

WALLPAPER AND FABRIC THAT SET THE  
STAGE FOR YOUR HOMES STORY



## About

Annika Reed Studio creates wallpapers and fabrics rooted in traditional woodblock printing and designed for contemporary interiors.

Each pattern balances storytelling and playfulness with a deep respect for craft, inviting curiosity, warmth, and a sense of the unexpected into the home.

Every design becomes a visual soundtrack, quietly setting the tone for the life lived around it.

## Awards



## As seen in

HOUSE  
& GARDEN

domino

THE WORLD OF  
HOMES  
& GARDENS

THE  
WALL STREET  
JOURNAL

The  
INDEPENDENT

ELLE  
DECORATION

THE  
TIMES

AD  
ARCHITECTURAL DIGEST

INIGO

House Beautiful

PERIOD LIVING

COUNTRY LIVING

Livingetc

MODERN  
HOME

KITCHENS  
BEDROOMS &  
BATHROOMS

The  
ENGLISH  
HOME

London  
Evening  
Standard

SHEERLUXE

METRO



Every Annika Reed design begins by hand. Patterns are carved and printed using traditional woodblock techniques, a slow, deliberate process that creates subtle irregularities, layered colour and a distinctive sense of movement. These slight shifts and traces of the human hand give the designs their depth and character.

This heritage process is paired with contemporary printing methods, allowing the warmth of the handmade to translate beautifully into modern interiors.





# UPSTAIRS DOWNSTAIRS

Inspired by the classic British 2 up, 2 down, eight wallpapers capturing the duality of domestic life - the grounding embrace of nature below and the soaring wonder of childhood imagination above.

## WALLPAPER



Dance Away in the Garden  
Green



Dance Away in the Garden  
Blue



Stow Away with the  
Sailors  
Blue



Swim Away with the  
Mermaids  
Pink and Green



Swim Away with the  
Mermaids  
Ground



Float Away in Space  
Blue



Dahlia  
Blue Large



Dahlia  
Red Small



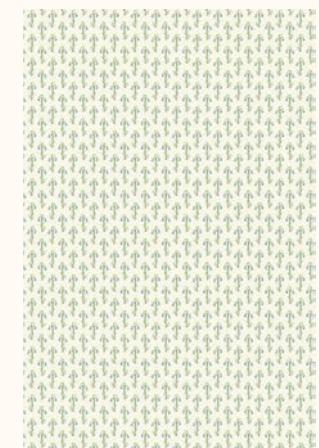
Sunflowers  
Yellow Tiny



Sunflowers  
Yellow Large



Daffodils  
Yellow Small



Bluebells  
Blue

# UPSTAIRS DOWNSTAIRS

## FABRIC



Dance Away in the Garden  
Green



Dance Away in the Garden  
Blue



Stow Away with the  
Sailors  
Blue



Swim Away with the  
Mermaids  
Pink and Green



Swim Away with the  
Mermaids  
Ground



Float Away in Space  
Blue



Dahlia  
Blue Large



Dahlia  
Red Small



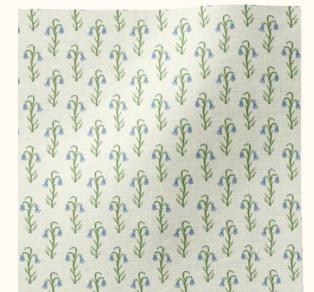
Sunflowers  
Yellow Tiny



Sunflowers  
Yellow Large



Daffodils  
Yellow Small



Bluebells  
Blue

## The Downstairs Collection: Grounding in Nature's Wisdom

Four elegant single stem botanicals celebrating the heart of the British garden. From the hopeful Daffodil heralding spring's arrival, the dignified Dahlia in full summer bloom, to the joyful Sunflower turning toward light and the woodland Bluebell carpeting ancient forests. Each floral brings the gentle rhythm of British seasons to family spaces, creating walls that whisper stories of gardens, heritage, and home.

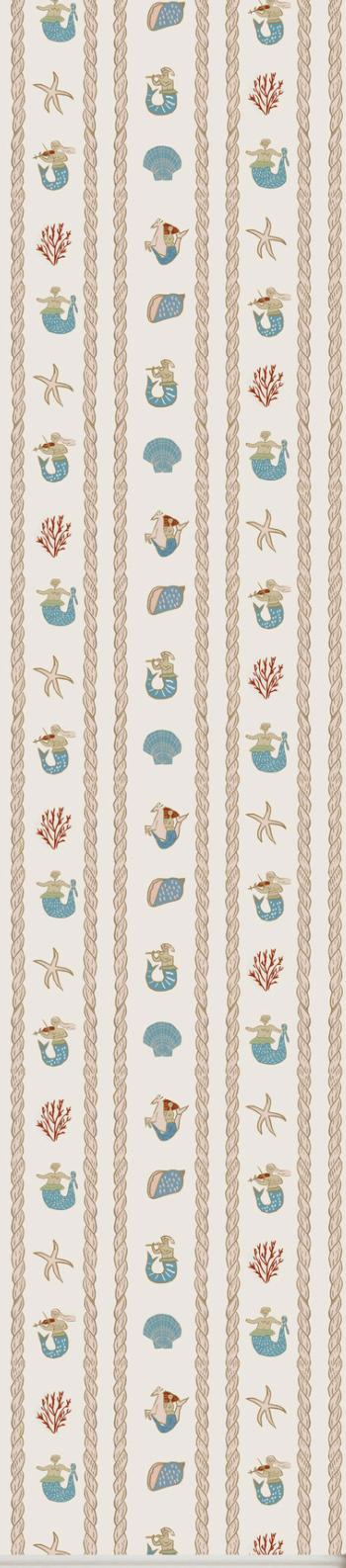






Four new adventure stories for young explorers, each taking children on a different journey of discovery.

I wanted to create wallpapers that feel like opening a storybook every time a child walks into their room. The sophisticated colour palettes and timeless themes mean parents love them too - illustrations that inspire real storytelling and imaginative play.







# PARADE

Parade ~ a wallpaper and fabric collection inspired by the groundbreaking ballet of the same name, born from the creative minds of Pablo Picasso, Erik Satie, Jean Cocteau, and Léonide Massine.

## WALLPAPER



Run Away to the Circus  
Blue



Run Away to the Circus  
Green



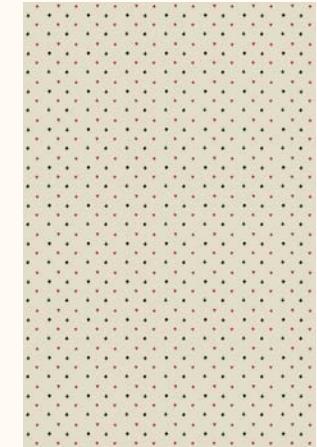
Run Away to the Circus  
Yellow



Run Away to the Circus  
Pink



Jester Lines  
Blue



Suits You  
Royal Flush



Sunshine Mascarade  
Sunshine



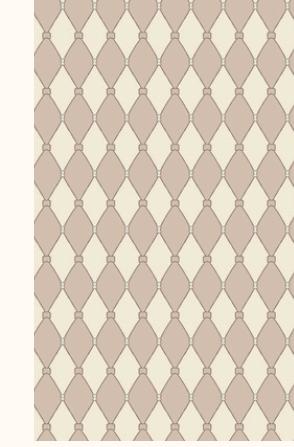
Balancing Act  
Blue



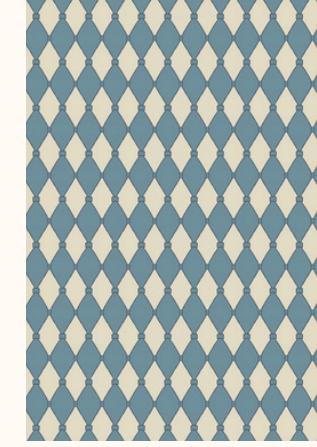
Balancing Act  
Red



Balancing Act  
Ochre



Harlequin Parade  
Ground



Harlequin Parade  
Blue

# PARADE

## FABRIC



Run Away to the Circus  
SMALL  
Blue



Run Away to the Circus  
LARGE  
Green



Run Away to the Circus  
SMALL  
Green



Run Away to the Circus  
SMALL  
Green



Run Away to the Circus  
SMALL  
Yellow



Run Away to the Circus  
LARGE  
Yellow



Run Away to the Circus  
SMALL  
Pink



Run Away to the Circus  
LARGE  
Pink



Jester Lines  
SMALL  
Blue



Jester Lines  
LARGE  
Blue



Sunshine Mascarade  
Celestial



Suits You  
LARGE  
Royal Flush

# PARADE

## FABRIC



Balancing Act  
SMALL  
Red



Balancing Act  
LARGE  
Red



Balancing Act  
SMALL  
Ochre



Balancing Act  
LARGE  
Ochre



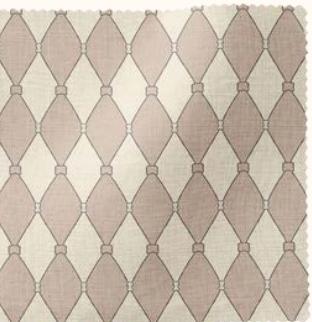
Balancing Act  
SMALL  
Blue



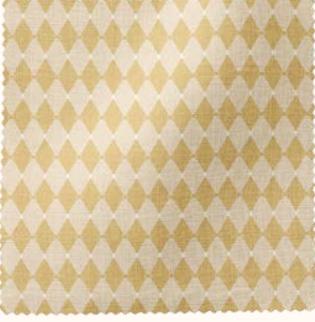
Balancing Act  
LARGE  
Blue



Harlequin Parade  
SMALL  
Ground



Harlequin Parade  
LARGE  
Ground



Harlequin Parade  
SMALL  
Ochre



Harlequin Parade  
LARGE  
Ochre



Harlequin Parade  
SMALL  
Blue



Harlequin Parade  
LARGE  
Blue



## Parade

Parade features seven designs inspired by the whimsical world of a travelling circus troupe, where art, performance and dance come together in a celebration of movement.

Designed to bring character and warmth to a space, Parade sets the scene turning the home into a stage for its own unfolding story.











# FOLK

Inspired by folklore and time-honoured celebrations, this wallpaper collection brings a mix of charm, tradition and touch of the whimsical into your space. Each piece is imbued with a narrative, a connection to the past that adds a layer of depth and intrigue.

## WALLPAPER



Solstice Sun  
Sunshine Yellow



Mermaid  
Sea Shore



Kit Moon  
Blue Moon



Red Coat  
Stone



Red Coat  
Tapestry



Pegasus  
Dusk



Winged Lion  
Small. Blue



Winged Lion  
Large. Blue



Winged Lion  
Small. Mustard



Winged Lion  
Large Mustard



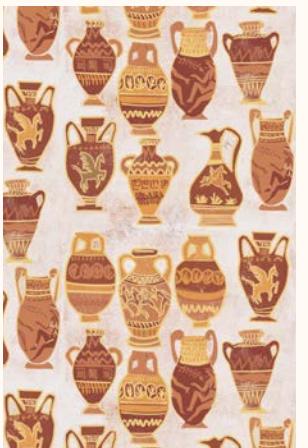
Pair of Cats  
Grannys House



Pair of Cats  
Cinnamon Cats



A Muggle of Jugs  
Blue



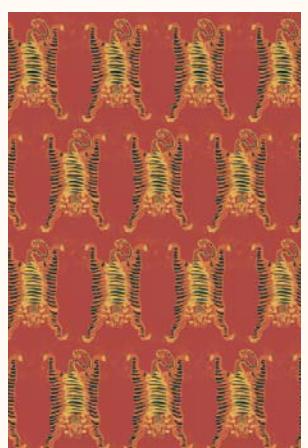
A Muggle of Jugs  
Earthy



Tiger Tiger  
Jasper



Tiger Tiger  
Motganite



Tibetan Tiger  
Burnt Orange



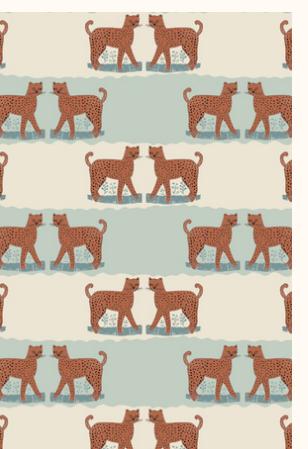
Aphrodite  
Shelly Blue



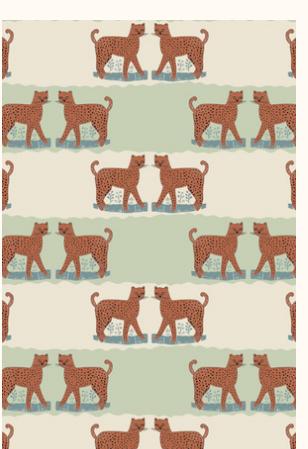
Flying Horses of Silk Road  
Spice



Flying Horses of Silk Road  
Midday



A Leopard Never Changes  
His Spots  
Blue



A Leopard Never Changes  
His Spots  
Green



Pair of Dogs  
Vintage Brown



Pair of Dogs  
Delft Blue



Agra  
Aqua



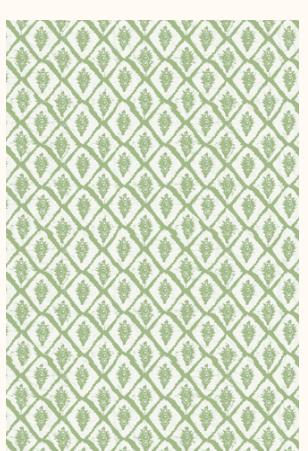
Agra  
Jade



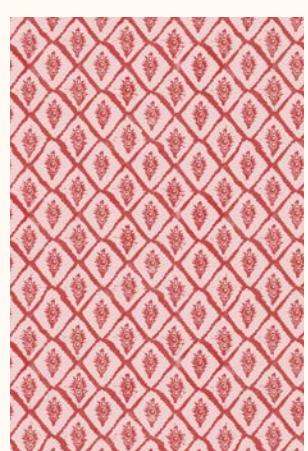
Agra  
Pinks



Jaipur  
Light Pinks



Jaipur  
Green



Jaipur  
Pink City

# FOLK

## FABRIC



Solstice Sun  
Sunshine Yellow



Mermaid  
Sea Shore



Kit Moon  
Blue Moon



Red Coat  
Stone



Pegasus  
LARGE  
Dusk



Pegasus  
SMALL  
Dusk



Winged Lion  
SMALL  
Delft Blue



Winged Lion  
LARGE  
Delft Blue



WINGED LION  
SMALL  
Mustard



WINGED LION  
LARGE  
Mustard



Pair of Dogs  
Delft Blue



Pair of Dogs  
Vintage Brown

# FOLK

## FABRIC



Pair of Cats  
Grannys House



Pair of Cats  
Cinnamon Cats



A Muggle of Jugs  
Blue



A Muggle of Jugs  
Earthy



Tiger Tiger  
Jasper



Tiger Tiger  
Morganite



Flying Horses of Silk Road  
Midday



Flying Horses of Silk Road  
Spice



A Leopard Never Changes  
His Spots  
Green



A Leopard Never Changes  
His Spots  
Blue

# FOLK

## FABRIC



Agra  
Aqua



Agra  
Jade



Agra  
Pinks



Jaipur  
Green



Jaipur  
Light Pink



Jaipur  
Pink City











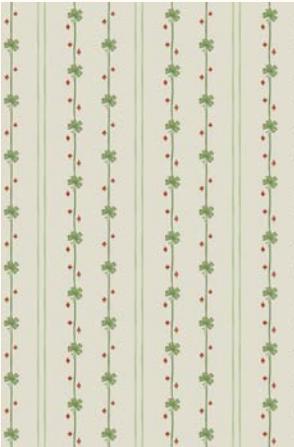




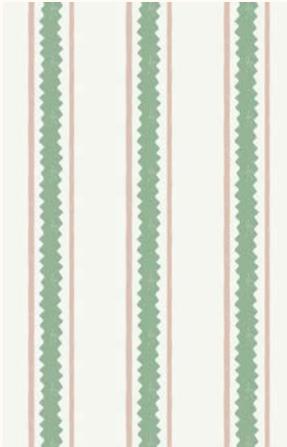
# DANCING QUEENS

The Dancing Queen collection encourages you step out of your comfort zone, embrace the dance of life, and inject a burst of vivacity into your living space. Picture a traditional stripe putting on its dancing shoes and twirling with unrestrained joy, leaving behind a trail of rhythmic patterns that dance harmoniously across your walls.

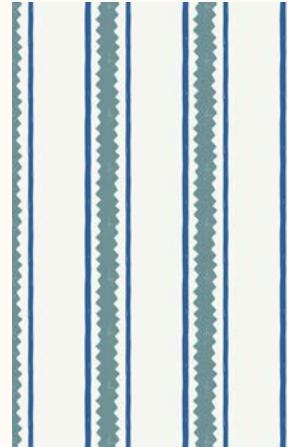
## WALLPAPER



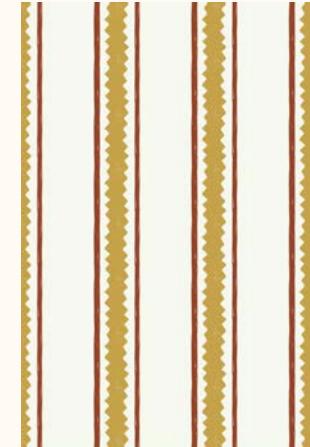
Garden Tetris  
Green



Zig and Zag  
Pink and Green



Zig and Zag  
Blue



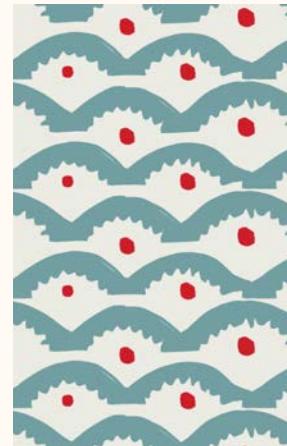
Zig and Zag  
Mustard



Olives  
Olive Green



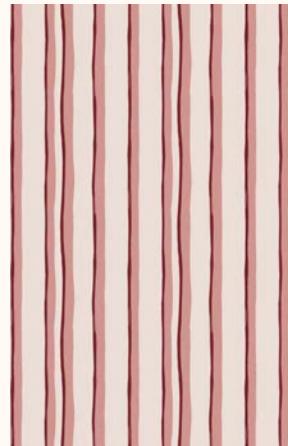
Wiggly Squiggly  
SMALL  
Blue and Red



Wiggly Squiggly  
LARGE  
Blue and Red



Somerset Stripes  
Mustard



Somerset Stripes  
Pinks



Somerset Stripes  
Blues



Somerset Stripes  
Green

# DANCING QUEENS

## FABRIC



Garden Tetris  
Green



Zig and Zag  
Pink and Green



Zig and Zag  
Blue



Zig and Zag  
Mustard



Olives  
Olive Green



Wiggly Squiggly  
SMALL  
Blue and Red



Wiggly Squiggly  
LARGE  
Blue and Red



Somerset Stripes  
Mustard



Somerset Stripes  
Pinks



Somerset Stripes  
Blues



Somerset Stripes  
Green

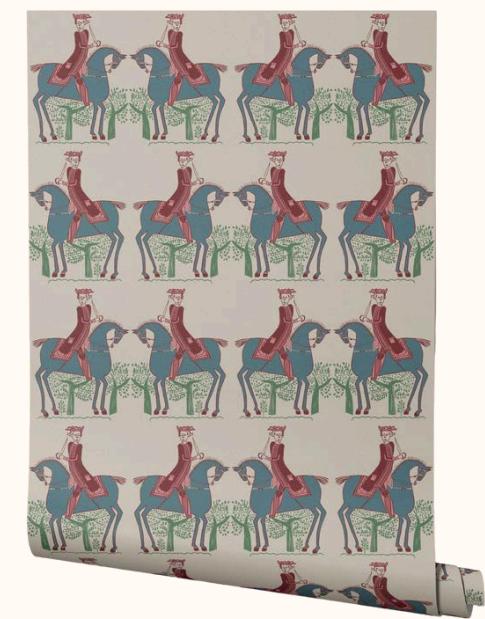






# WALLPAPER

- Digitally Printed
- Printed in the UK
- Lead Time 1-3 weeks
- Sold by the roll 52cm x 10metres
- Non woven
- Bespoke colours, scale and design available



# GRASSCLOTHS

Printed on natural sisal grasscloth, the wallpaper has a rich, tactile surface with visible weave and organic variation. This texture brings depth and warmth to the design, celebrating the natural character of the material and giving each wall a quietly layered quality.

- Printed in the UK
- Lead Time 1-3 weeks
- Sold by the roll 52cm x 10metres
- Natural Sisal Grasscloth
- Bespoke colours, scale and design available



# FABRICS

Crafted from 100% woven Irish linen and accredited by Masters of Linen, the fabric celebrates a long tradition of skilled making. Naturally biodegradable, it brings quiet elegance, depth and integrity to interior spaces.

- Digitally Printed
- Printed in the UK
- Lead Time 5-10 days
- Sold by the metre, printed width 140cm
- 100% Linen
- Bespoke colours, scale and design available



# BESPOKE

We work closely with interior designers and trade clients to adapt existing designs from adjusting scale to developing bespoke colour palettes, or to create entirely new patterns to brief.

Each project is handled with care from concept through to final print, ensuring the design works beautifully in its setting.

Our bespoke options include:

- Colourway adjustments – tailored palettes to sit perfectly within your scheme
- Scale changes – refining proportion for the room, furniture or architectural details
- Bespoke design development – entirely new patterns created to brief
- Sampling & fees

£60 strike-off fee per 1m sample (applies to colourway, scale and bespoke design development)



# Contact

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