

**RNS REACH**

**February 2022**

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**SANDERSON DESIGN GROUP PLC**

("Sanderson Design Group", the "Company" or the "Group")

**Harrods to launch Morris & Co. Home Emporium**

**Sanderson Design Group PLC** (AIM: SDG), the luxury interior design and furnishings group, announces that its Morris & Co. brand has signed an agreement with Harrods, one of the world's leading luxury stores, to launch the Morris & Co. Home Emporium, a new shop-within-a-shop concept expected to open in Harrods' flagship Knightsbridge store in April this year.

The Morris & Co. Home Emporium, a destination for consumers to experience the world of William Morris, will sell the full breadth of Morris & Co. products across furniture, bedlinen, cushions, rugs, fabric, wallpaper, paint, tableware, throws, scarfs, and leather goods. A bespoke interior design service for residential or contract projects will also be provided.

The Morris & Co. Home Emporium will have an online presence on Harrods' website, where Morris & Co. products will be available for purchase.

The launch is in line with the Group's strategy of elevating its brands and driving a closer relationship with retail customers. The initiative also leverages the Group's Morris Archive, one of the largest and most significant heritage resources in the UK interiors industry.

**Annalise Fard, Director of Home at Harrods, commented:** "We are delighted to be launching our Harrods partnership with Morris & Co. As a proudly British brand, which like us celebrates its iconic heritage, we see obvious synergies in this exciting joint-venture. We are proud to present the launch of Morris & Co.'s first concession store since 1917 in the Harrods homeware department, which we are confident will make a wonderful new addition to Harrods' home portfolio."

**Lisa Montague, Sanderson Design Group's Chief Executive Officer, said:** "We are thrilled to be working with Harrods on this exciting business-to-consumer initiative which brings together two iconic names in luxury, the international department store and home of luxury, Harrods, and our Morris & Co. heritage brand. The concept for the Morris & Co. Home Emporium is to give consumers a rich insight into the world of William Morris and the breadth of Morris & Co. products, from wallpapers, fabrics and paints to the brand's decorative products and accessories such as bedlinen, scarfs and leather goods."

**For further information:**

**Sanderson Design Group PLC**

**c/o Buchanan +44 (0) 20 7466  
5000**

Lisa Montague, Chief Executive Officer

Mike Woodcock, Chief Financial Officer

Caroline Geary, Company Secretary

**Investec Bank plc**

**+44 (0) 20 7597 5970**

David Anderson / Alex Wright / Ben Farrow

**Buchanan**

**+44 (0) 20 7466 5000**

Mark Court / Sophie Wills / Toto Berger

[SDG@buchanan.uk.com](mailto:SDG@buchanan.uk.com)

**Notes for editors:**

**About Sanderson Design Group**

Sanderson Design Group PLC is a luxury interior furnishings company that designs, manufactures and markets wallpapers, fabrics and paints. In addition, the Company derives licensing income from the use of its designs on a wide range of products such as bed and bath collections, rugs, blinds and tableware.

Sanderson Design Group's brands include Zoffany, Sanderson, Morris & Co., Harlequin, Scion, Clarke &

Clarke and Archive by Sanderson Design.

The Company has a strong UK manufacturing base comprising Anstey wallpaper factory in Loughborough and Standfast & Barracks, a fabric printing factory, in Lancaster. Both sites manufacture for the Company and for other wallpaper and fabric brands.

Sanderson Design Group employs approximately 600 people and its products are sold worldwide. It has showrooms in London, New York, Chicago, Paris, Amsterdam and Dubai.

Sanderson Design Group trades on the AIM market of the London Stock Exchange under the ticker symbol SDG.

For further information please visit: [www.sandersondesigngroup.com](http://www.sandersondesigngroup.com)

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