

FROMENTAL

PETER RABBIT™

Beatrix Potter™





‘Once upon a time there were four little Rabbits, and their names were – Flopsy, Mopsy, Cotton-tail and Peter. They lived with their Mother in a sand-bank, underneath the root of a very big fir-tree.’

The Tale of Peter Rabbit by Beatrix Potter

Fromental has created Peter Rabbit™ in collaboration with Penguin Books and Dragons of Walton Street, the classic children’s furniture and interiors brand.

Beatrix Potter’s mischievous Peter Rabbit and other much-loved characters inhabit Fromental’s signature Chinoiserie, enlivening elegant scenes to spark children’s imagination and create indelible memories.

Inspired by the lively charm of Potter’s original drawings, Fromental co-founders Lizzie Deshayes and Tim Butcher looked to historical precedent in which undersized figures are drawn along the bottom edge of Chinoiserie wallpaper and wove the beloved author’s animals into their signature style.



FRONT COVER IMAGE Peter Rabbit™ in Belton House
RIGHT-HAND IMAGE Peter Rabbit™ in Powis Green
Credit: Penguin Random House, Furniture by Dragons of Walton Street.
Photo credit: Nick Smith Photo





Beatrix Potter's distinctive illustrations have always captivated children with their gentle humor and innate elegance, balancing sensitive observations of nature and a sense of fantasy.

Similarly, it is the whimsical approach to natural elements that makes Chinoiserie so enchanting. Bringing the two together creates comforting rooms with a playful sense of sophistication, delighting all generations.

"All the diverse aspects of this project combine for a charming marriage of decorative arts, with 18th-century historical precedent meeting some of England's most beloved childrens' illustrations. We have not changed our chinoiserie style, nor have we changed the handwriting of Peter Rabbit as drawn by Beatrix Potter, yet somehow they seamlessly work together."

Lizzie Deshayes - Design Director, Fromental



HOW TO ORDER

Fromental wallcoverings are made to order - Standard delivery time is 3-4 weeks.

Composition

Peter Rabbit™ is printed onto a non-woven paper.

Peter Rabbit™ is a 10 panel layout which then repeats. This design can be ordered as a straight run and is supplied as a series of joining panels.

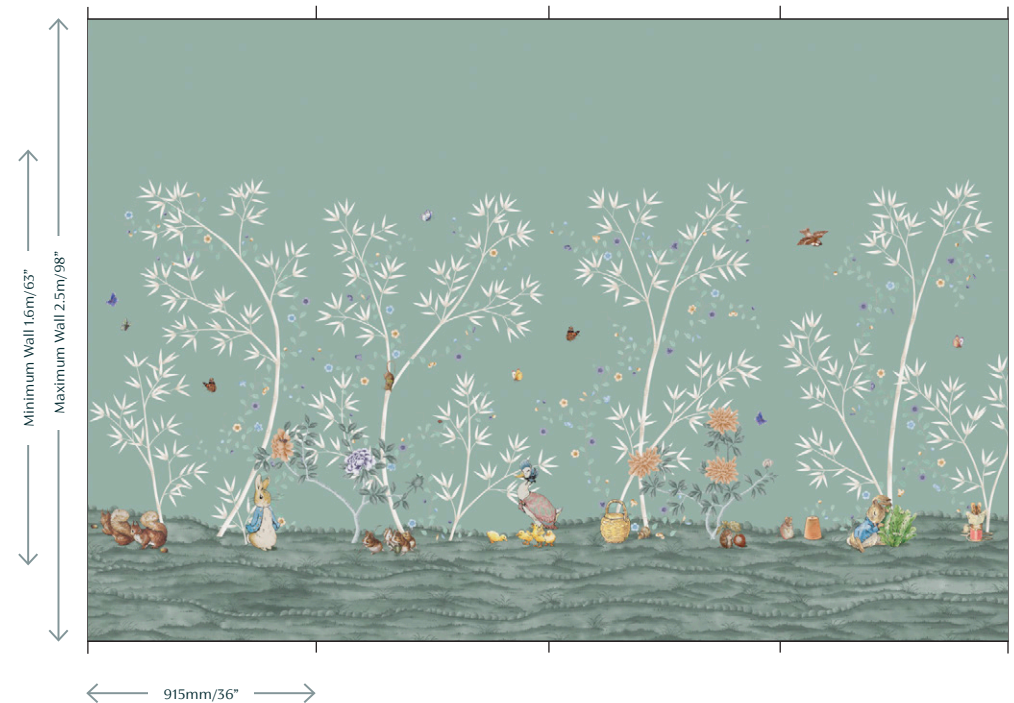
To calculate the number of panels required, measure the width of your wall and divide by the width of the panel 915mm / 36". Any series of a consecutive number of panels can be ordered.

Please note, there is a 4 panel minimum order.

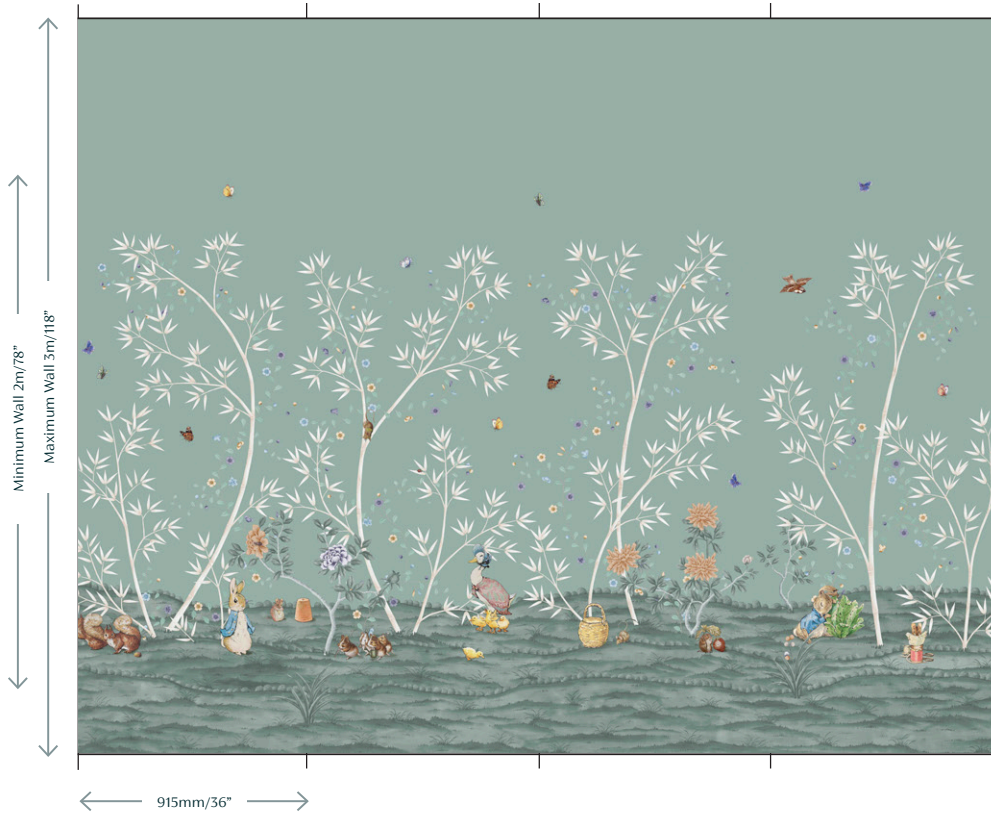
Height

Peter Rabbit™ is available in 3 different layouts to accommodate your wall height, see the following layouts for design height information.

The layout has been designed with a deep grass ground to allow for Peter and his friends to be visible above furniture.



Layout A - Supplied as 2.5m panels - Recommended for wall heights ranging from 1.6m - 2.5m



Layout B - Supplied as 3m panels (Recommended for wall heights ranging from 2m to 2.9m)



Layout C - Supplied as 3.1m panels (Recommended for wall heights ranging from 2.7m to 3.1m)



Colourways



Panels 1 - 2



01 Hill Top Blue

Panels 3 - 4



02 Nostell Yellow

Panels 5 - 6



03 Felbrigg Gardens



Colourways



Panels 7 - 8



04 Pavilion Pink

Panels 9 - 10



05 Belton House



Colourways



Panels 1 - 2



06 Saltram Stone

Panels 3 - 4



07 Penrhyn Nectar

Panels 5 - 6



08 Powis Green





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