



WILLIAM MORRIS | LONDON

Press Release

WILLIAM MORRIS ANNOUNCE STUNNING NEW AW/16 FASHION CAMPAIGN

New for Autumn / Winter 2016, William Morris are delighted to announce their latest fashion campaign.

Shot over some of the city's most trendy outdoor locations, the campaign delivers the best of London fashion and style. Taking these inspirations from the heart of the capital, William Morris then creatively transfers them into their latest eyewear collections.

Inspired by the easy going mood and unique charm of

Notting Hill in West London, the campaign introduces two new faces for the season.

Reinforcing the fun and quirky personality of the London born brand and in keeping with our Great British humour, the campaign also features a canine companion named Quincy.

Drawing on the creative backdrops of one of London's most picturesque boroughs, the new William Morris eyewear collections feature stunning new shapes and

compelling colour pallets in line with the roots of the brand. Traditional British inspirations can be seen throughout the latest lines, with a fresh take on creative styling and colour combinations that mean London style take you over.

William Morris remains as consistent today as it did in 1996, with an unwavering commitment to creating directional and conservatively different eyewear for fashion forward British men and women.

ABOUT WILLIAM MORRIS LONDON

In 1996, Robert William Morris created William Morris London - an independent company with a very 'English' brand. The aim? To offer designer glasses to every audience, providing superb original designs with unrivaled quality and unparalleled customer service. From humble beginnings to what is today a successful global brand, William Morris are represented all over the world. As the market has grown, so have the collections, the designs, the point of sale and everything else that goes into making a brand that is embraced so fondly by everyone.

FOR MORE INFORMATION, CONTACT US

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