

TOILE REIMAGINED

HOW TO GIVE THIS CHARMING PATTERN A MODERN TWIST



PHOTOGRAPHS: JOHN HESELTINE; MATTHEW WILLMAN; MANUEL CANOVAS; DESIGN BROOKLYN



ABOVE Design Brooklyn looks at architecture, interiors and design trends, and includes Brooklyn Toile wallpaper on the cover www.abramsbooks.com

LEFT This charming Fly Fishing print wallpaper by Lewis & Wood was created from a series of aquatints produced in the 1800s www.lewisandwood.co.uk



"I absolutely love the original toile from the 18th century, it's the stuff of fantasy. I also adore the way people have taken it to create tongue-in-cheek, crazy designs"

Toile de Jouy, pronounced 'twall der zhoo-ee', is named after the linen cloth (Toile) that originated from the town of Jouy-en-Josas, in the suburbs of Paris. Its single-colour illustrated pattern is usually associated with a traditional – or even chintzy – decorating style, but has recently undergone a revival. New designs, quirky applications and experimentation with scale and colour have lent it a distinctly contemporary flavour. Here are some tips on how you can integrate this trend.

EMBRACE TOILE WITH A SINGLE-PATTERN BEDROOM

Historically, Toile was often used to deck out an entire room in a single pattern, so why not pay tribute with an all-over approach to decorating with Toile? This works particularly well in a bedroom. You can make it more contemporary by using reverse versions of the same pattern, or mixing up scale and colour intensity. This is not for the faint-hearted, but it can add a sense of drama if used in this way. »



ABOVE Designers Tucker & Marks created this Toile-on-Toile bedroom using Grey Watkins' Enchanted Forest print www.tuckerandmarks.com

RIGHT Feature wall perfection is achieved using this Paris design Toile wallpaper, Jardin du Luxembourg, by Manuel Canovas www.manuelcanovas.com





2 KEEP IT MID-CENTURY

Using a Toile motif doesn't need to convey chintz and tradition. For example, it works remarkably well with a Scandi, mid-century aesthetic. Use a simple Toile fabric to help your beautiful 1950s wooden furniture stand out. The New York City Toile Fabric by Timorous Beasties picks up on this perfectly, combining Toile styling with a mid-century modern armchair.

PHOTOGRAPHS: UNION, LOS ANGELES; ALARIC CAMPBELL; SHEILA BRIDGES



ABOVE Sheila Bridges' Harlem Toile de Jouy has been produced in many media, from fabric and wallpaper to bedding, plates, glassware, T-shirts and Hawaiian shirts www.sheilabridges.com

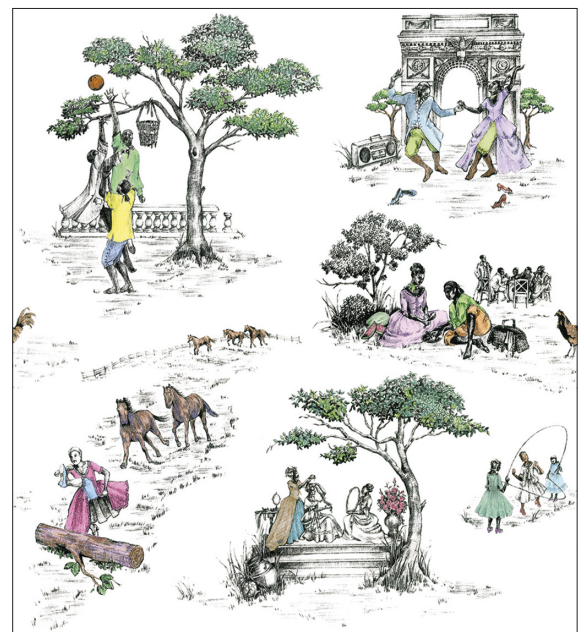
LEFT At first glance, Timorous Beasties' New York Toile fabric looks like any other Toile from the early 1800s, but closer inspection reveals a vision of contemporary New York displaying the dark humour of this design house www.timorousbeasties.com

3 EXPERIMENT WITH COLOUR While traditionally, Toile de Jouy patterns comprise a white background, several modern designers have turned this approach on its head, reversing the technique and offering a bright colour background to white illustrations. It makes a bolder statement, allowing you to add a wash of colour to your space, while retaining the playful, whimsical charm of Toile. If you want to go even further, you can get Toiles with two or more complementary colours to create maximum contrast.

4 TAKE A RUSTIC APPROACH Toile wallpaper is great as a backdrop to a rustic interior, and not just due to its

RIGHT Harlem-based designer Sheila Bridges has always been intrigued and inspired by traditional French Toile

BELOW Sheila created Harlem Toile de Jouy in 2006, a design that lampoons some of the stereotypes that are woven into the African-American experience www.sheilabridges.com



tradition of bucolic motifs. Applied on a large wall, the repeat of the pattern easily ties a rough and ready collection of furniture together and adds cohesion to a space. This works particularly well with a vintage, country-living aesthetic.

5 GO TRADITIONAL WITH TOILE UPHOLSTERY

If you're nervous about embracing Toile in your home, go with a more traditional approach by sticking to upholstery. Start with just one piece – a reclaimed antique chair in a traditional, understated Toile, for example, or a functional chaise longue. This will add a great focal point to your room. When added sparingly, Toile is »

PHOTOGRAPHS: CHLOÉ GREYFOXANDWREN; ALEXANDRA GRABLEWSKI FOR SWEET PAUL



LEFT Chloé's Autumn/Winter 2019 collection featured a Scottish-inspired Toile de Jouy print on this shirt dress www.chloe.com

RIGHT Grey Fox and Wren's brilliantly quirky police box Toile de Jouy cushion www.etsy.com/uk/shop/GreyFoxandWren



understated but distinctive, and will suit a variety of designs.

6 MARRY TOILE WITH MONOCHROME

Try matching your Toile design with strong monochrome lines and patterns. Black and white complements a traditional Toile pattern well, making it stand out. Equally, the Toile gives an otherwise monochrome colour scheme some levity, with the illustrations adding a softness to more angular and bold block patterns.

7 MAKE IT PERSONAL

There are so many modern Toiles out there that you can opt for a design that really reflects your interests or personal history.

For example, designers Divine Savages have collaborated with the Natural History Museum in London to create the fantastic Extinctopia Toile. This takes inspiration from Benjamin Waterhouse Hawkins' elaborate Victorian theme park at Crystal Palace, and uses historic illustrations of extinct animals. Alternatively, Emily Daws' Folly Toile Wallpaper features crisp illustrations of summer that add a delicate but entirely modern touch.

8 DON'T BE AFRAID TO MIX AND MATCH PATTERNS

Try jumbling up different Toile designs for a novel effect. Either stick to one dominant colour, but mix up the scale and pattern of »

ABOVE Textile artist Richard Saja takes traditional Toile fabric and embroiders it with brightly coloured – or even glow-in-the-dark – thread details that enhance or alter the design beautifully www.historically-inaccurate.blogspot.com

OPPOSITE Divine Savages' Extinctopia print wallpaper features a Jurassic fantasy world in which prehistoric beasts skulk in the bushes and frolic in water, while Victorian men and women wander past www.divinesavages.com



PHOTOGRAPH: DIVINE SAVAGES

PHOTOGRAPHS: KATE MARSDEN/MADE BY MRS. MMARTABC/SOCIETY6; NIKE



LEFT Kate Marsden's 1950s-style pen and ink drawings adorn her New Croydon Fabric www.madebymrsm.co.uk

RIGHT Marta Barragan Camarasa's Toile de Jouy counter stool for Society 6 www.mmartabc.com

BELOW The 2019 NikeCourt Paris Collection used skeletons and tennis motifs in its Toile print www.nike.com



the motif; or combine entirely different colours and patterns. This works well on accessories such as scatter cushions, but you can also try mismatching Toile with a upholstered chair, for example.

9 USE IT TO ADD DRAMA

Go for a darker colour scheme or add a touch of metallic highlights to use Toile in a more dramatic way. Try the Rifle Paper Company's Cities Toile wallpaper in ebony, with its gold illustration on soft-black background. Or there are fantastic examples of Far East inspired Toile designs, some of which are particularly decadent. Using Toile in a larger scale can also make it more dramatic – a great option for a smaller space.

10 SWAP COUNTRY CHARM FOR A BIT OF CITY GRIT

Angular architectural illustrations and urban scenes instantly add modernity to Toile – and style or humour to your interiors. Examples include textile designer and illustrator Kate Marsden's bright range of fabrics celebrating British architecture, from Croydon to iconic central London; the Brooklyn Toile from Flavor Paper, co-designed by Mike Diamond of the Beastie Boys, with its many aspects of modern Brooklyn life; and the audacious Timorous Beasties' range of irreverent Toiles that show cityscapes in all their grittiness. Use these on large areas to be discovered, or in close-up detail on upholstery or accessories. **AS**

Instagram hashtags

#moderntoile
#toileddecor
#toiledesign
#toilefabric
#contemporarytoile
#toileupholstery
#toilewallpaper
#toilepattern
#toile
#traditionaltoile
#toiledejouyaddict
#toiledejouy
#toiledejouylove

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