

Welland & Wye



*Curtain blind in Welland & Wye Chenab (From £110 /m P.O.A),
wallpaper in St Jude's Squirrel and Sunflower Mark Herald for St Judes in
Green Sedge and paint: Edward Bulmer Drab Green.*

Introduction to Welland & Wye

Founded by sisters Frances Barber and Eleanor Baker in 2019, Welland & Wye is continuing a long British history of working with Indian embroiderers to bring traditional crewel fabrics to the UK.

Craftsmanship

These sumptuous embroidered fabrics are hand stitched by Kashmiri needleworkers in Northern India using crewelwork techniques honed over generations. By encouraging the continued use of this fine fabric in British homes, Welland & Wye supports an important traditional craft which is in danger of being lost.

Welland & Wye works with exceptional craftsmen; these families have made their living in the mountains and valleys of this Indian region for generations. They design and produce work that is inspired by their own natural surroundings and the cultural heritage of their relationship with European traders.

The fabric is produced using natural fibres from 100% cotton or linen ground. The wool embroidery is hand-dyed using azo-free dyes* which is then washed and left to dry in the sun. A crochet-style hook called an aari is used to create flowing motifs from running or chain-stitch, usually including delicate shading to enhance the richness of the palette.

The History of Crewel

Crewel was first popularized in 17th and 18th century Jacobean England. It was used for fire-screens, wall hangings, bed screens, curtains and upholstery, originally hand-sewn in private sitting rooms, but later produced in India and imported through the Silk route via The East India company.

UK Stock

Fabrics from the Welland & Wye capsule collection are kept in stock in the UK to satisfy demand and Welland & Wye works closely with their makers to launch a new design once a year.

Welland & Wye fabrics are very much designed for those who appreciate craft, tradition, pattern, and longevity of design in the home. The antithesis of fast fashion in interiors.

<https://www.wellandandwye.com/>

Crewelwork fabrics from Welland & Wye From £110 - £180/m

*Azo free dyes are safer for the environment and for the craftspeople.



Crewel work fabrics from Welland & Wye (top to bottom): Manaspal, Tara, Tangdar, Bishna, Kanishka, Mandlana

Welland & Wye Spring Fabrics



Chenab

Chenab crewel is named after one of the major rivers in India, formed by the glacial melt of the snow topped Upper Himalayas in the Jammu and Kashmir region, where Welland & Wye crewel is made. The Chenab River flows into Pakistan and then back into the Indus River and the colours of the embroidery are reminiscent of the icy grey meltwater at the head of the river and the verdant pastures that run alongside it further down the valley.

A fresh and uplifting fabric, mixing well with greens, greys, and pinks and suitable for blinds, curtains, soft furnishings, or upholstery.

From £110 /m (P.O.A.)



Srinagar

Srinagar is the capital city of the Jammu and Kashmir region, home to the fabled house boats of Lake Dal and the also the home of the family who make Welland & Wye fabric. The brown and terracotta threads of the embroidery echo the warm wood of the intricately carved houseboats, and the lush greenery of this beautiful region.

In beautiful warm tones, counterbalanced with mint and olive, this fabric works well with brown or mid-century furniture, copper, grey, green and on trend coral and terracotta.

From £110 /m (P.O.A)



Rajouri

Rajouri is a city in the Jammu and Kashmir region of India. The hill slopes surrounding the ancient city are covered with temperate forests of pine, spruce, and fir, and of course leaping deer like the ones depicted in naïve style in this wonderfully evocative spring-like embroidery.

This wonderfully uplifting design is bright and joyful, with tones of pink, green and blue to work with in your scheme.

From £110/m (P.O.A.)



Top: Rajouri, Bottom: Chenab crewel fabrics

Notes to the Editor

All these fabrics and more are available from [@wellandwye](https://www.wellandandwye.com)

Prices between £110 and £180/m Price on application.

Fabrics are available for press loan and swatch and lifestyle photos are available. I would be happy to provide more info and photos for profile pieces too.

Copyright: Welland & Wye

Do get in touch for any further information on these fabrics.

frances@wellandandwye.com