

Press Release

MODERN METALLICS AND BOLD GRAPHICS FROM NEW EAST LONDON DESIGNER

July 2015



New East London-based design brand Alfred & Wilde has produced a collection of bold, typographic limited edition screen prints, stationery and homewares.

Inspired by the architecture and design of London but rooted firmly in the design brand's home in trendy Hackney, East London, the collection combines modern metallics with bold graphics.

Highlights include the Platonic Solids collection of geometric designs featured on fine bone china mugs (available in Selfridges), tea towels, cushions and jewellery. The mugs are hand-decorated in Stoke-on-Trent with geometric designs printed in either 9 carat gold or black. The range of stunning gold and white acrylic jewellery pieces are a collaboration with Hackney jewellery brand Wolf & Moon

Alfred & Wilde products are designed by founder Simon Mitchell, who runs the brand from his home studio in Hackney. All the products are proudly made in Great Britain by independent manufacturers.

Simon Mitchell said: "I'm obsessed with graphic patterns and bright colours, and have tried to combine the clean lines of Scandinavian design with the energy and style of East London."

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Notes to editors

Alfred & Wilde is an East-London based design brand producing bold geometric and typographic art prints, stationery and homewares, founded in 2013 by artist and designer Simon Mitchell. Alfred & Wilde products are currently available online and in a range of boutiques and design stores in London. www.alfredandwilde.co.uk

Wolf & Moon is a handcrafted jewellery label created by British artist and designer Hannah Davis. Everything is lovingly handmade by her team in Hackney. www.wolf-and-moon.com

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