



FROMENTAL

ABOUT US

At Fromental, we don't see beauty as a luxury; it is essential. Where would we be without it?

Nature surrounds us with breathtaking views, whether rolling hills, verdant trees or stark desert. Throughout human history, we have been surrounded by natural beauty and created art of our own. Beauty in all its forms is crucial for well-being, and we're here to help you welcome it wholeheartedly into your daily life.

We, Tim Butcher and Lizzie Deshayes, are the founders of Fromental, which we established in 2005. We are lucky enough to spend our days creating beauty at our studios in London. That 'Wow' moment when a Fromental piece is introduced to its new habitat... it's pure joy.



"We adore historical decorative art but are far too restless to be contained by it. All traditions start as innovations, and we'd much rather have a go at inventing the future than rehashing the past."

Tim Butcher and Lizzie Deshayes - Founders

Left-hand image:
Kiku Garden in Ginza | Styled by Alyce Taylor, Photographed by Jon Green





OUR SERVICES

Within our wallcovering collections we offer various services levels. We are here to accommodate the needs of your application, whether that be selecting something from our standard offering, or tweaking the design and colours to fit your specifications.

We understand that every project is unique, and we strive to provide a personalised solution that meets your specific requirements. Our Client Services team are there to hold your hand throughout the process, whilst our in-house Design Studio will bring your vision to life. With a focus on quality, craftsmanship and customer satisfaction, we guarantee a stunning end result that exceeds your expectations.





MADE TO MEASURE

Why not express yourself with a made-to-measure wallcovering? Whatever the aims of your project, we'd be delighted to adapt one of our existing designs to suit. We can tailor the placement of the design elements so that they fit flawlessly into your space, working around features such as fireplaces.

Perhaps you'd like birds flying over doors and windows, or one of our Prunus trees sprawling up a staircase. We have a wide array of colourways to choose from too – or we can craft a unique combination just for you.

What's more, we will gently guide you through from start to finish, and make the process not just simple but enjoyable too.

CUSTOMISATION

Our goal is to create a truly beautiful wallcovering that perfectly aligns with your requirements. Offering a wide range of customisation options, we can further tailor our made-to-measure designs to your specific needs.

Our in-house Design Team can accommodate changes to the background silk; completely custom colourways; and adjustments in scale or density. We understand the importance of harmony within an interior and welcome the inclusion of fabric swatches and paint references to help our wallcovering fit with your palette.

Provide us with the details, and our team will endeavor to make sure those modifications are seamlessly integrated into the final design.



SERVICES

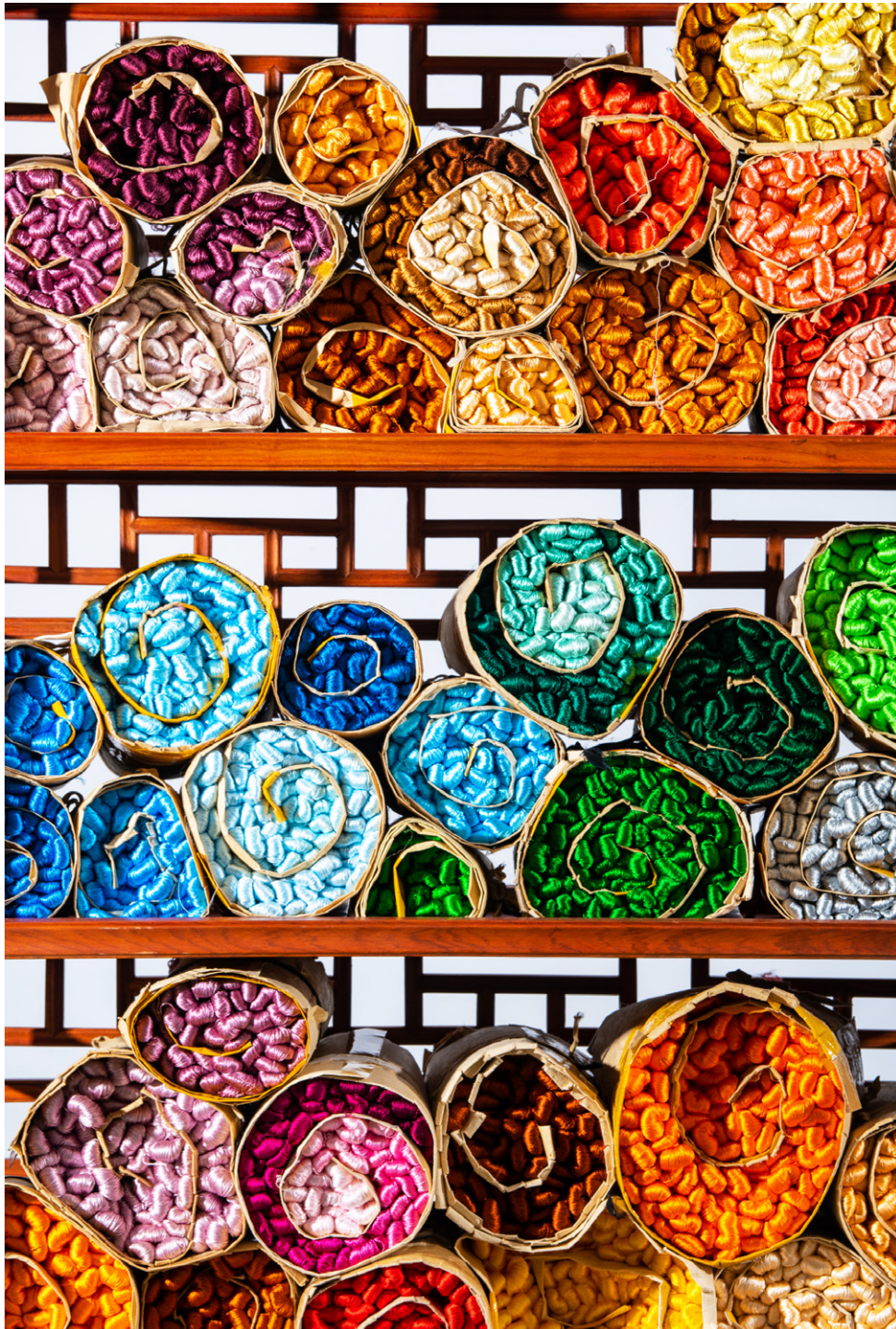
COMMISSIONED

If you like the idea of creating a completely original design, perhaps incorporating themes that are personal to you or your client, we'd be thrilled to help.

Whether you have a crystal clear concept or the mere kernel of an idea, we will transform it into a beautiful bespoke wallcovering that will bring you joy for decades to come.



SERVICES



CRAFTSMANSHIP

Each painted panel begins its life as a length of raw silk, which we then back with traditional rice paper. This forms the extraordinary canvas on which our artists work their magic.

For our embroidery, we use unspun silk floss, which in its undyed state is so fine as to be almost invisible to the naked eye. It is not uncommon for an embroiderer to work with six tones of the same colour, which they will carefully combine to create subtle shifts in hue.



PAINTING STYLE

Our artists are masters of traditional Chinese painting and work in teams to meticulously plan out each room before slowly building up the many layers of detail and colour. To achieve intensity and shade, the artist will blend hues, often using two brushes simultaneously.

The specifics of a design play a crucial role in determining which of our artists will paint the final panels. Different designs may require particular skills, expertise, or artistic styles. For example, our head artist, Master Wang, is a virtuoso of 'unconscious' painting, a free and spontaneous style practised by only the most skilled artists. This approach lends a unique energy to the finished work; other techniques require more control to capture detail and definition.



CRAFTSMANSHIP



Folly in Acacia | The Goring Hotel. Photographed by Nick Rochowski

EMBROIDERY

Our embroidery studios are located in a district in Suzhou where embroidery has been the main industry for two thousand years.

It is a flourishing part of their local culture, and there remains a strong and proud tradition of passing down skills from generation to generation.

The technique uses unspun silk floss and involves incredibly fine stitching. An individual panel can take up to 400 hours to complete.



CRAFTSMANSHIP



COLLECTIONS

We believe the natural world provides a unique and inspiring blueprint for beauty. Traditional Chinese painting draws on forms within nature, most commonly birds and flowers, and this rich heritage remains the cornerstone of much of our work.

However, we are too inquisitive to be confined by tradition. Hand-painted, hand-embroidered silk wallcoverings established our reputation, and we still find techniques such as gilding, traditional Japanese goldwork, foiling and screenprinting incredibly thrilling. But pioneering tech, when used with the correct intent, can be just as remarkable.

At Fromental, we use what we have learned from past masters to drive our collections forward into new and exciting territories.







CHINOISERIE

Whimsical, exotic and enduringly elegant, our Chinoiserie collection focuses on bird and flower compositions, historically the most popular motif. These elements are featured in varying densities depending on the design: from elaborate gardens in full bloom to graceful, understated backdrops.

We were the first atelier to create Chinoiserie wallcoverings with embroidered detailing, elevating the style to a new level of sophistication. All of the designs in this collection are painted or embroidered by hand onto silk and metallic grounds.



COLLECTIONS



MODERN CHINOIS

Inspired by the decorative arts of Asia seen through the prism of a European aesthetic, our Modern Chinois collection combines modern and traditional styles with our unique sense of colour.

Our Prunus design offers a particularly graceful depiction of Plum Blossom in our 'unconscious' painting style, while Madame Chrysanthème's flora is rendered in a larger, bolder, more graphic style. Fontaine, shown below is named after the delicate spray of Mimosa flowers which act as a backdrop for the boldly rendered naturalistic butterflies.



COLLECTIONS

Madame Chrysanthème in Lola | Styled by Alice Taylor, Photographed by Chris Everard





Bruyère in Mauveine | Styled by Collier Webb, Photographed by Alun Callender

LUMIÈRE

A curated collection of our vanguard designs, Lumière combines innovative techniques with bold compositions to deliver strong and vibrant statements. Each design creates a unique mood, whether it's the vividly painted flora and fauna of Bruyère, the idiosyncratic, scattered shapes of Riemann Cubes, or Ponti, inspired by the stunning asymmetric marquetry at Villa Planchart.



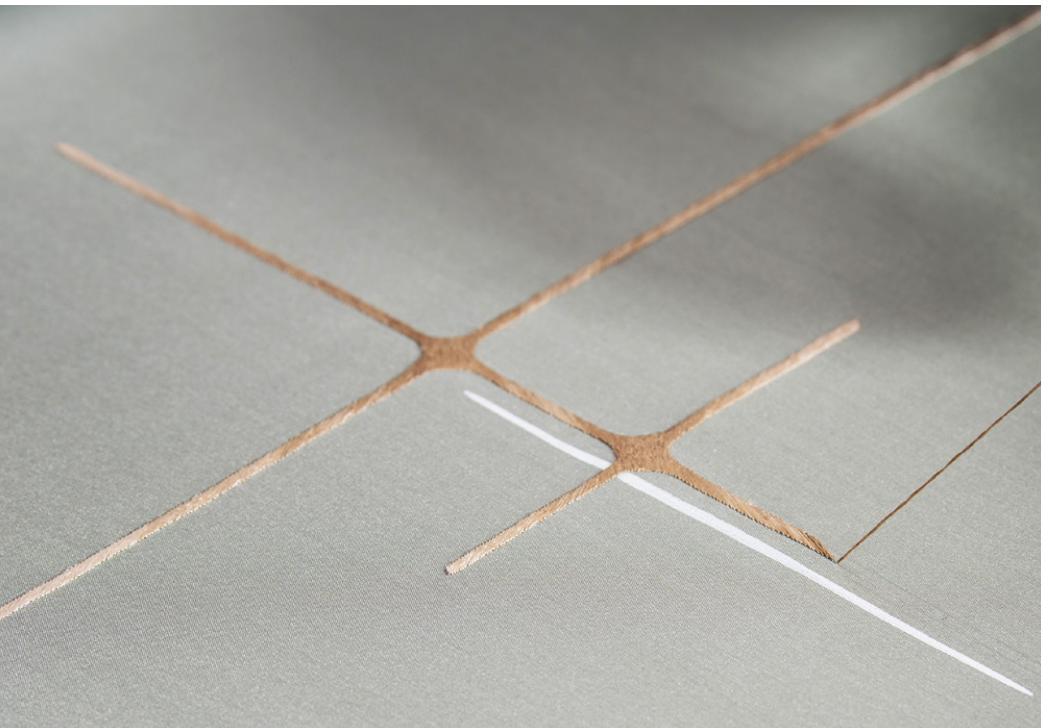
COLLECTIONS



ROOMSKINS

Featuring a host of beautifully understated wallcoverings, Roomskins strikes a balance between interesting textures and subtle pattern. The collection achieves its abstract intention while retaining the meticulous attention to detail inherent in all our work.

Sophisticated and elegant, these designs provide a delicate and engaging backdrop for any space. Several designs within the collection, such as Babinda, are simple compositions of geometric forms which bring a huge amount of character to the interiors they grace. Others, such as Gypsum and Paille, use freehand mark-making to create unique, immersive textures.



COLLECTIONS

Travertine in Mimas | Photographed by KMNelson





Faisans in Bleu | Styled by Alysce Taylor, Photographed by Jon Green

CONVERSATIONAL

A nod to the playfulness of fashion prints, our Conversational Collection is a stylish array of pictorial wallcoverings. The designs take their cue from diverse cultures and decorative styles; from the detailed landscapes of Shimla and Bucolic to the stylised and graphic Los Alamos.

A combination of materials and techniques adds further detail and texture to each pattern. The relief painting effect featured in Chinon is reminiscent of carved lacquerwork. While Clef des Champs combines soft washes of watercolour with clean, controlled painting and hand-embroidery.



COLLECTIONS



RATIO

A celebration of the abstract, the graphic and the geometric, Ratio makes use of simple, repeating shapes, carefully composed to create unique atmospheres. Each colourway draws from an extremely limited palette of no more than two or three colours, bringing a sense of calm to the collection.

Bamboo Lights is a graphic interpretation of light silhouettes dancing through bamboo stems, while Coquilles, with its blocks of colour overlaid with varying intensities of pooled paint, conjures the decadence of the Art Deco era.



COLLECTIONS

Bamboo Lights in Timor Black | Styled by Alyce Taylor, Photographed by Chris Everard



COLLABORATIONS

Collaborating with other designers within the realm of interiors can be an incredibly rewarding and enriching experience. Our Collaborations Collections show that by pooling our creative energies and expertise, we have the opportunity to create something truly remarkable and unique.

When collaborating with fellow creatives, we can tap into each other's strengths and perspectives. Sharing ideas and bouncing concepts off one another can lead to ground-breaking design solutions that none of us may have arrived at individually. We can exchange knowledge, techniques, and industry insights expanding our skillsets and pushing the boundaries of our creativity.

But collaboration is not just about the professional benefits; it's also about building meaningful connections and friendships within the design community. The camaraderie and shared passion for interiors create a positive and motivating environment where we can thrive together.





COLLABORATIONS

Oak Leaf in Bur | Fromental by Sophie Paterson



Marchen in Custom Colours | Fromental by Nicole Fuller | Room by Emily Del Bellow Interiors



COLLABORATIONS
Ambia in Malecon | Fromental by Natalia Mijar | Photographed by Milo Brown



Spring Fever in Delft | 'Les Folies' by Timothy Corrigan



COLLABORATIONS

Stardust in Dark Matter | Fromental by Adam Hunter | Photographed by Genevieve Garruppo



COLLABORATIONS

Haiku in Buronzu | Fromental by Eric Egan | Styled by Collier Webb. Photographed by Alun Callender



Ligetti in Custom Colours | Fromental by Maddux Creative
Styled by Alyce Taylor, Photographed by Chris Everard



Right-hand Image: Raw in Ouro
Cover Image: Prunus in Luoma

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