



— 2021 Collection —

ALISON M ENGLISH

THE JETTY AND ME

1229 McLendon Ave NE, Atlanta, Georgia





INSPIRATION

nature is the one song of praise that never stops singing
richar rhor

My love affair with the ocean began before I can even remember. Our yearly vacation found us in Destin, Florida at a location on the very tip of the island near the East Pass. Days were spent in those emerald waters, white sandy beaches, and a daily ritual of walking down to the jetty.

The jetty was rocky, whimsical. It was pristine and a reprieve from all the vacationers further down the beach. It felt like an escape from our already beautiful holiday. A secret those of us that knew about could call our own. Seagulls danced, shells were in abundance, and over the years it became a sacred space - a space where I saw nature singing a song of praise that never stopped.

As I got older, we carried on the same tradition. Taking my children to the same spot. Sharing long walks hand-in-hand with my

husband, the significance of that place grew. I watched as my children began to experience the magic. Their running with excitement to the rocks, boogie boarding in the waters, watching the ships and sailboats move in and out of the East Pass. And my love affair deepened - like two lovers who were bonded forever in time, never to be broken.

This collection was born out of that place - a whimsical take on the time near the jetty. What I imagine could be, and is - in color, whimsy, even under the water. Evoking the play, the pretty, and the sense of rest that comes from that place. Notice the curvature in design - honoring the roundness of the rock, the wave, or even the arc in a seagull's wings. The color mimics the shoreline. The florals, the softness of the terrain. A full expression of the jetty and me.



COLOR

I believe that color is a very personal choice. Color can evoke a ton of emotion. It can excite and it can relax. The colorways I chose for this collection were intended to evoke feelings of both rest and relaxation by pulling in the pleasing greens, blues and teals from these sandy shores.

But you may wonder at my choice with coral. While blues make sense, the orange, pinky coral, and even light lavender evoke the loveliest hour of all at the shore - magic hour. My family and I love to shut down the beach as the sun tips down ever so slightly against the ocean skyline. The sky bursts into fabulous colors and it is truly magical to soak in all the glory of each sunset.

Color is a power which directly influences the soul."

~Wassily Kandinsky





COORDINATION

working patterns + working colors

I also wanted the collection to work in pattern and color - meaning that you could coordinate a coral pattern with a blue one, a floral with a more solid, a small scale with a large. Versatility in design is important to me and the more combinations to be had the more fun.



Me circa 1981 in Destin, Florida near the Jetty.



*Hi, My name is
Alison English*

I fell into surface pattern design after I was repeatedly told my paintings and designs looked like wallpaper. A self-trained graphic designer and painter, I call myself an accidental artist because I fell into the practice much by accident. I found myself loving the escape that the process of abstract painting and watercolor brought me. I soon discovered that I didn't just love painting, it fed my soul.

My process generally starts with a carefree session with just me, my paint brush, paints and no pretenses. I see what comes out of me. From there I take those lines, and flourishes, those squiggles and markings and I head to my computer to see what comes of these "motifs."

It is an organic journey and I never really know where the design will land. Sometimes, I'm inspired by an old haunt, color, pattern, nature, or my travel, and sometimes my art comes fully out of my imagination.

In my day to day, I'm a marketer by trade, author, wife to Doug, and mom to Charlotte and Douglass (and our goldendoodle, Maggie). I have a love of all things home decor with a high/low style. My family and I reside on the East Side of Atlanta and when we aren't eating our way through all the great food and enjoying our local parks and farmers markets, you can find us fixing up our 100-year old bungalow and entertaining friends on our porch.

BLUE COLORWAY

A color palette that works well on just about anything and embodies calm and rest - making it pleasing and striking to the eye.



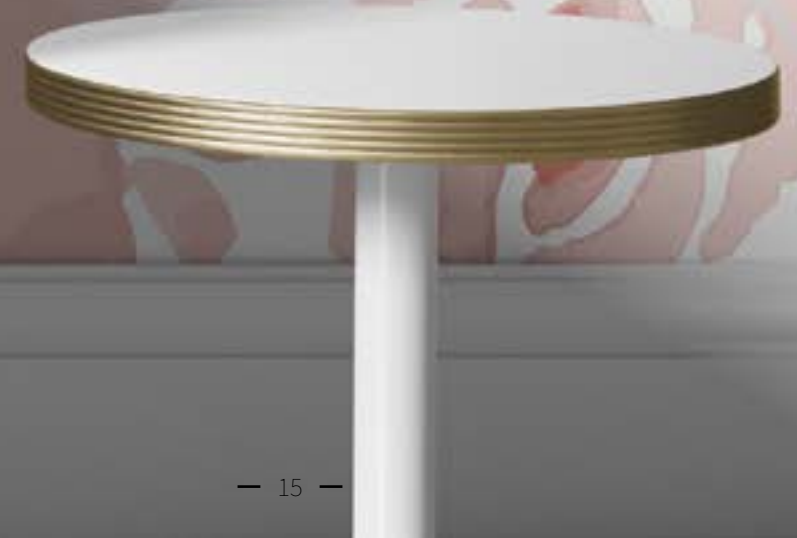
SOFT & RELAXING

This soft, restful pattern and color combination works well in bedding, home decor, stationery and even packaging for striking yet restful effect.



CORAL COLORWAY

a bold and beautiful ensemble of colors that was inspired by beach sunsets but classic and timeless in many different applications.



WHIMISCAL & BOLD

From home decor to packaging, these patterns work well together or on their own. Versatile enough to grace wrapping paper or tableware.



DESIGN VALUES

My approach to design is really about making a place beautiful and approachable. Creating an approachable place means that it feels comfortable and unpretentious. Somewhere where one can relax and enjoy time alone or in someone else's company.

Additionally, I have a personal rule when creating my collections - would I use this myself and in my own space? Would I gift this item to someone I care about? Would I wear this pattern myself?

I also seek to stay true to my design value of making things both beautiful and approachable. While this collection was inspired by my personal love affair with the Gulf Coast, I believe the color and design is versatile enough to be used in a variety of ways - giving the receiver a moment of beauty, calm, and peace.



BLUE COLORWAY



Sea Flowers



Sea Grass



Whimsical Dot



Coral on parade



Salty florals



Palms



Underwater garden



Coral Parade



Palms at play



Sea Flowers



Sea Grass



Whimsical Dot



Coral on parade



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Palms at play

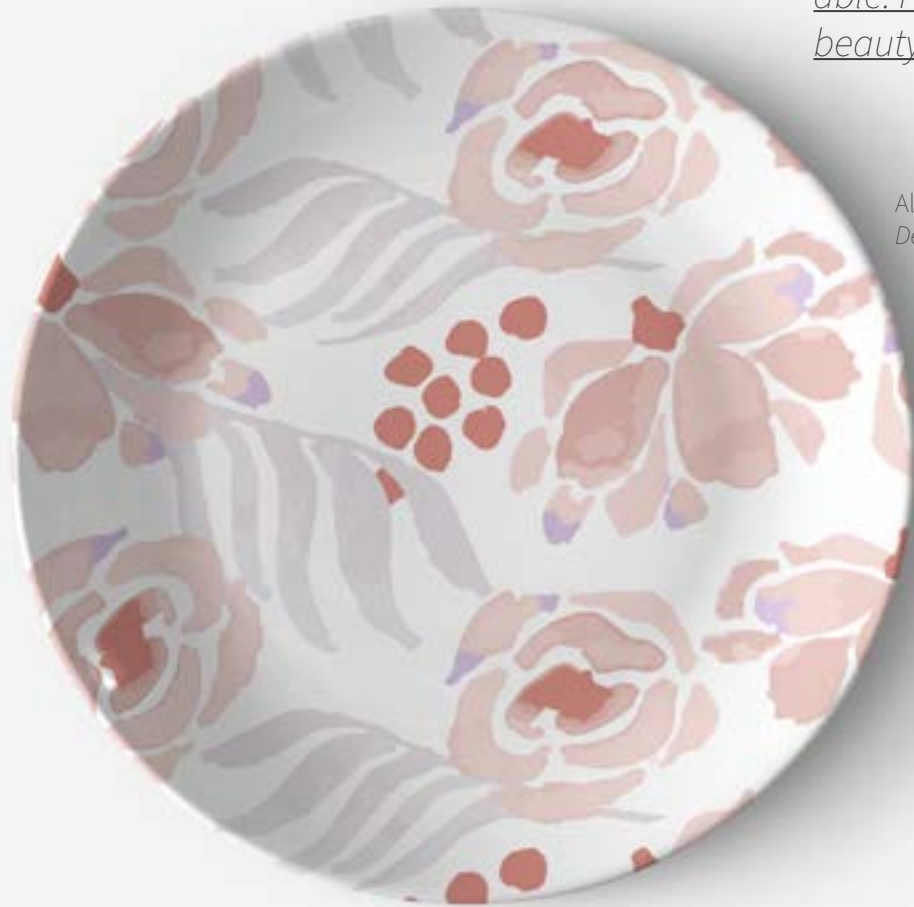
CORAL COLORWAY



My desire is to create something that feels beautiful and approachable. I want people to feel both beauty and calm.



Alison M English
Designer



Alison English
an accidental artist

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