



# Toile is the traditional print that's making a modern-day comeback – here are 9 pieces to shop the rustic style

Toile design is having a moment in design right now, and this cheerful style should absolutely be on your radar



(Image credit: West Elm, Target, Ruggable)



BY NIKHITA MAHTANI  
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Toile designs might remind you of period dramas, but this traditional pattern is making a comeback in 2024 and brands are recreating beautiful versions of this old-fashioned print. Everywhere you look, you see repeated patterns of toile on wallpaper, rugs, and even duvets, showcasing rich designs with a prominent attention to detail.

So what exactly *is* toile? Well, toile is a French word meaning 'linen cloth' or 'canvas', and the type of fabric first rose to popularity in the mid-1700s. Essentially, toile simply refers to a pattern repeated on the fabric, and most of the time, the pattern depicts a highly complex, detailed, pastoral scene with colors like blue, green, or red over a white or beige background.

And with this rising interior design trend, many designers and decor brands are putting their own spin on the look, from floral motifs with textured details to easy coastal-inspired designs.



(Image credit: Little Greene)

Take famed interior designer Sheila Bridges, who most recently created a Harlem toile pattern that has been inspired by her own heritage. ‘As an African-American living in Harlem, I have always been intrigued and inspired by the historical narrative

of the decorative arts, especially traditional French toile with its pastoral motifs from the late 1700s,' says Sheila.

'I'm entertained by the stories these patterns tell and the questions they sometimes raise. But after searching for many years for the perfect toile for my own home, I decided that it quite simply didn't exist. I created Harlem Toile de Jouy initially as a wallcovering but then expanded the collection to include fabrics, bedding, plates, glassware, umbrellas, and clothing. This design lampoons some of the stereotypes deeply woven into the African American experience.'

As you can see, toile can encompass pretty much any repeating scene, as long as attention to detail and nature-inspired prints take center stage. Take a look at my favorite options to make decorating with toile an absolute breeze.



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Tree Toile Removable  
Wallpaper

[\*\*View at West Elm\*\*](#)

[\\$150 at West Elm](#)

Great for rentals, this peel-and-stick wallpaper uses shades of blue to create a dreamy, tree pattern that's relaxing, yet detail-oriented.



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Jardin Toile Duvet &  
Shams

[\*\*View at Pottery Barn\*\*](#)

[\\$159 at Pottery Barn](#)

This luxe duvet takes classic toile and gives it a handpainted feel, complete with a garden-inspired motif that's textured for interest.



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Single French Country  
Toile Cotton  
Reversible Throw

[\*\*View at Target\*\*](#)

[\\$43.99 at Target](#)

Add a French country style to your living room with this cotton reversible throw blanket: The front pattern looks like a scene from an old village, while the reverse

features a fun stripe and dot pattern.



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Winter Toile Blue Rug  
[View at Ruggable](#)

[\\$189 at Ruggable](#)

This winter-inspired rug gives all the cozy cabin vibes, and yet the blue and white comb means it would work all year round. The pearl cream background paired with denim blue accents is the perfect color scheme for a light and airy scene.



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Piccadilly Chair  
[View at Serena & Lily](#)

[Was \\$3,198, now \\$2,398 at Serena & Lily](#)

On this armchair, traditional toile gets a fresh update with palm trees and seaside hues: Think an ode to the California coast.



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Anemone Toile Wallpaper  
[View at Anthropologie](#)

[View at Anthropologie](#)

[Was \\$158, now \\$126.40 at Anthropologie](#)

Stylish red roses of varying textures and sizes adorn this toile wallpaper, while a pure white background lets the brightness of the pattern steal the show.



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Gingerlily x Sheila Bridges Harlem Toile



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Williams Sonoma x Sheila Bridges Harlem



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Country Life Toile Peel + Stick Wallpaper by

## Silk Pillowcase

[View at Bloomingdales](#)

[\\$86 at Bloomingdales](#)

Sheila Bridges creates her signature Harlem Toile on a sky-blue pillowcase, using pastoral images inspired by Black history.

## Toile Coasters, Set of Four

[View at Williams Sonoma](#)

[\\$49.95 at Williams Sonoma](#)

Bordered in polished brass, these handcrafted coasters feature a Harlem-inspired toile. They're durable and made of enameled and lacquered stainless steel to add eye-catching style to your cocktail hours.

## Waverly

[View at Lulu & Georgia](#)

[\\$47 at Lulu & Georgia](#)

Reminiscent of Dutch Delft pottery, this toile wallpaper gives any home a vintage feel with scenes of traditional rural life.

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While the initial look of toile design might seem a bit stuffy and traditional, it's actually a wonderfully chic option to decorate your home with. You can find toile wallpaper, bedspreads, rugs, and so much more, but even subtle coasters and blankets can help you bring a touch of it to your space. No matter whether you want something more traditional or a unique take, there's a toile option out there for everyone.

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Nikhita is the Style Editor for Homes & Gardens, making sure our home-savvy readers are always aware of the latest trends and deepening their knowledge of classic design. Nikhita graduated with her Master of Arts in Magazine Journalism from New York University, and has spent a decade in interior design and shopping roles at shelter publications ELLE DECOR and Domino Magazine.

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