



ZOFFANY

INDIENNE

DIGITAL DESIGN BOOK

ZOFFANY

INDIENNE

Collaborating with traditional makers, artisans, and contemporary artists, each fabric and wallpaper design engages in a dialogue with Indienne's heritage, past, present and future.

Across this collection of fabrics, embroideries, and wallcoverings, archival designs are woven, pressed, and papered back to life. Rich colours, faithful to Zoffany's archival palette, are paired with considered new shades, colouring a collection drawn from rare and treasured archival documents, timeless in its design.

Celebrating the art of traditional block printing, we introduce Sanganer, an exemplary fabric, crafted in the same 16th century tradition, honours its history through technique and authentic colourways. New colours added create a contemporary palette that uplift this design, named after the Indian town of Sanganer, renowned for its rich history of hand-block printing.

Working with QEST scholars, interpretations – both old and new -are brought to the drawing table. Melissa White's Peacock Garden, an interpretation of a utopian Indian garden, returns. Specially commissioned for Indienne, Charlie Calder-Potts takes the same brief and forms a new iteration in Lost Lands, following the miniature tradition in her depiction, a layered, deeply thoughtful mural that reflects the childhood home as a place of foundation, growth, and magic. A timeless journey of imagination crafted with respect and appreciation of time-honoured traditions.

Mughal Menagerie, an intricate, decorative border frames all manner of animals: peacocks, elephants, squirrels and goats sit on an opulent gold ground, using traditional and digital printing methods. Artisan Palampore, inspired by a 17th-century Indian design from the archive, features a swirling pattern of branches intertwined with flowers and leaves. This rare, originally hand-painted piece has been faithfully adapted, with artisanal brushstrokes that bring the design to life, preserving its unique look and feel.

From the delicate scale of Wallich to the bold presence of Artisan Palampore and Tree of Life, masterpieces of Indienne, these designs honour tradition and endure as classics, elevated by the same timeless presence they have always had.

"This collection celebrates the astonishing creativity of the global artists and makers from our archive while collaborating with the contemporary makers, artists, muralists of today. It is about bringing the archive to life – making it relevant, shared, and enjoyed in homes for generations to come. These designs are our masterpieces of the future." Peter Gomez, Lead Designer at Zoffany.

DESIGNED IN ENGLAND

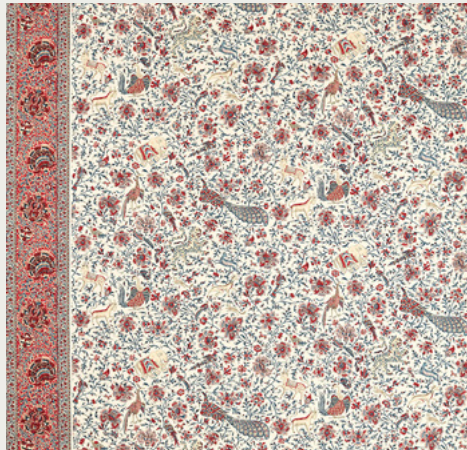
zoffany.sandersondesigngroup.com | [@zoffanyfw](https://www.instagram.com/zoffanyfw)



MUGHAL MENAGERIE

Inspired by a 19th-century Kalamkari block print in Zoffany's archive, the Mughal Menagerie is abundant in design riches. An intricate floral decorative border frames a vibrant array of animals, including peacocks, elephants, squirrels, and goats.

Click on the product images to discover more.



322780



Blostma Tapestry
333537



Andean Stripe
333544





SANGANERI

Sanganeri honours the craft of Indian block printing. Featuring floral motifs of unfurling leaves, Sanganeri has a timeless simplicity, achieved by using the traditional hand-block printing method on 100% linen using nine individual blocks to create one floral sprig motif. Named in recognition of the place in which it is made in India, Sanganeri.

[Click on the product images to discover more.](#)



322792



Mughal Menagerie
322779



Papaver Stripe
322776

PAPAVER STRIPE

Named after the stunning variety of the Papaver poppy, this detailed design draws inspiration from the Zoffany archive. The intricate details of the flower, from its charming insect to the delicate roots, are beautifully matched by the intricacy of the linework of the stripes.

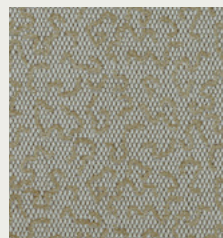
Click on the product images to discover more.



313114



Orissa Velvet
331663



Domino Velvet
333516



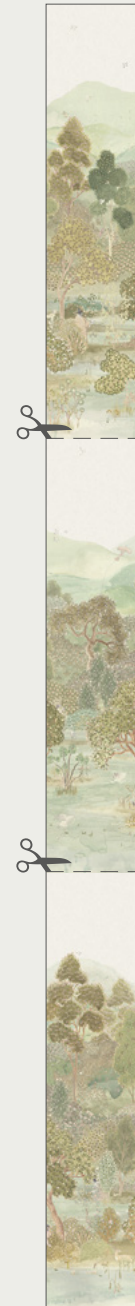
ZOFFANY COLLABORATION WITH CHARLIE CALDER-POTTS

Working with QEST scholars, interpretations, old and new, are brought to the drawing table: Specially commissioned for this collection, Charlie Calder-Potts reveals Lost Lands. Following the miniature tradition in her depiction, a layered, deeply thoughtful mural reflects the childhood home as a place of foundation, growth, and magic. A journey of imagination crafted with respect and appreciation of time-honoured traditions.





LOST LANDS - 313123 - Mineral
AS APPLIED TO WALL - 205.5cm (Total Width) x 300cm (Height)



EACH ROLL SUPPLIED
AS 3 SECTIONS
TO BE CUT

LOST LANDS

Lost Lands is a layered, deeply thoughtful mural that reflects the childhood home as a place of foundation, growth, and magic. Animals hide amongst trees and shrubs, subtle yet evocative, a timeless journey of imagination in these Lost Lands.

[Click on the product image to discover more.](#)

HANGING INSTRUCTIONS

This design consists of three 300cm high drops of wallpaper, printed and supplied as one continuous roll measuring 68.5cm in width.

The individual drops are indicated by a cut line for ease of hanging. The wallcovering can be tailored to room height by removing excess from each length's top and/or bottom.

We recommend hiring a professional decorator experienced in panel style and wide-width papers to achieve the best result.

ARTISAN PALAMPORE

Inspired by a hand-painted fragment of an early 17th-century Indian design, this pattern features a tree with sinuous, rhythmic curves adorned with fruits, flowers, and leaves in an evocative, flowing arrangement. The design is brought to life with artisanal brushstrokes and framed by a delicate border.

[Click on the product images to discover more.](#)



313136





DABU STRIPE

Named after the mud-resist printing technique, the Hindi word 'to press,' Dabu Stripe features a twisting stripe and delicate floral sprigs set against a subtle polka dot background. This design is drawn from a Zoffany archive document, originally taken from an indigo resist.

Printed on a hemp and cotton mix cloth.

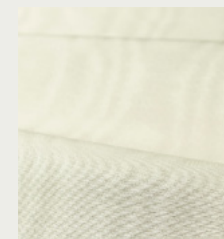
Click on the product images to discover more.



322789



Artisan Palampore
313136



Moiré 333457

PEACOCK GARDEN

The Peacock Gardens is an enduring, iconic design created by artist Melissa White ten years ago and remains ever as popular. Luscious fruit-laden trees grow, lotus flowers and peacocks happily reside across this poetic Indian garden among the swirling clouds.

[Click on the product images to discover more.](#)



311743





Artisan Palampore | 322784



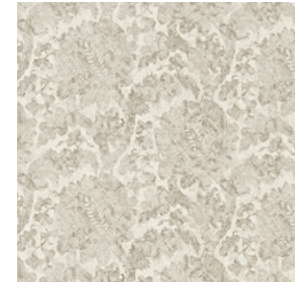
Artisan Palampore | 322785



Artisan Palampore | 322786



Carrera | 320817



Carrera | 320818



Carrera | 320819



Cochin | 321689



Cochin | 322775



Dabu Stripe | 322787



Dabu Stripe | 322788



Dabu Stripe | 322789



Iliad | 322619



Iliad | 322620



Iliad | 322621



Iliad | 322622



Jaipur | 321694



Jaipur | 322774



Jayshree | 331627



Jayshree | 331628



Jayshree | 331629



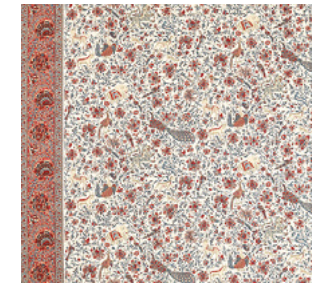
Marketa | 322607



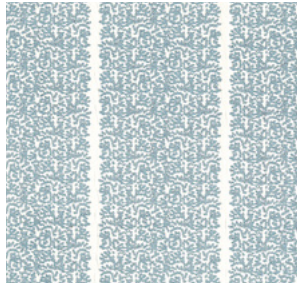
Marketa | 322609



Mughal Menagerie | 322779



Mughal Menagerie | 322780



Odell | 333547



Odell | 332768



Odell | 332769



Papaver Stripe | 322776



Papaver Stripe | 322777



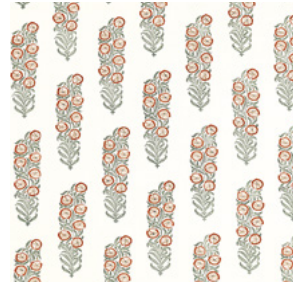
Papaver Stripe | 322778



Peacock Garden | 321685



Peacock Garden | 321686



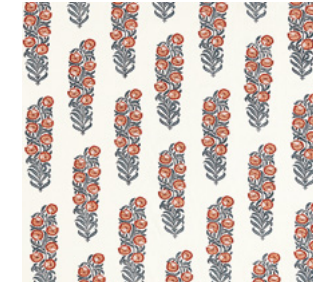
Sanganeri | 322790



Sanganeri | 322791



Sanganeri | 322792



Sanganeri | 322800



Tree of Life | 322793



Wallich | 322781



Wallich | 322782



Wallich | 322783



Zardozi Ombre | 333548



Zardozi Ombre | 333549



Artisan
Palampore | 313111



Artisan
Palampore | 313136



Dabu Stripe | 313118



Dabu Stripe | 313119



Elswick Paisley | 312646



Guinea | 312650



Icarus | 312674



Iliad | 312634



Iliad | 312635



Iliad | 312636



Lost Lands Mural | 313123



Marquetry Trellis | 313120



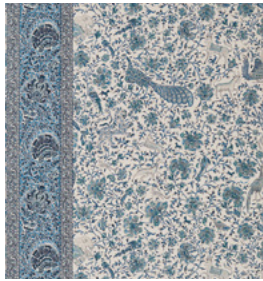
Marquetry Trellis | 313121



Marquetry Trellis | 313122



Moghal
Menagerie | 313112



Moghal
Menagerie | 313113



Papaver Stripe | 313114



Papaver Stripe | 313115



Papaver Stripe | 313135



Peacock
Garden | 311742



Peacock
Garden | 311743



Tree of Life | 313141



Wallichi | 313116



Wallichi | 313117

ZOFFANY

CONTACT DETAILS

HEAD OFFICE

Voysey House, Sandersons Lane, London W4 4DS
Tel: + 44 1895 760044 | Email: sandersondesigngroup.com

LONDON SHOWROOM – NEW

Unit 23G, Ground Floor, Central Dome, Chelsea Harbour Design Centre SW10 0XE, London
Tel: + 44 203 903 3700 | Email: showroom@sandersondesigngroup.com

NEW YORK SHOWROOM

D&D Building, 979 3rd Avenue, Suite 905, New York, NY 10022
Tel: +1 212 319 7220 | Email: sales-ny@sandersondesigngroup.com

CHICAGO SHOWROOM

222 Merchandise Mart Plaza, Suite 6-117A, Chicago, IL 60654
Tel: +1 312 929 2058 | Email: sales-chicago@sandersondesigngroup.com

NETHERLANDS SHOWROOM

ETC Licht & Interieur, Randweg 20, 4104 AC Culemborg
Tel: +31 65349 3696 | Email: international@sandersondesigngroup.com

GERMANY SHOWROOM

Kronenstrasse 4, 76133 Karlsruhe
Tel: +49 721 981 985 60 | Email: verkauf@sandersondesigngroup.com