



*The pattern is the set.
Your room is the stage.*

John Cassatt



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



BEST KIDS' WALLPAPER
Run Away to the Circus
by Annika Reed Studio



WINNER
BEST WALLPAPER FOR CHILDREN
Run Away to the Circus,
Annika Reed

As seen in

HOUSE
& GARDEN

domino

THE WORLD OF
INTERIORS

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

SHEERLUXE

KITCHENS
BEDROOMS
& BATHROOMS

THE
ENGLISH
HOME

London
Evening
Standard

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.





GAMES COLELECTION

The idea of play learned or invented, structured or free, passed from one person to another. Each pattern turns the rhythm of a game into cloth.



Shove Ha'Penny
Blue and Green



Shove Ha' Penny
Blue and Red



Shove Ha' Penny
Pink and Green



Backgammon
Ochre



Backgammon
Blue



Ludo
Blue and Red



Three Legged Race
Pink and Green



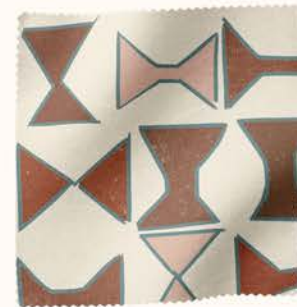
Three Legged Race
Ground



Three Legged Race
Red and Yellow



Three Legged Race
Blue



Diabolo
Earthy



Diabolo
Blue



Chess
Red and Yellow



Chess
Blue



Chess
Ground



Chess
Pink and Green



Curling Large
Blue and Red



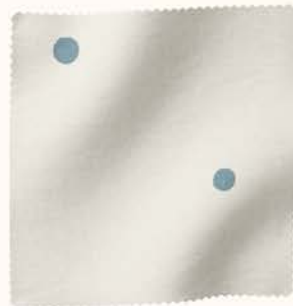
Curling Small
Blue and Red



Tiddlywinks
Yellow Dots



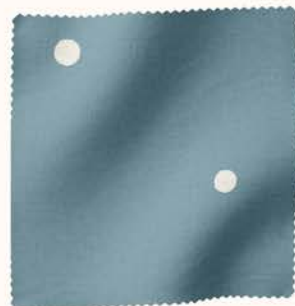
Tiddlywinks
Red Dots



Tiddlywinks
Blue Dots



Tiddlywinks
Pink and Red Dots



Tiddlywinks
White Dots



GAMES

Part of Annika Reed Studio's Games collection, Games explores the idea of play, learned or invented, structured or free, passed from one person to another. Some games feel familiar, others less so, yet all share a gentle rhythm of turns, focus, and trying again.

Each pattern turns that sense of order and chance into cloth: repeats, shifts, and balanced compositions. Nostalgic but not time bound, the collection feels playful, grounded, and easy to live with at home.



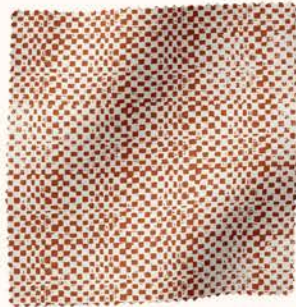
Checkers
Blue



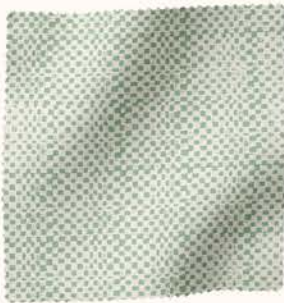
Checkers
Ochre



Checkers
Pink



Checkers
Red



Checkers
Green





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



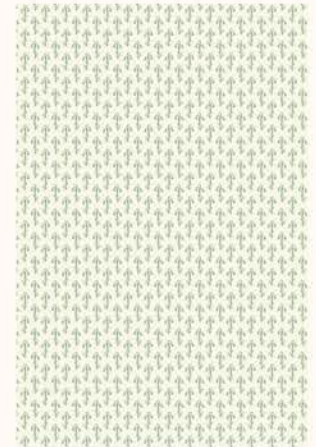
Sunflowers
Yellow Tiny



Sunflowers
Yellow Large



Daffodils
Yellow Small



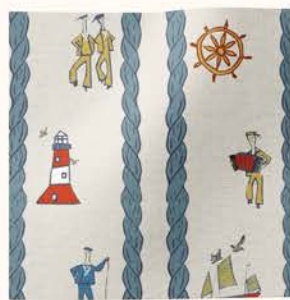
Bluebells
Blue



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.



The Upstairs Collection: Where Adventure Begins

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 COLLECTION

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
BlueBalancing 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



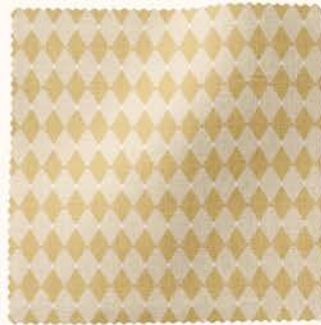
Balancing Act
LARGE
Blue



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 COLLECTION

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



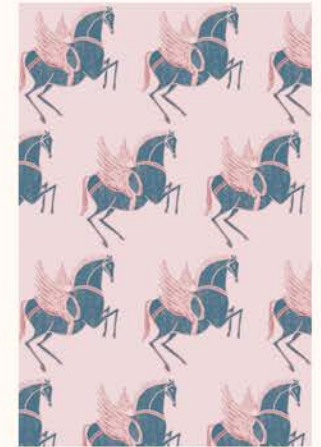
Kit Moon
Blue Moon



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



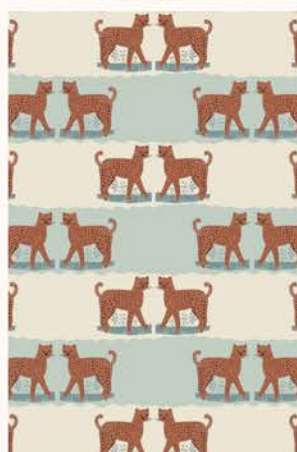
Aphrodite
Shelly Blue



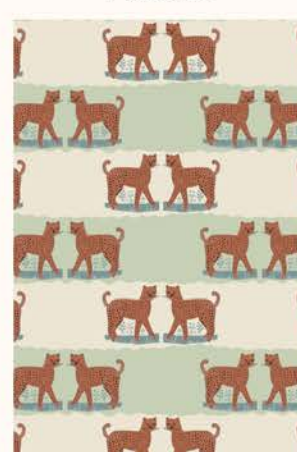
Flying Horses of Silk Road
Spice



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



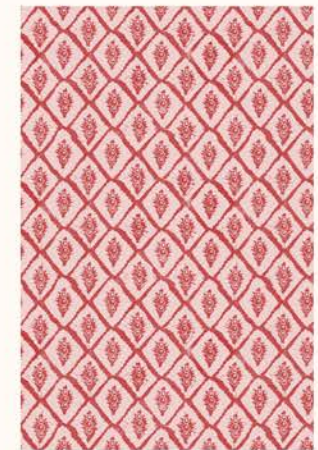
Agra
Pinks



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



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



Agra
Aqua



Agra
Jade



Agra
Pinks



Jaipur
Green



Jaipur
Light Pink



Jaipur
Pink City



Flying Horses of Silk Road
Midday



Flying Horses of Silk Road
Spice



A Leopard Never Changes
His Spots
Blue







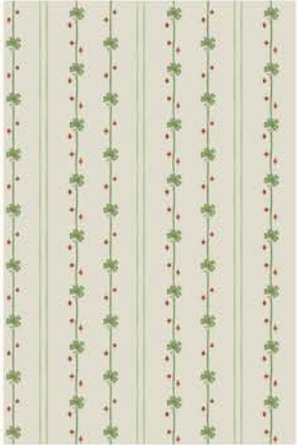




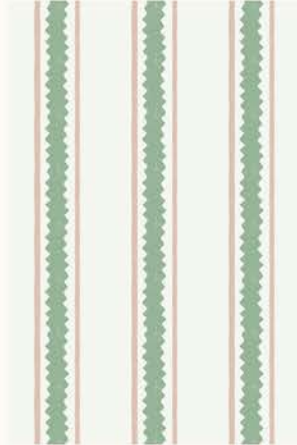
DANCING QUEENS COLLECTION

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.

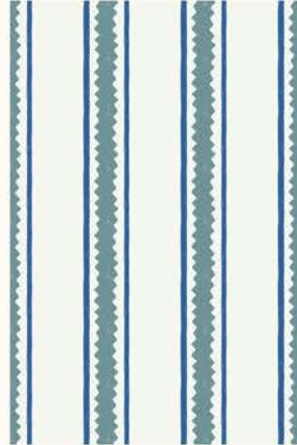
WALLPAPER



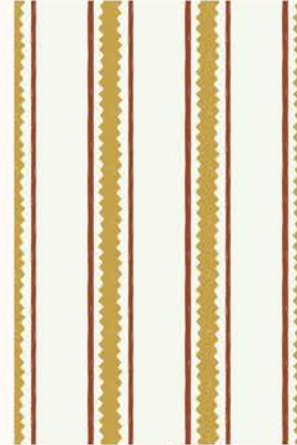
Garden Tetris
Green



Zig and Zag
Pink and Green



Zig and Zag
Blue



Zig and Zag
Mustard



Olives
Olive Green



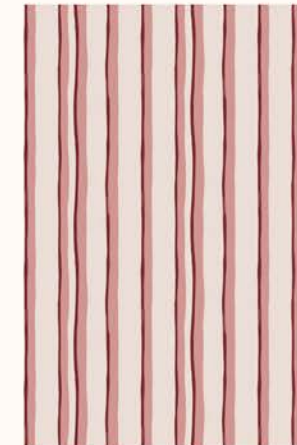
Wiggly Squiggly
SMALL
Blue and Red



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)



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