



THE MODERN HOMEMAKER

Spring 2025

William Morris cared deeply about nature and the wellbeing of society. **The Modern Homemaker** celebrates nature and the great outdoors with a focus on mental wellness, with useful and beautiful self-care, lifestyle accessories and home fragrance.

Embracing themes of **rewilding** and the **healing power of nature** every product has a wellness element. Intensive emollient hand balms, creams and lotions help nourish, soothe and calm with prebiotic **chicory root extract**. Products are infused with lemongrass essential oil and **citronella** combining feel good scents with natural outdoorsy protection.

Scented candles in floristry inspired ceramic vessels are fragranced with **citronella** to enjoy inside or alfresco. Storage baskets with **wellness affirmations** are ideal for life enhancing de-cluttering. Hand and lip care in useful popper pouches blend usefulness and beauty. Gardening glove and hand cream sets both protect and care for gardeners' hands.



Three citronella fragrances

Inspired by the crisp scent and natural protective powers of citronella essential oil, The Modern Homemaker features three different fragrances:

Lemonella a bright, citrus fragrance with scents of citronella essential oil.

Green Davina fruity and aromatic with hints of green herbs fresh from the garden.

Citronella Grass evokes the scent of a wild flower meadow with the crispness of citronella.

Hero Ingredient: Probiotic chicory root extract

We understand the benefits of healthy soil and rewilding for greater biodiversity.

The Modern Homemaker embraces rewilding with seed and feed products that work with the skin using microbiome friendly ingredients to help repair, strengthen and protect.

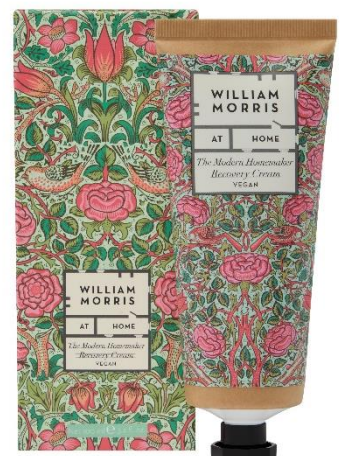
Formulations feature **chicory root extract** a natural extract with prebiotic benefits that feed skin's natural flora and help soothe. Gentle, skin-nourishing, calming.

Design Notes: The Modern Homemaker features designs including iconic Rose, Hyacinth and Brother Rabbit which, as with every William Morris At Home collection, are sourced from the William Morris Gallery archives, the home of William Morris.

THE MODERN HOMEMAKER: SKINCARE FOR HANDS AND BODY

Hand Recovery Balm, 100ml, £10

Outdoorsy protection and intensive moisturisation combine in this rich, Citronella Grass scented hand balm. Key ingredients of shea butter, cocoa butter, vitamin E and chicory root help nourish and soothe. With naturally protective citronella and lemongrass essential oil.





Assorted Hand Creams, 3 x 30ml, £10

Trio of pocket shea butter hand creams featuring the art of William Morris. Formulated with vitamin E, jojoba oil, soothing chicory root extract. Citronella essential oil helps provide outdoorsy protection. Three fresh fragrances: Lemonella, bright, citrus with citronella essential oil; Green Davina, aromatic, fruity, fresh green herbs; and Citronella Grass, wild flowers and crisp citronella.

Hand Wash & Lotion Set, 2 x 250ml, £20

Gentle Citronella Grass hand and body wash with aloe and hyaluronic acid, and silky hand and body lotion with cocoa butter and shea butter. Formulated with prebiotic ingredients and essential oils. In a linen and cotton Rose print drawstring bag.



Rose Petal Bath Bomb, 200g, £5

With rose petals. Fizzes and fills the bath with aromatic, fruity scents with notes of fresh garden herbs. Tints the water pretty pink. Perfect just because gift in a Wild Tulip & Rose print box.

A Little Time For You, £20

Perfect mother's day or anytime beauty gift set. Six indulgent bath and body treats with rosemary, patchouli and davana essential oils in a William Morris Rose print box.



This set contains: relaxing Bath Salts, gentle Body Wash, Restorative Bath Milk, Green Davana Body Cream. For finishing touches, fragrant Hair Mist and Pulse Point Oil. Fragrance: aromatic and fruity Green Davina with hints of fresh green herbs. Ingredients: body cream, bath milk and body wash formulated with chicory root extract which acts as a prebiotic to balance and protect skin.



FRAGRANCE FOR HOME & GARDEN

Indoors & Outdoors Ceramic Scented Candle, 280g, £24

Set the mood inside or al fresco with scents of bright, fresh, citrus Lemonella with citronella essential oil. White ceramic two-handled vessel with William Morris lemons and Willow pattern to reuse for flowers. Vegetable wax blend with cotton wick. Burn time up to 60 hours.



Scented Drawer Liners, set of 5 sheets, £10

Line, decorate and scent drawers, wardrobes and shelves with these Honeysuckle print drawer liners scented with bright, citrusy Lemonella with citronella notes. Repurpose matching folder for papers, letters or old photos. Sustainable FSC certified paper printed with vegetable based inks.

GARDENERS' ESSENTIALS

"Making the best of it, a garden should... look like part of the house... both orderly and rich", William Morris, 1879.

Gardening Glove Set with 100ml Hand Recovery Balm, £25

Working together hand in glove, signature Hand Recovery Balm for post gardening care and Strawberry Thief gardening gloves with adjustable strap. In a sustainable wooden storage box painted with Rose and Willow prints.



Back Pocket with 30ml Hand Cream & 10ml Lip Balm, £12

An extra back pocket for on the go. Useful and stylish Brother Rabbit print pouch containing pocket Citronella Grass hand cream and vitamin E lip balm. Designed with strap and popper for easy attachment to a belt. Hand cream with emollient shea butter, jojoba oil and soothing chicory root extract.



BEAUTY ORGANISATION

"The true secret of happiness lies in taking a genuine interest in all the details of daily life," William Morris.

Vegan Leather Washbag, £18

This spacious Honeysuckle print wash bag opens flat so you can see everything. Practical beauty storage whilst travelling. Made from vegan leather printed with soy based inks, finished with recycled fabric lining and William Morris At Home embossed zip pull. 11D 24.5L 14.5Hcm.



Wellness Washbag with 10 Affirmation Cards, £14

Bring positivity and organisation to the everyday. A useful and beautiful wash bag with drawstring closure containing ten affirmations with William Morris artwork. Fold down the Wild Tulip fabric to make a stylish basket.



William Morris At Home The Modern Homemaker available from March 2025 at williammorrisathome.com
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NOTES TO EDITORS

Sustainability FSC packaging promotes responsible forestry sourcing. Kraft paper tubes reduce plastic content by 30%. Recycled, recyclable plastic and recyclable glass bottles and tubes. Vegetable-based printing inks. Cruelty free and vegan friendly.

William Morris At Home is developed in collaboration with the William Morris Gallery. Once the artist's childhood home and today holding the largest collection of the artist's works in the world, the public museum is a not-for-profit organisation with charitable aims in line with Morris's own principles. Every design used in William Morris At Home comes from the William Morris Gallery archives, the original home of William Morris. Every William Morris At Home purchase will help support the Gallery, helping bring the life and work of William Morris artist and environmental campaigner to future generations.

Discover the full William Morris At Home range at williammorrisathome.com