed, complete with seaside huts and their brightly painted doors.

But it is the light in St Ives with its soft, gilded quality - that makes it truly unique.

Cornwall is one of the most extraordinary places I've ever been with a wild, unspoilt beauty. It inspired my latest Alix Lawson fabrics collection which includes the St Ives range, a beautiful striped pure cotton, made with curtains and upholstery in mind. We have already launched the Vanilla and Mint but now have four new colourways but with the same pale, hushed hues reminiscent of old-fashioned ice-creams - to add to the St Ives set.





All set against an off white stripe, Cherry - a pale red, Bubblegum - a pretty pale blue, Blueberry - the colour of deep, still ocean, and Earl Grey - a stormy not-quite-black are all a more playful side to the established Alix Lawson fabrics while also tonally complementing them.

The St Ives cotton speaks to summer by the seaside - a nostalgia for bucket-and-spade days paddling in the shallows and collecting shells.

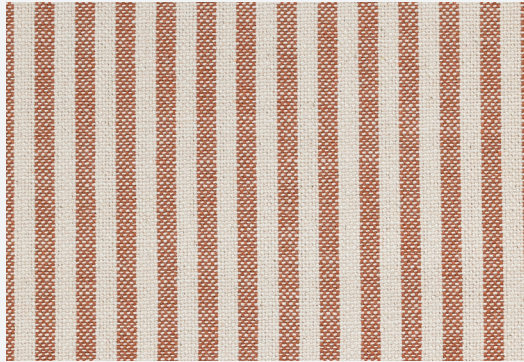
These simple elements of a Cornish summer are what I've hoped to capture in the St Ives fabrics: muted pastels, the colour of sun-baked sand and maybe even a hint of that famous, shimmering light.

Alix
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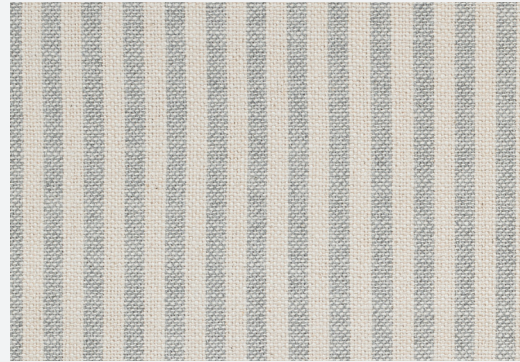
St Ives

A soft sturdy cotton, suitable for drapery, blinds and upholstery.

alix lawson
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Cherry



Bubblegum



Blueberry



Earl Grey



Available in 4 colourways | 100% Cotton (50% Recycled) |
Width 140cm - 55.1inches



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www.alixlawson.com