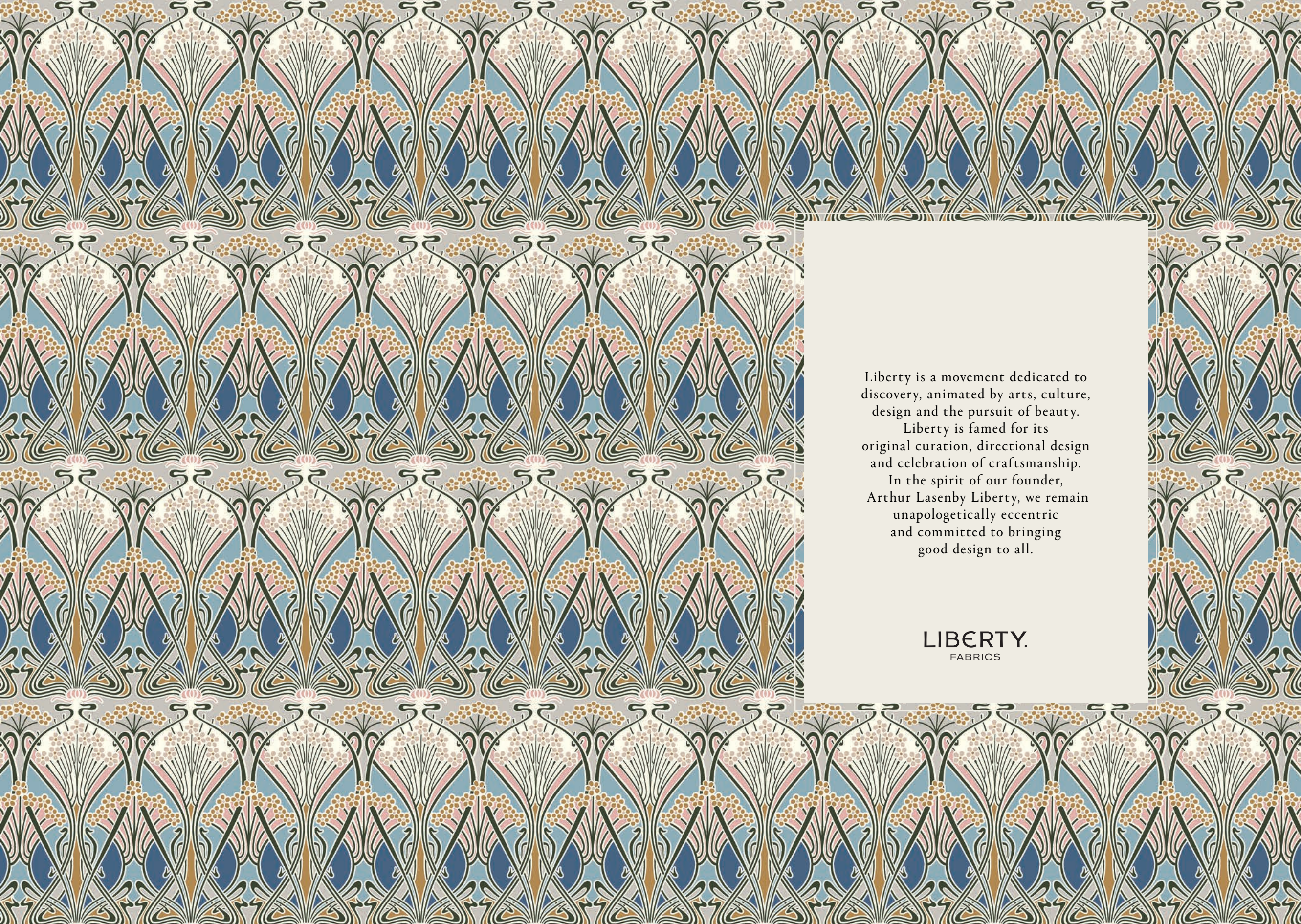




LIBERTY.
FABRICS



Liberty is a movement dedicated to discovery, animated by arts, culture, design and the pursuit of beauty.

Liberty is famed for its original curation, directional design and celebration of craftsmanship.

In the spirit of our founder, Arthur Lasenby Liberty, we remain unapologetically eccentric and committed to bringing good design to all.

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Synonymous with the city it shop stands in, Liberty London is a brand driven by discovery. Born in 1875 from the adventurous and disruptive spirit of Arthur Lasenby Liberty, the brand has remained true to its heritage and is famed for its print, fabrics, and design. Liberty continues to be associated with the world of arts and culture, building on its founder's legacy to seek out the new and the beautiful.

Today, Liberty is recognised for its cultural collaborations, inspiring curation, and directional design. The iconic Regent Street shop encompasses six floors of fashion, beauty, childrenswear, accessories and homewares - bringing together the world's leading premium and luxury brands and housing them alongside its own Liberty London range.



1875 1882 1900 1904 1920 1924 1930s 1935 1940s - 1950s 1960s 1961 1967 1972 1975 1988 2009 2015 2017 2018 2019 2020 2021 2023

1882
"Liberty is the chosen resort of the artistic shopper"
 - Oscar Wilde

1875
 Arthur Lasenby Liberty opens his store on Regent St., London. Liberty establishes itself as one of the most fashionable shops in London and is highly influential amongst the Aesthetic movement, selling imported goods, fabrics, and shawls.



1920
 The creation of Tana Lawn™ cotton. Liberty buyer, William Hayes Dorell, discovers silk-like, cotton fibres near Lake Tana in East Africa. These fibres sparked his imagination, changing the textile industry forever.

1904
 Liberty buys its own printing mill to produce its world-famous fabrics and silk scarves.
"I was determined not to follow existing fashion but create new ones"
 - Arthur Lasenby



1930s
 Young Queen Elizabeth II and Princess Margaret wear Liberty print dresses, as young royals continue to do today.

1924
 The Tudor Building on Great Marlborough and Carnaby St. opens. It is built from the timbers of two great royal naval warships: HMS Hindustan and HMS Impregnable.

1940s - 1950s
 Liberty quickly develops a reputation for its innovative window displays.

1935
 Liberty has firmly established itself as the most desirable supplier of silk scarves and discovered objets d'art from around the world.



1961
 Liberty dresses cultural icons from Twiggy to the Rolling Stones. At the forefront of the renaissance of the Art Nouveau style, Liberty explores its archive designs in new vibrant colours.

1960s
 Carnaby St. is the centre of "swinging London". Liberty returns to its roots selling fashionable fabrics to leading designers such as Mary Quant, Jean Muir, Biba, Yves Saint Laurent, and later to Cacharel.

1972
 David Bowie wears a Tana Lawn™ suit on the Ziggy Stardust album cover.

1967
 Liberty first uses "lanthe", a wallpaper design from 1902. The print is an immediate success and would later provide the inspiration for the monogram design "lphis" in today's Liberty London collection.

1988
 Liberty London opens offices in Japan.

1975
 A Vogue Cover and eight-page feature on Liberty is printed for the brand's 100th anniversary.

2017
 Liberty launches the pop-up store concept globally.

2015
 'Liberty of London' TV series launches, viewed by over 2 million people in the UK. It was later syndicated to over 44 countries.

2009
 Liberty embarks on a series of collaborations with leading fashion brands, such as Hermès, Nike, and Acne Studios.

2020
 Liberty completes a major restoration on the iconic Grade II* listed heritage building.
 A special partnership with Gucci launches.

2019
 Global wholesale and store expansions for the Liberty London collection.

2018
 Liberty London widens its inventory to include technology and ready-to-wear fashion.



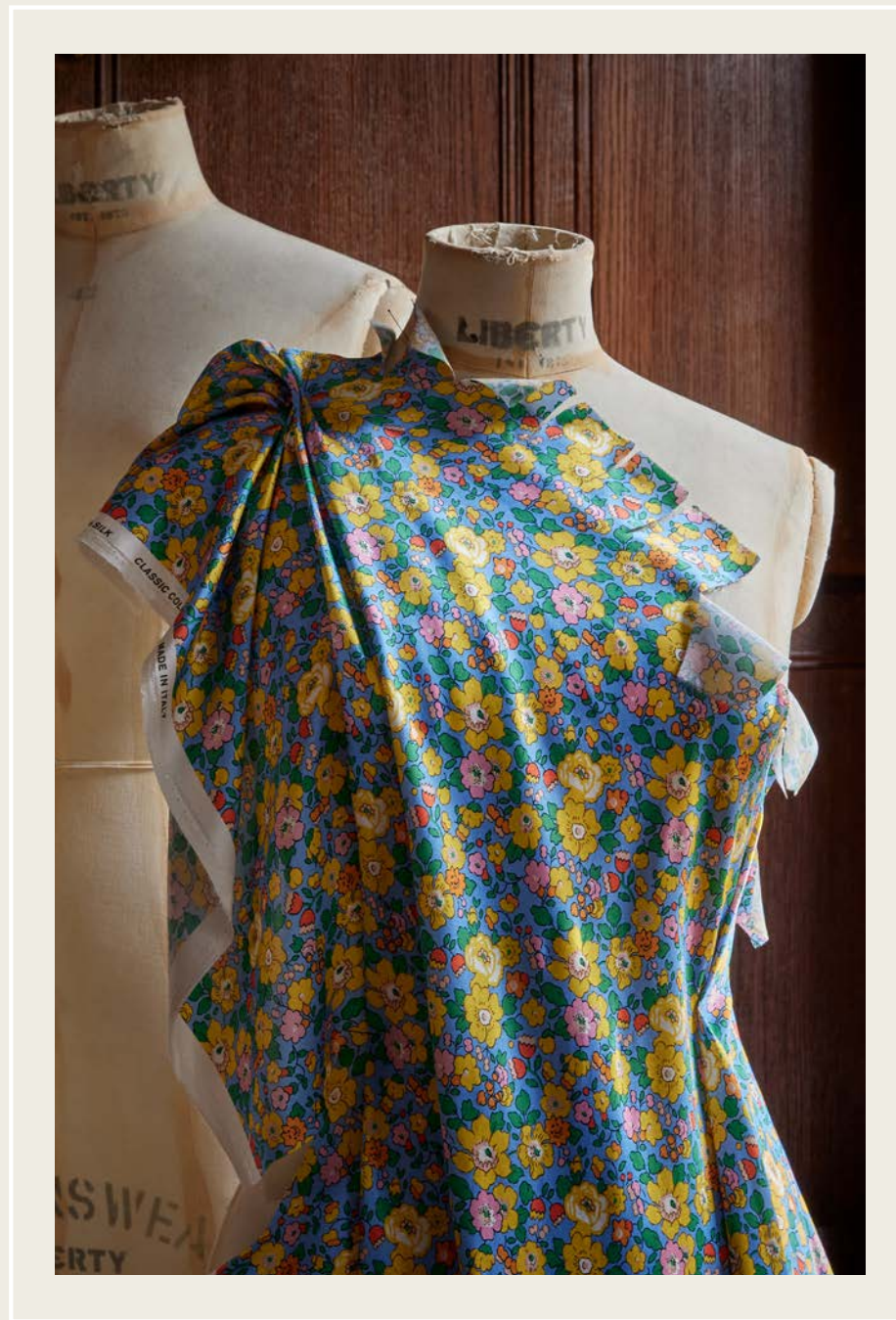
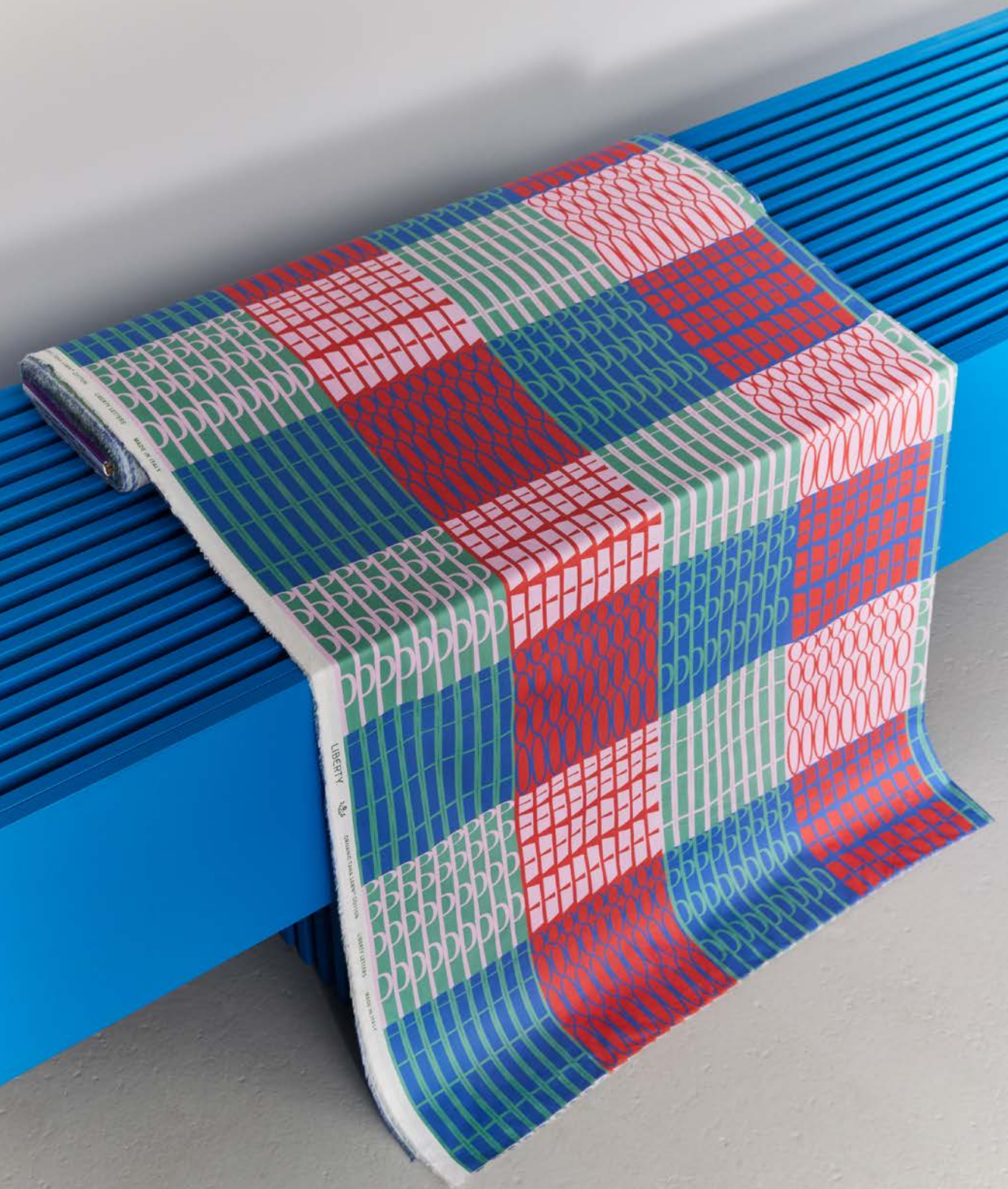
2021
 Liberty introduces the new interiors collection, celebrating the rich heritage of art and design.
 Puma launches their first collection as part of a long-term collaboration with Liberty.

2023
 Liberty introduces FuturLiberty, a fashion and interiors collection inspired by, and celebrating the artistic movement of Futurism, Vorticism, and a century of the Avant-Garde. Two exhibitions launch across Milan, Italy – FuturLiberty and Avant-Garde and Style – highlighting the links that weave the past, present, and future of Liberty's artistic movement.



Liberty Fabrics has been at the cutting-edge of design and decorative arts since 1875 and now forms an international wholesale business, working with retailers, brands and designers across womenswear, menswear, childrenswear and homewares. Designed by an in-house team in the heart of London, printing takes place at our mill in northern Italy, which uses both innovative digital technology and age-old techniques. From signature, obsessively fine-tuned Tana Lawn™ cotton and luxurious silk to lightweight linen, Liberty fabrics are brilliant canvases for bespoke creations of all kinds.





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At Liberty Fabrics, we offer a wide scope of Fashion collections. Annually we offer two seasonal collections for Autumn/Winter and Spring/Summer. Our seasonal collections launch at the same time as our Menswear collection, otherwise known as our City collection. We also offer our Bespoke collection searches, our Regional collections, and our Capsule collections. Our Capsule collections highlight our innovative bases and collaborations with artists and designers. Finally, our Classics collection champions the most enduring, beloved, and instantly recognisable prints that are kept permanently in stock and are updated every two years.

Tracing the line of the brand's design history from 1875 to the present day, the archive lies at the very heart and soul of Liberty.

The 50,000-strong collection is protected and maintained by our in-house Archivist team, who for the last 30 years has been transforming it into a world-class, cutting-edge design resource.

A monument to innovation as much as heritage, Liberty's archive is continuously refreshed with new hand-painted artworks created in the London studio. Designs span across influential art movements and styles, from the Arts and Crafts and Aesthetic Movements to '70s-era Bauhaus graphics and '90s grunge florals – diverse in nature, but united by a distinctive Liberty spirit.

The archive is a constant source of inspiration for Liberty Fabrics' in-house design team. Historical artworks are redrawn and rescaled into rich new interpretations, sitting alongside studio-fresh designs painted and drawn from scratch – ensuring that the team are always putting in as much as they're taking out.





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Liberty's flagship London store acts as the iconic brand home - and in its core sits the Liberty Design Studio. The team of highly skilled artists conceptualise, rework, and hand-draw artworks to create hundreds of new designs every year for each division: Fashion, Interiors, and Crafting. With our founding ethos of discovery and adventure remaining at the heart of our design house's legacy, Liberty continues to stand at the forefront of design.

Designers will draw out each individual artwork by hand in the studio, working with a wide

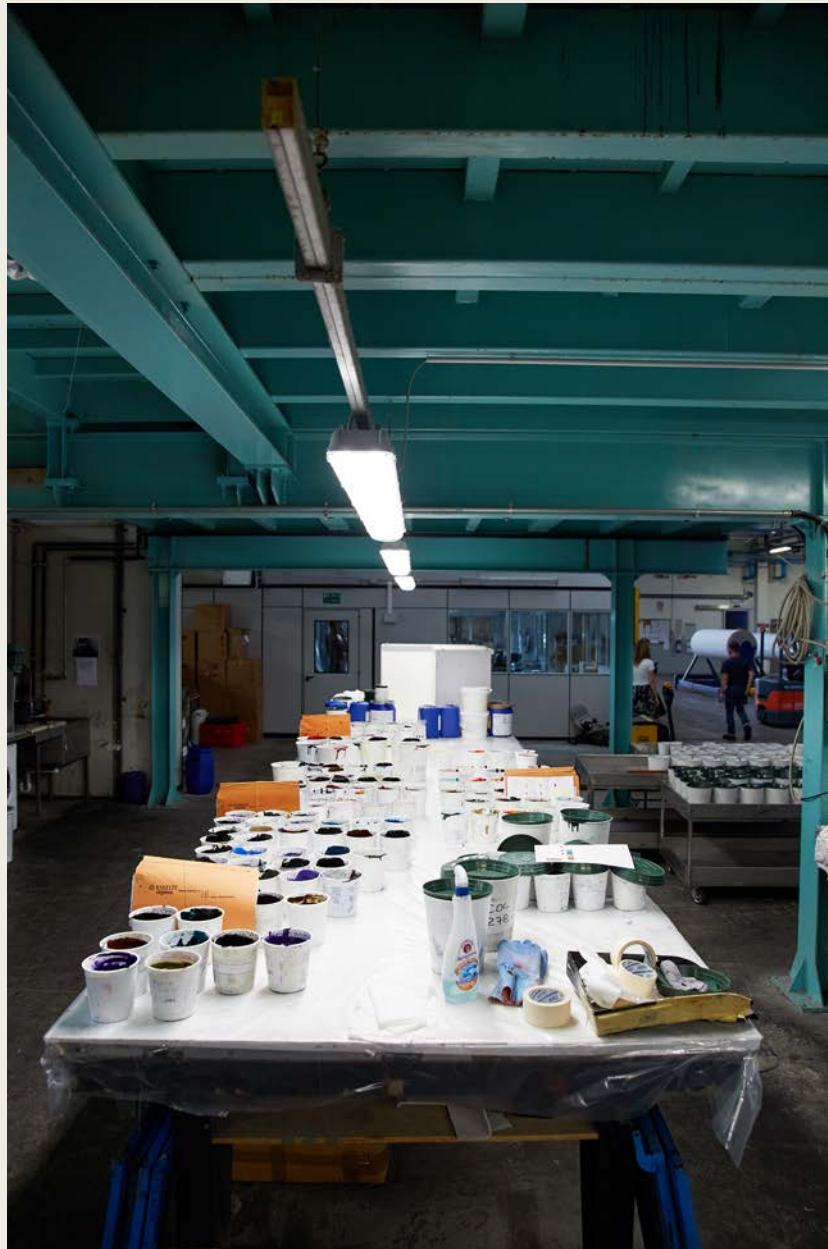
variety of materials to create a diverse yet cohesive collection of prints. The hand-drawn artworks are then translated into digital repeats using advanced software, allowing the studio to create multiple colourways and differently sized scale interpretations of their prints.

Our iconic floral and paisleys, geometrics and colourful conversationals are translated onto the finest textiles and innovative cloths in our Italian Textile Mill. Located between the boulevards of Milan and the banks of Lake Como, our printing mill uses traditional screen printing and pioneering digital technology to illustrate our designs down to every intricate detail.

Our specialists print millions of metres of fabric every year, using both rotary screen and digital printing technologies. Swathes of fabric moves

through printing, steaming, washing and softening processes. They are later quality checked by eagle-eyed technologists, before the fabric is cut, rolled and shipped around the globe.

The Factory is committed to sustainability – certified with the highest OKEO-TEX level of 'Standard 100' as well as by the BCI (Better Cotton Initiative).



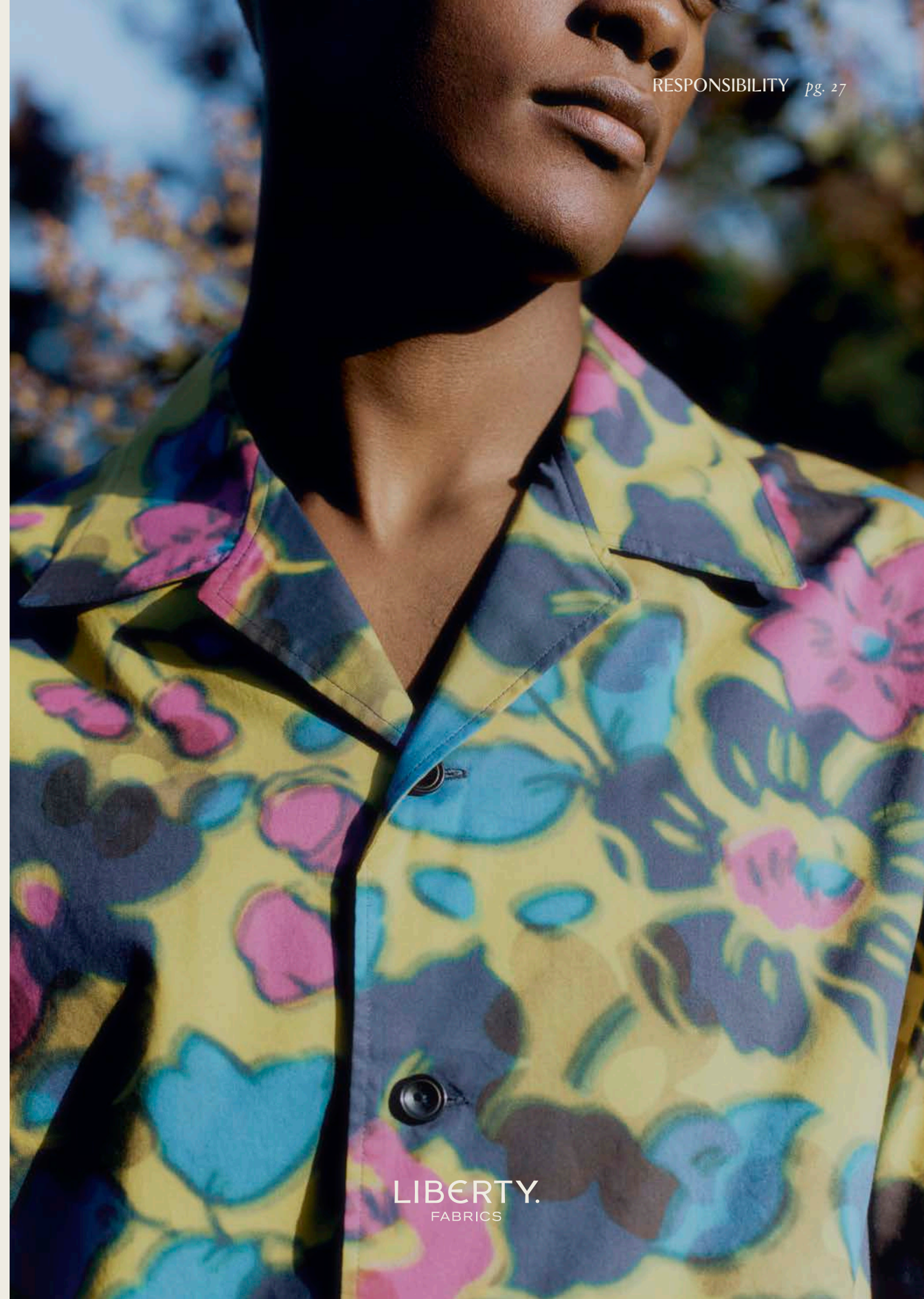


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Liberty Fabrics recognises that the production of fabric has a significant environmental and social impact on the world around us – the company takes its duty towards responsible production seriously, making every endeavour to continuously improve progress in this area. Through ‘Liberty, For Life’ and our Ethical Trade, Environment, Charity and Community pillars, we are committed to ensuring that we minimise any negative impacts from our products by investing in social and environmental measures.

Where we can, we look for innovative fibres to use in our fabrics that mitigate the impact on the world’s resources. Fibre innovations that are used in a number of our bases include LENZING™ standard Lyocell and Modal fibre types – certified as compostable and biodegradable under industrial,

home, soil and marine conditions. BEMBERG™ branded Cupro – a regenerated fibre made from cotton linter, a raw material that is considered pre-consumer waste. ECONYL® Regenerated Nylon – virgin quality nylon yarn created from recovering nylon waste, such as fishing nets and fabric scraps.

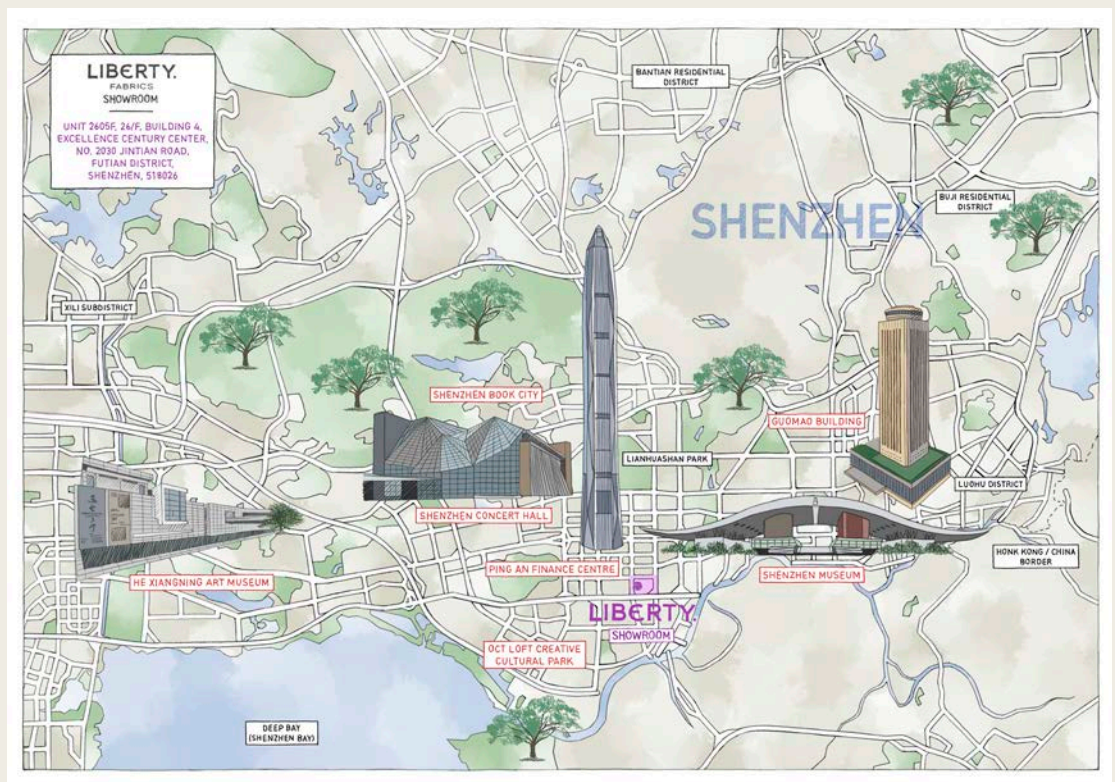
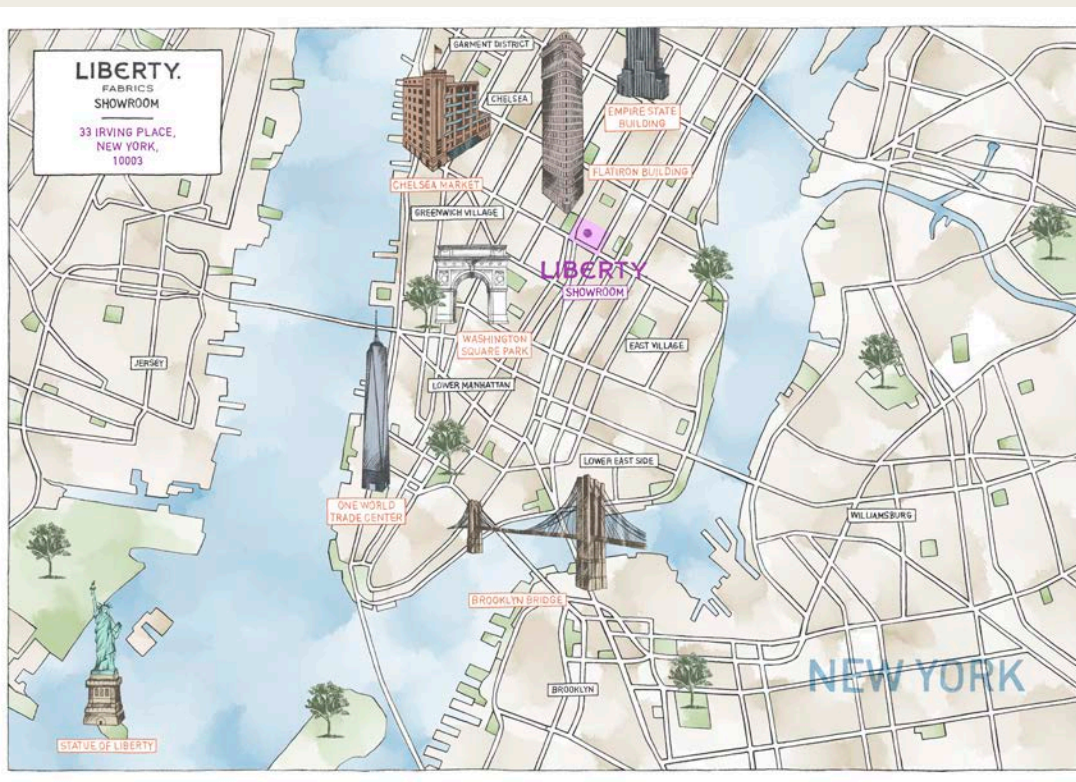
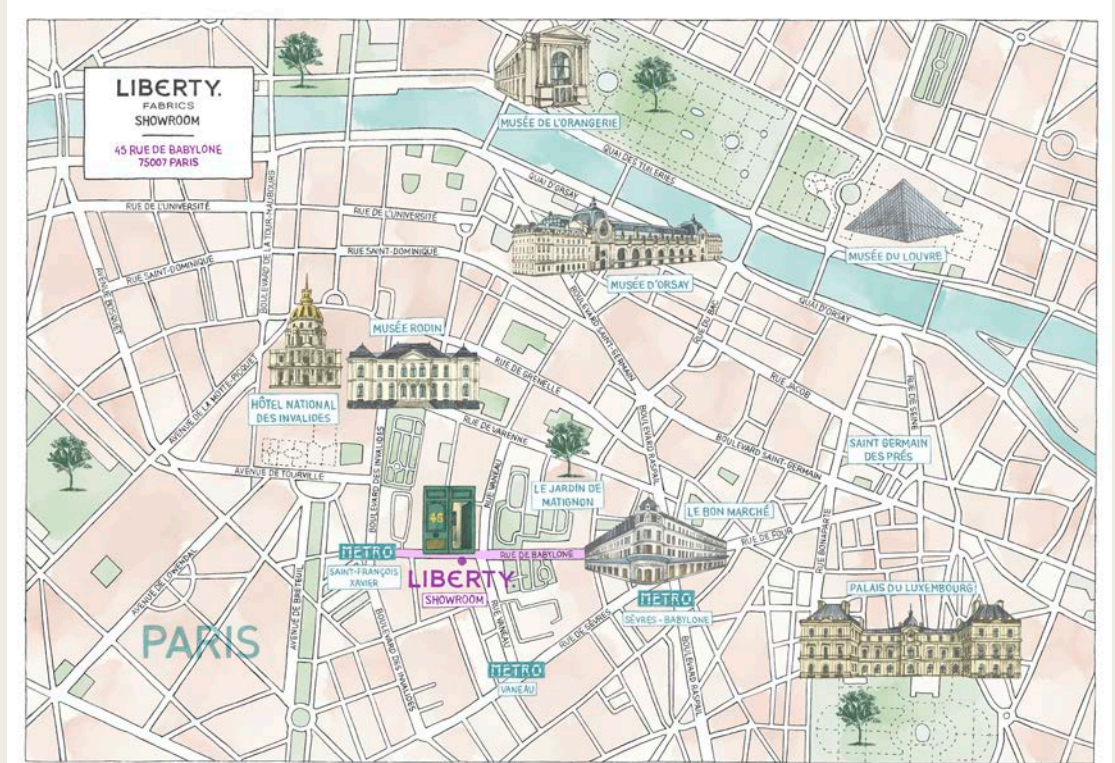
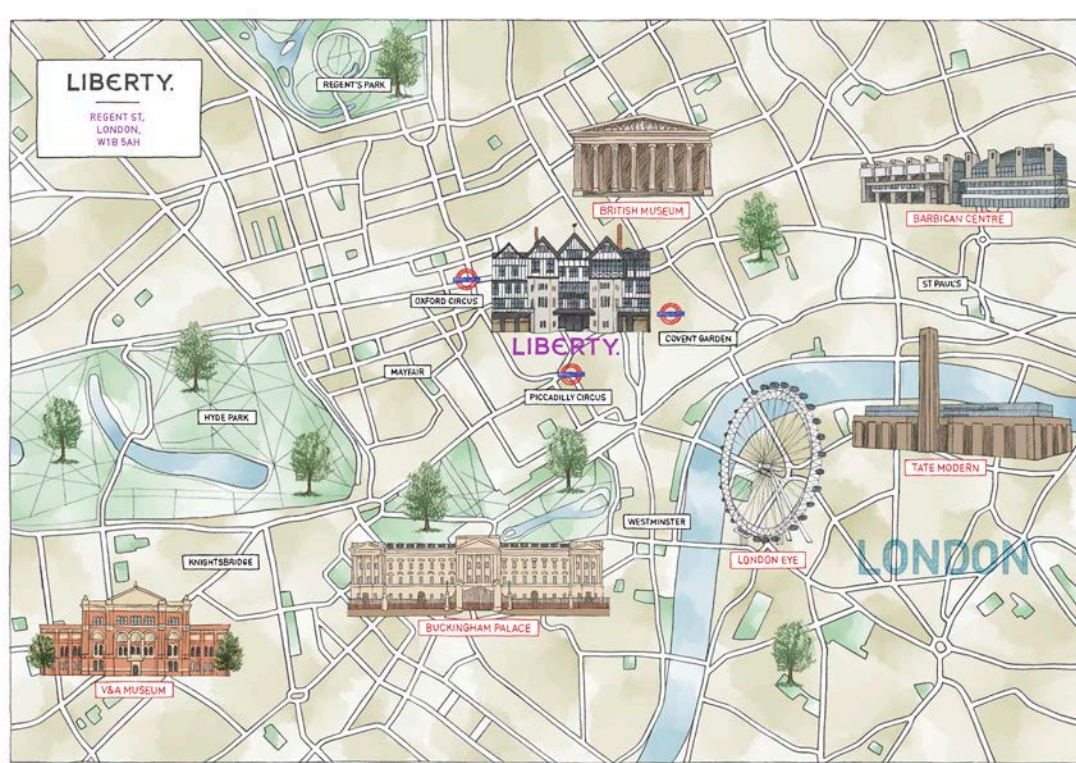


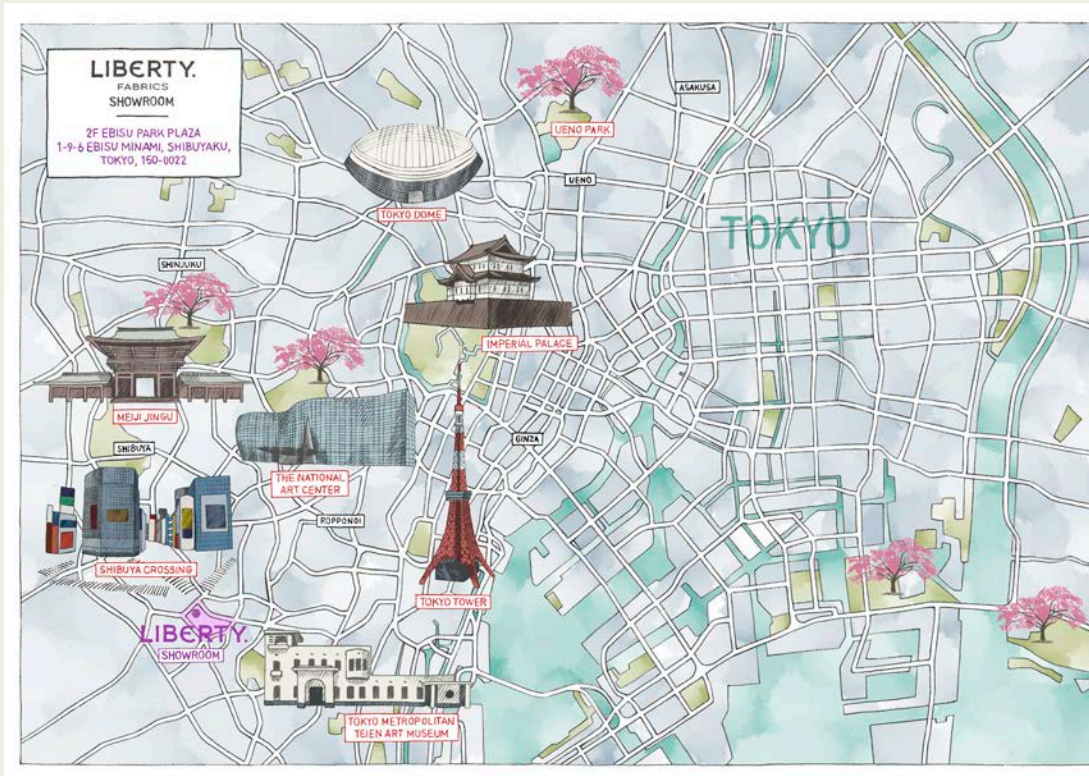
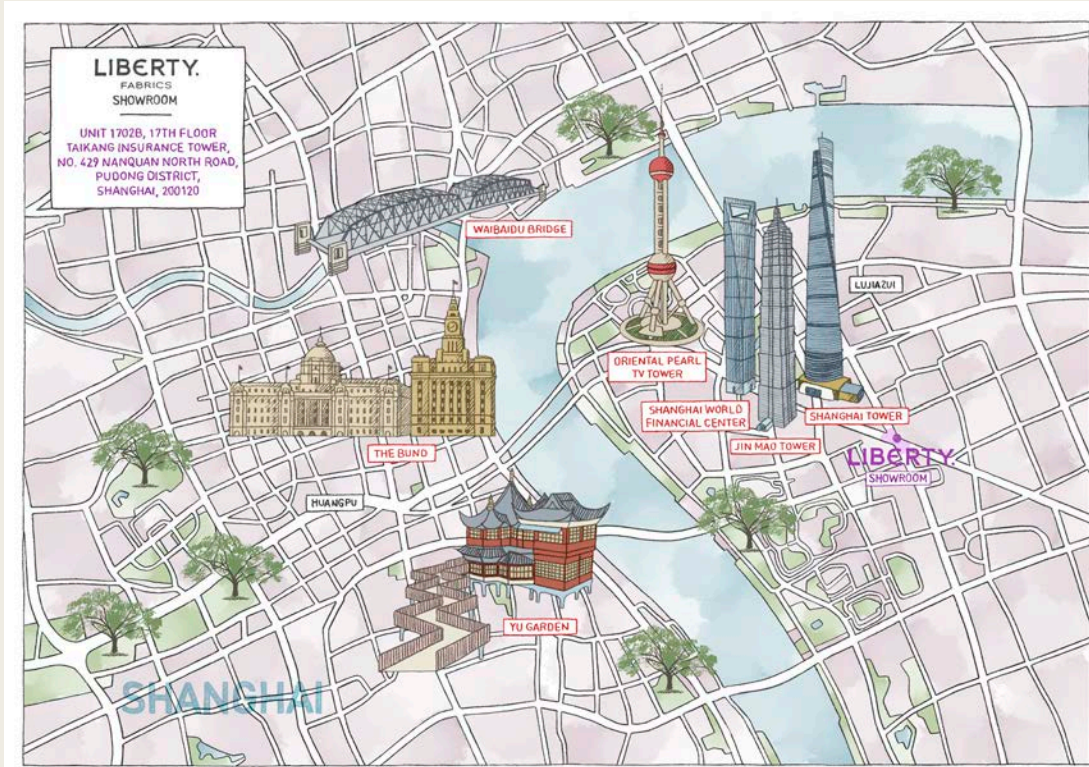
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A fashion studio setting with several mannequins. In the center, a woman stands wearing a long, dark, floral-patterned dress. To her left, a mannequin wears a long, light-colored dress with a delicate floral pattern. The room is filled with other mannequins, some on stands, and various pieces of fabric and clothing. The lighting is soft and focused on the central figures.

LIBERTY FABRICS
CONTINUE to PROVIDE
the FABRIC for many
PRESTIGIOUS
FASHION BRANDS
across the GLOBE.
BEING a CUSTOMER of
LIBERTY FABRICS gives
BRANDS and GARMENTS
an AUTHORITY on
QUALITY and STYLE.

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