

# William Morris collection 2025



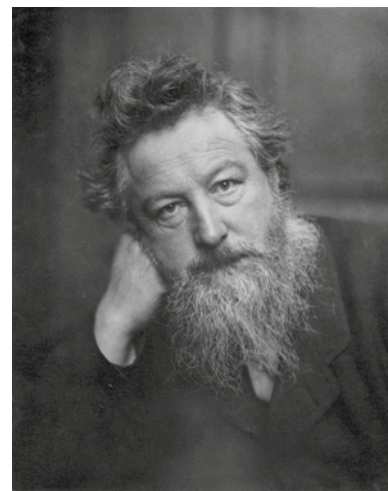


# William Morris

**William Morris (1834 - 1896) was an artist, a craftsman, poet, scholar, and a revolutionary thinker.**

Today, he may be best known for his wallpaper and textile patterns, but his work transformed Victorian England's view on craftsmanship, design and fashion.

Morris became one of the most influential figures in the Arts and Crafts movement. He began experimenting with various crafts and designing furniture and interiors. He was personally involved in manufacture as well as design, which was the hallmark of the movement that advocated individuality and know-how over the mass production and uniformity of the industrialism.



*William Morris*

## The William Morris Society

**The William Morris Society, established in 1955, is a cultural institution dedicated to safeguarding and preserving the heritage of William Morris, and to make his work available for future generations.**

The Society operates from its museum in London, located in Morris's home in Hammersmith. The collections contain Morris's original works, manuscripts, and his personal artifacts.



**For retailers in Sweden and Norway:**

**Citronelles is responsible for retailers in Sweden and Norway. Log in to Citronelles' retailer page and place your order there.**

**Citronelles Agenturer AB, [info@citronelles.com](mailto:info@citronelles.com)  
[citronelles.com](http://citronelles.com), Phone: 0046-8- 6269040**





## Willow Bough Green



**Willow Bough Green**  
 Gift set: Kitchen towel and Swedish dishcloth with paper banner  
 10-pack  
 Art. nr. WMGS5010

**Willow Bough Green**  
 Kitchen towel  
 50% cotton / 50% linen  
 50x70 cm  
 10-pack  
 Art. nr. WMKT3010



**Willow Bough Green**  
 Swedish dishcloth  
 70% cellulose / 30% cotton  
 172x200 mm  
 10-pack  
 Art. nr. WMDC2010

## Strawberry Thief Blue



**Strawberry Thief Blue**  
 Gift set: Kitchen towel and Swedish dishcloth with paper banner  
 10-pack  
 Art. nr. WMGS5007

**Strawberry Thief Blue**  
 Kitchen towel  
 50% cotton / 50% linen  
 50x70 cm  
 10-pack  
 Art. nr. WMKT3007



**Strawberry Thief Blue**  
 Swedish dishcloth  
 70% cellulose / 30% cotton  
 172x200 mm  
 10-pack  
 Art. nr. WMDC2007

## Willow Bough Blue



**Willow Bough Blue**  
 Gift set: Kitchen towel and Swedish dishcloth with paper banner  
 10-pack  
 Art. nr. WMGS5011

**Willow Bough Blue**  
 Kitchen towel  
 50% cotton / 50% linen  
 50x70 cm  
 10-pack  
 Art. nr. WMKT3011



**Willow Bough Blue**  
 Swedish dishcloth  
 70% cellulose / 30% cotton  
 172x200 mm  
 10-pack  
 Art. nr. WMDC2011

## Strawberry Thief Red



**Strawberry Thief Red**  
 Gift set: Kitchen towel and Swedish dishcloth with paper banner  
 10-pack  
 Art. nr. WMGS5012

**Strawberry Thief Red**  
 Kitchen towel  
 50% cotton / 50% linen  
 50x70 cm  
 10-pack  
 Art. nr. WMKT3012



**Strawberry Thief Red**  
 Swedish dishcloth  
 70% cellulose / 30% cotton  
 172x200 mm  
 10-pack  
 Art. nr. WMDC2012



## Sunflower Red



**Sunflower Red**  
Gift set: Kitchen towel and Swedish dishcloth with paper banner  
10-pack  
Art. nr. WMGS5013



**Sunflower Red**  
Kitchen towel  
50% cotton / 50% linen  
50x70 cm  
10-pack  
Art. nr. WMKT3013



**Sunflower Red**  
Swedish dishcloth  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDC2013

## Pink and Poppy



**Pink and Poppy**  
Gift set: Kitchen towel and Swedish dishcloth with paper banner  
10-pack  
Art. nr. WMGS5006



**Pink and Poppy**  
Kitchen towel  
50% cotton / 50% linen  
50x70 cm  
10-pack  
Art. nr. WMKT3006



**Pink and Poppy**  
Swedish dishcloth  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDC2006

## Arcadia



**Arcadia**  
Gift set: Kitchen towel and Swedish dishcloth with paper banner  
10-pack  
Art. nr. WMGS5003



**Arcadia**  
Kitchen towel  
50% cotton / 50% linen  
50x70 cm  
10-pack  
Art. nr. WMKT3003



**Arcadia**  
Swedish dishcloth  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDC2003

## Honeysuckle



**Honeysuckle**  
Gift set: Kitchen towel and Swedish dishcloth with paper banner  
10-pack  
Art. nr. WMGS5014



**Honeysuckle**  
Kitchen towel  
50% cotton / 50% linen  
50x70 cm  
10-pack  
Art. nr. WMKT3014



**Honeysuckle**  
Swedish dishcloth  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDC2014



## Bird and Anemone



**Bird and Anemone**  
 Gift set: Kitchen towel and Swedish dishcloth with paper banner  
 10-pack  
 Art. nr. WMGS5004

**Bird and Anemone**  
 Kitchen towel  
 50% cotton / 50% linen  
 50x70 cm  
 10-pack  
 Art. nr. WMKT3004



**Bird and Anemone**  
 Swedish dishcloth  
 70% cellulose / 30% cotton  
 172x200 mm  
 10-pack  
 Art. nr. WMDC2004

## Pimpernell Green



**Pimpernell Green**  
 Gift set: Kitchen towel and Swedish dishcloth with paper banner  
 10-pack  
 Art. nr. WMGS5015

**Pimpernell Green**  
 Kitchen towel  
 50% cotton / 50% linen  
 50x70 cm  
 10-pack  
 Art. nr. WMKT3015



**Pimpernell Green**  
 Swedish dishcloth  
 70% cellulose / 30% cotton  
 172x200 mm  
 10-pack  
 Art. nr. WMDC2015

## Oak Tree



**Oak Tree**  
 Gift set: Kitchen towel and Swedish dishcloth with paper banner  
 10-pack  
 Art. nr. WMGS5005

**Oak Tree**  
 Kitchen towel  
 50% cotton / 50% linen  
 50x70 cm  
 10-pack  
 Art. nr. WMKT3005



**Oak Tree**  
 Swedish dishcloth  
 70% cellulose / 30% cotton  
 172x200 mm  
 10-pack  
 Art. nr. WMDC2005

## Pimpernell Sage



**Pimpernell Sage**  
 Gift set: Kitchen towel and Swedish dishcloth with paper banner  
 10-pack  
 Art. nr. WMGS5016

**Pimpernell Sage**  
 Kitchen towel  
 50% cotton / 50% linen  
 50x70 cm  
 10-pack  
 Art. nr. WMKT3016



**Pimpernell Sage**  
 Swedish dishcloth  
 70% cellulose / 30% cotton  
 172x200 mm  
 10-pack  
 Art. nr. WMDC2016



## Golden Lilly Green



**Golden Lilly Green**  
Gift set: Kitchen towel and Swedish dishcloth with paper banner  
10-pack  
Art. nr. WMGS5017

**Golden Lilly Green**  
Kitchen towel  
50% cotton / 50% linen  
50x70 cm  
10-pack  
Art. nr. WMKT3017



**Golden Lilly Green**  
Swedish dishcloth  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDC2017

## Acorn Blue



**Acorn Blue**  
Gift set: Kitchen towel and Swedish dishcloth with paper banner  
10-pack  
Art. nr. WMGS5002

**Acorn Blue**  
Kitchen towel  
50% cotton / 50% linen  
50x70 cm  
10-pack  
Art. nr. WMKT3002



**Acorn Blue**  
Swedish dishcloth  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDC2002

## Golden Lilly Blue



**Golden Lilly Blue**  
Gift set: Kitchen towel and Swedish dishcloth with paper banner  
10-pack  
Art. nr. WMGS5018

**Golden Lilly Blue**  
Kitchen towel  
50% cotton / 50% linen  
50x70 cm  
10-pack  
Art. nr. WMKT3018



**Golden Lilly Blue**  
Swedish dishcloth  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDC2018

## Acorn Gold



**Acorn Gold (with shimmer)**  
Gift set: Kitchen towel and Swedish dishcloth with paper banner  
10-pack  
Art. nr. WMGS5019

**Acorn Gold (with shimmer)**  
Kitchen towel  
50% cotton / 50% linen  
50x70 cm  
10-pack  
Art. nr. WMKT3019



**Acorn Gold (with shimmer)**  
Swedish dishcloth  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDC2019



# 4-pack Swedish Dishcloths

## Timeless Elegance



**Timeless Elegance**  
Pimpernell Sage, Strawberry Thief Blue, Golden Lilly Blue, Willow Bough Blue  
4-pack Swedish dishcloths  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDPMX41

## Garden Dreams



**Dream Garden**  
Golden Lilly Beige, Oak Tree, HoneySuckle, Pink and Poppy  
4-pack Swedish dishcloths  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDPMX42

## Royal Heritage



**Haritage Royal**  
Strawberry Thief Red, Arcadia, Sunflower Reed, Acorn Gold  
4-pack Swedish dishcloths  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDPMX43

## Botanical Harmony



**Botanical Harmony**  
Pimpernell Green/Blue, Acorn Blue, Willow Bough Green, Bird and Anemone  
4-pack Swedish dishcloths  
70% cellulose / 30% cotton  
172x200 mm  
10-pack  
Art. nr. WMDPMX44



SINCE 1994  
The   
*Original*  
PRINTED  
DISHCLOTH

*Swedish*  
QUALITY  CRAFTSMANSHIP



## Printing with Passion and Swedish Quality

Being an ambassador for Swedish quality, TekoTryck constantly aim to give more people around the world the option to have a cleaner, more beautiful and sustainable everyday life.

Based in Sölvesborg, Sweden, we combine traditional craftsmanship with modern technology to create high quality products with a distinctly Swedish flavour.

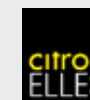
**Screen printing is a genuine craftsmanship which we do with great respect for quality and environment.**

We use our own water-based colours, developed in-house, minimizing environmental impact and offering a sustainable alternative for customers caring for nature.

**Our William Morris products are launched through a unique partnership with the William Morris Society and proudly printed by us in the south of Sweden.**

TekoTryck has been working with Citronelles Agenturer since 2011 and have proudly printed her designs on kitchen towels and Swedish dishcloths.

Since 2025, Citronelles Agenturer has been our agent for William Morris in the Swedish and Norwegian markets. Please contact Citronelles for orders in Sweden and Norway.



### Care instructions

#### Kitchen Towels

Washable in 40 degrees Celsius.

#### Swedish Dishcloths

Can be boiled and washed up to 90 degrees Celsius in both dishwasher and washing machine. Environmentally friendly and 100% biodegradable.

### Delivery Sweden/Norway

Minimum order 3500 SEK.

Minimum freight cost 290 SEK. Delivery 3-7 days.

### Retailer login

You can now place your order directly on [citronelles.com](https://citronelles.com)

To get a login please contact us by email [info@citronelles.com](mailto:info@citronelles.com)

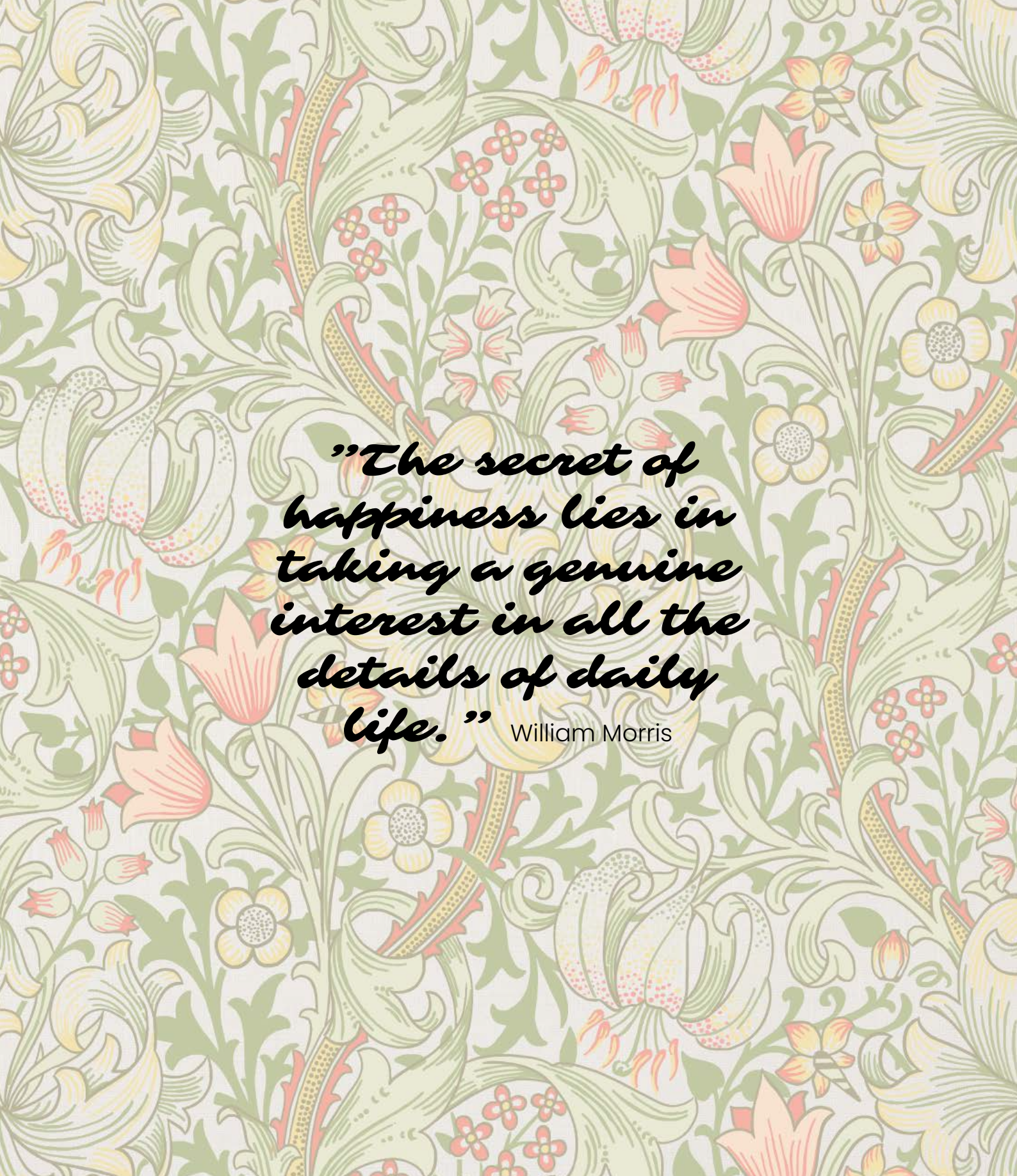
As soon as you are registered as a new customer you will receive an e-mail with further details about login.

For orders in Sweden and Norway please contact our agent:



Citronelles Agenturer AB  
[info@citronelles.com](mailto:info@citronelles.com), [citronelles.com](https://citronelles.com)  
Phone: 0046-8- 6269040





*"The secret of  
happiness lies in  
taking a genuine  
interest in all the  
details of daily  
life."* William Morris

Contact for orders  
Sweden and Norway

**citron  
ELLES**

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