



I WANNA BE ADORNED

three pattern designers whose work makes
the world a slightly prettier place.





elizabeth olwen

I'm a surface pattern designer and consider myself to be a sort of 'digital florist'. I adore flowers and all of their strange and beautiful shapes – I take these inspirations, draw them on my computer and turn them into patterns.

One of my earliest memories of any sort involves pattern. My mother had these amazing orange floral drapes in our kitchen, with a matching Formica table and floral wallpaper. So our kitchen was covered in bold, unapologetic floral prints, and I would get lost in them. To this day, I have a soft spot for wild 1970s patterns.

After working in advertising for 10 years, I realised I wasn't doing what I was meant to do. So my boyfriend and I went on a creative sabbatical to Berlin. I found myself getting up every morning to work on patterns: they started out simple and became increasingly complex. When I came home to Toronto, I started looking into how I could turn this passion into something I could do every day, for a living. I dove in head first, and I'm so happy I did. I planted some seeds, and now they're starting to bloom.

I would describe my work as modern with a vintage twist; whimsical, graphic, and usually involving flowers! My goal is to make the world a more beautiful place, so I try to create work that is beautiful and joyful, with a hint of romance. Nature is definitely at the top of my inspiration list. A few years ago I really got into camping, and those trips are always full of inspiration – flowers, foliage and trees, with their perfect and unexpected shapes: it just fills my head with ideas for patterns. In terms of colour, I'm often drawn to softer palettes, or unexpected colour combinations. I'm currently obsessed with warm grey, mustard and peach.

I really love working on artwork for products that I know people will love, or that I would love using myself. I'm happy to say there is an ever-evolving list of stuff with my patterns on: stationery, gift wrap, cards, notebooks, iPhone covers, bedding, children's clothing, wallpaper, handkerchiefs, packaging and a fabric line with Cloud9 Fabrics. Recently I got the chance to develop some artwork for some wash tapes... it's this tiny little product, but it will add so much fun to the everyday. I'm going to put tape on everything!





DIY ENVELOPES

pretty paper pockets with designs from elizabeth olwen.
ready to cut, fold, glue and seal with a kiss.





[serving suggestions]