

A N N A F R E N C H

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For Immediate Release

The Serenade Collection by Anna French

Newark, NJ – With a passion for creative expression, **Serenade** by Anna French is a masterful compilation of wallcoverings that pays homage to English culture. Harmonizing patterns range from intricate paisleys, vining florals, and baroque damasks to simple geometrics, coordinating stripes and printed textures. All patterns are printed on non-woven paper using state-of-the-art printing methods in adventurous color palettes.

Clarissa is a novelty pattern featuring classic vases with stylized flowers. The special combined surface and flexo printing method allows for more detail while keeping the crafty look and feel of textured surface print.

A classic stripe coordinate to many patterns in the Serenade collection, **Dawson Stripe's** vertical stripes have a crisp layout with lots of open ground. The concise color palette complements many interior spaces.

Named after the tropical Mediterranean island, **Mallorca** is the perfect name for this classic pattern that incorporates melon and frand shapes taken from an antique document. The bold colorways are accentuated by its dramatic lay down of surface printed color.

Exhibiting the qualities of a leaded glass pattern seen in an English doorway, **Roscoe** is a simple geometric that printed in both subtle and strong colorways, allowing it to act as a backdrop or stand out pattern in a room.

Depicting a beautiful ogee-shaped trailing floral vine, **St. Albans Grove** is a surface printed pattern with a special coarse metallic ink printed in the petals. The stencil-like lines give the design a hand-drawn feel. The pattern is printed on a fibrous non-woven paper.

Marlow is a classic surface printed curvy damask with a fabric-like horizontal texture in the background. It is available in a wide variety of colorways including, sophisticated metallics.

Auburn is a modern paisley that resembles a subtle damask in its one color depiction. The fine details resemble traditional mehndi or henna designs.

Sterling is a traditional full-coverage foulard paisley pattern with intricate details.

Named after the mathematician for its geometric qualities, **Rymann's** straight edges are softened by a surface printed texture. The tonality of this pattern sets a sophisticated background for any interior.

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Named after the city in Italy which houses the home of an old stone abbey. **Tresco** is a surface printed textural pattern with hints of metallic for glimmer.

The **Serenade** Collection and other Anna French collections are available through interior designers and fine decorating stores worldwide. Please visit www.annafrench.co.uk to view patterns and decorating ideas, and to obtain the names of local dealers. For more information, please call our toll free number at (800) 223-0704, or email addresses above.

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