

**Signare<sup>®</sup>**



**INTRODUCING  
SIGNARE**

**UK USA 2018**



# MISSION STATEMENT

To create desirable, functional lifestyle products inspired by nature, by great art and by life itself that resonate with your pleasant memories & experience

# VALUES

Passionate

Creative

Innovative

Inspired



# SIGNARE AT A GLANCE

# Signare®

**Welcome to Signare –  
A World of Tapestry  
Handbags and Home  
Accessories**



Introducing Signare - a collection of unique lifestyle products including handbags and home accessories. Each piece is functional, fashionable and affordable, and adorned with a beautiful woven tapestry design. The quality of all our products is second to none, with each bag lovingly crafted from high quality materials inside and outside to ensure durability as well as style.

## **The Art of Ancient Heritage Tapestry Fused with today's Lifestyle Patterns**

Signare's adorable fabric designs start conversations wherever they're seen. Our extensive collection of tapestry patterns are full of creativity and inspired by nature, by great art and by life itself. You'll find flowers, animals, birds, butterflies, landmarks – and much more. And many of our designs feature iconic artworks by great masters including Klimt, Van Gogh, Monet and William Morris.



## **The mission of Signare is to create desirable, functional lifestyle products inspired by nature, by great art and by life itself that resonate with your pleasant memories & experience**

Our tapestry products are specifically tailored for the gifting and fashion consumer markets, and they're fast becoming a brand of choice for customers seeking classic fashion styles with a modern twist. Each piece features a distinctive design theme that tells its own story. With such a wide choice of designs and styles, your customers are certain to find the perfect product to express their individuality and make their own personal fashion statement:

## **Signare: As Individual as You**

Products are stocked and distributed from our warehouse located in Ontario, California, USA, guaranteeing superfast delivery wherever you're based in the USA. Our warehouse always holds over 25 models of bags in stock, and with each one available in a choice of more than 30 adorable tapestry designs, there's something to suit every customer profile!



Signare supplies products to prestigious customers including the British Museum, Blenheim Palace and Westminster Abbey in the UK; the Huntington Library and the Smithsonian Institute in the USA; and the Gallery of Canada – as well as many other international museums and visitor attractions.

2008 – AC Jade Limited (the Parent Company) founded in UK  
2009 – Our first bag was sold in the UK  
2010 – Signare global trademark is registered  
2016 – Signare USA Inc. is founded in LA, California

# WHERE TO SELL

With nearly 10 years' experience trading in the UK and USA, we've demonstrated that our products sell well through a wide range of outlets. Here are just a few to consider:

- Retirement homes
- Hospital shops
- Botanical/Horticultural gardens
- Garden centres
- Museums
- Catalogue or mail order sites
- Historical or heritage sites
- Tourist shops
- Gift shops in hotels, casinos, parks, restaurant
- Village shops/hardware shops
- Pharmacy shops
- Pet shops
- Shops have UK and European flavour
- Hand-bag and luggage shops
- Department Stores
- Cruise ship stores



# WHY CUSTOMERS BUY OUR PRODUCTS

# Signare®

# Proven to Sell

Museums

Gift Shops

Garden Centres

Pharmacies

# VAN GOGH Tapestry HANDBAGS



Every year we extend the Signare tapestry collection, introducing brand new designs. This range of bags featuring van Gogh's dazzling masterpiece 'Starry Night' is one of our most recent additions.

# ABOUT SIGNARE

Welcome to Signare - designs as individual as you!

Our collection of fashion accessories and soft furnishings feature designs that reflect the colour and diversity of life itself. The woven tapestry artwork that adorns each of our products makes every Signare piece instantly recognisable. Whoever you are, there is a Signare theme that's just made for you; modern to medieval; chic to kitsch; floral to furry; cute to cuddly, we have something for everyone in our extensive range of timeless, eclectic designs.

Classically elegant with a hint of humour, sometimes eccentric, sometimes ironic but always stylish, Signare is British through and through. Make a statement about yourself; select from our range of distinctive products and project a little of your personality on the world around you.

You're unique, so express your individuality!



[www.signaretrade.com](http://www.signaretrade.com)

[www.signare.co.uk](http://www.signare.co.uk)

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Signare US website [WWW.Signaretrade.com](http://WWW.Signaretrade.com)

Signare is registered trademark in USA, UK, AU and Europe  
ACJade is registered trademark in China and Europe

# ART OF TAPESTRY

It's little wonder we often talk of 'life's rich tapestry' to describe the vibrancy of life itself; tapestry is a unique medium that captures shape, form, colour and texture – suspending vivid images in fabric for all time. Many ancient examples of the art form are as fresh and vital today as when they were first woven centuries ago.



Manufacturing tapestry requires using thousands of threads of different colours.

Practised for thousands of years, the art of tapestry making is woven into a diverse range of cultures around the world. In Europe, tapestry has a long history dating back to the middle-ages when tapestries combined practical, social and aesthetic functions; helping to keep out drafts in chilly medieval castles and baronial halls as well as communicating stories of myth, morality and religion in times when few people were able to read.

While the nature of design themes and the materials used vary across cultures and over time, the process of tapestry weaving has remained largely unchanged for millennia. By weaving interlocking threads, the artist is able to interpret designs with unique results and produce images with a textural dimension – very different from a painting or a photograph.

Alongside painting, sculpture and architecture, tapestry remains one of the most important visual arts – still flourishing today as new generations of artists use the medium to create contemporary designs.



# THE HISTORY OF TAPESTRY

To explore the story of tapestry in the UK is to unpick the threads of the nation's past. In medieval times, decorative tapestries were used as wall hangings to brighten and insulate damp and chilly buildings. The portability of tapestries was particularly useful for royalty and nobility; as they moved regularly from one residence to another.

Appropriately, it is tapestries that commemorate two of the most pivotal events in English history – William the Conqueror's invasion in 1066 and the death of King Harold at the Battle of Hastings. Probably commissioned in the 1070s by Bishop Odo of Bayeux, half-brother of William – as propaganda to support William's claim to the English crown, the Bayeux Tapestry is over 70 metres long.

The Tudor monarch, Henry VIII, was an avid collector of tapestries, commissioning and displaying them at court as a way of demonstrating his wealth, power and political ambition. After his break with Rome and appointing himself as head of the Church of England, he increasingly chose biblical themes to adorn his great rooms of state. At his death in 1547, he owned a collection of almost 2,500 items.

The royal connection with tapestry continued into the Elizabethan period with Mary Queen of Scots. A keen needlewoman Mary would embroider during her Council's meetings while she was Queen of Scotland, but it was during her 19 year-long incarceration by Elizabeth I, that Mary produced most of her tapestries – many of which still survive today. Not surprisingly, many of Mary's tapestries disguise political messages, hidden in simple scenes. In one of the best known, 'Catte and Mouse', the red-headed Elizabeth I is shown as a large ginger cat and Mary as her mouse plaything.



Bayeux Tapestry

# SIGNARE MODELS (MODEL AND CODE)

Model	Code	Image
Big Holdall	BHOLD	
Convertible Bag	CONV	
Cosmetic Bag	COSM	
Fold Away Bag	FDAW	
Frame Purse	FRMP	
Glasses Pouch	GPCH	
Hobo Bag	HOBO	
Rucksack	RUCK	
Shopper	SHOP	
Sling Bag	SLING	
Shoulder bag Collage Bag	SHOU COLL	 Shoulder bag Collage bag
Tassel Bag	TASS	

Model	Code	Image
Art Collage bag	COLL-ART	
Art Makeup bag	MAKE-UP	
Art Across-body Bag	XB02-	
ECO Bag	MECO	
Travel Bag	TRAV	
Acrossbody Bag	XB02	
Folding Umbrella	UM-FO-	
Stick Umbrella	UM-ST-	
Vanity Bag	TOIL	
Cushion Cover	CCOV	
Art Cushion Cover	CCOV-ART-	

A Signare Product is expressed by

**MODEL CODE + PATTERN**

For example

**BHOLD - BUTT**

# SIGNARE MODEL TYPES – FASHION BAGS

## Fashion Bags



Big Holdall



College



Hobo



Travel



Bowler

UK ONLY



Convertible



Across-Body



Sling

# SIGNARE MODEL TYPES – FUNCTIONAL BAGS

## Function Bags



Fold Away



Shopper



Toiletry



Cosmetic



Stationery

UK ONLY



Envelope

UK ONLY



Glasses Pouch



Long Zip

UK ONLY



Double Zip

UK ONLY



Frame Purse

# SIGNARE MODEL TYPES – PILLOW CASES I

## Art Cushions



# SIGNARE MODEL TYPES – PILLOW CASES II

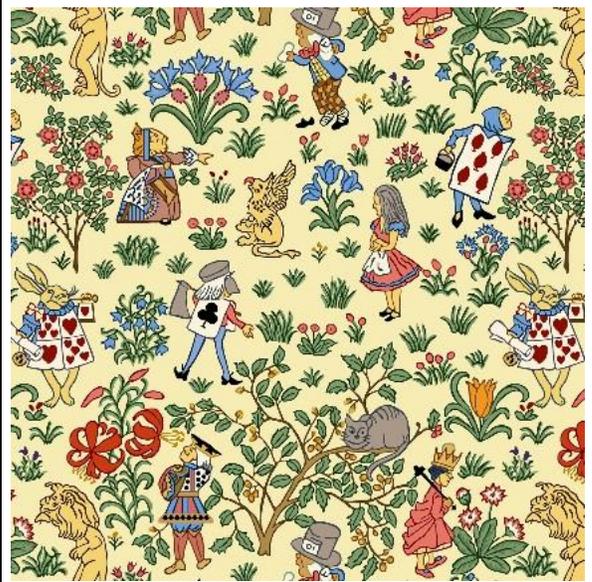
## Patterned Cushions



# SIGNARE TAPESTRY FABRIC COLLECTION I

- *The Art of Ancient Heritage Tapestry Fused with today's Lifestyle Patterns*
- *Designs inspired by history, nature, art & life*

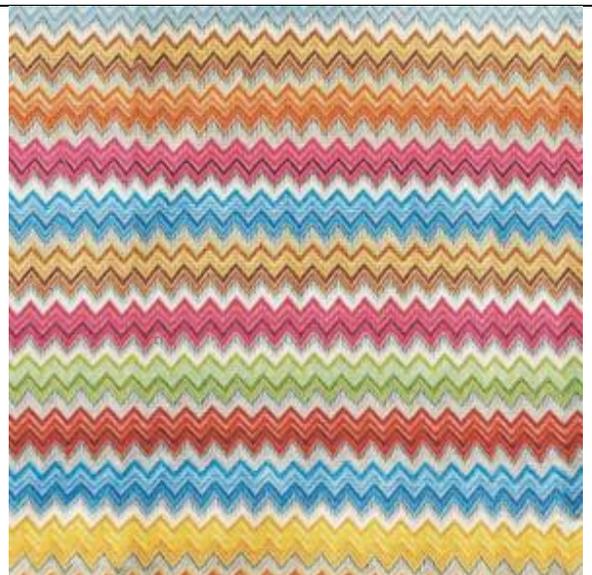
Inspired by the English textiles designer Charles Voysey also known as CFA Voysey, the 2017 Alice in Wonderland Collection features all of the weird and wonderful creatures you know and love (Alice in Wonderland characters). From the eccentric and unpredictable Mad Hatter to the witty Cheshire Cat, make an entrance with this design classic.



**ALICE**

**ALICE IN WONDERLAND**

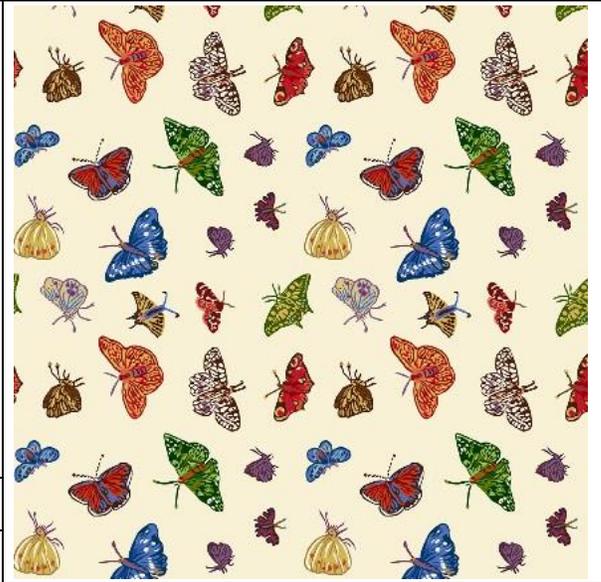
Inspired by the Mexican culture and Aztec art and Aztec symbols, this colour pattern have vibrant design radiates like the spectrum of a rainbow, splashing a zig zag wave of colour across the tapestry pattern.



**AZT**

**AZTEC**

Few species in the natural world are as beautiful and delicate as the butterfly. Inspired by the vivid colours and varied shapes of these exotic creatures, our design brings to life an assortment of gorgeous butterflies to recreate a little taste of summer.



**BUTT**

**BUTTERFLY**

Is there a feline friend in your life? Then this tasteful design is especially for you. Gazing appealingly out of the tapestry, are dozens of cats and kittens. Each one is different in colouring and character and together they make a furry, cuddly mass.



**CAT**

**CAT**

Licensed from UK-based graphic designer Marilyn Robertson, the 2017 Catitude Collection is a creative interplay of colour, line and form featuring Jasper-the-Cat with his friends Thomas, Felix and Sebastian. The subtly expressive design oozes sophistication, melding a light cream base with shaded blacks and just a touch of crimson. Meow!



**CUDE**

**CATITUDE**

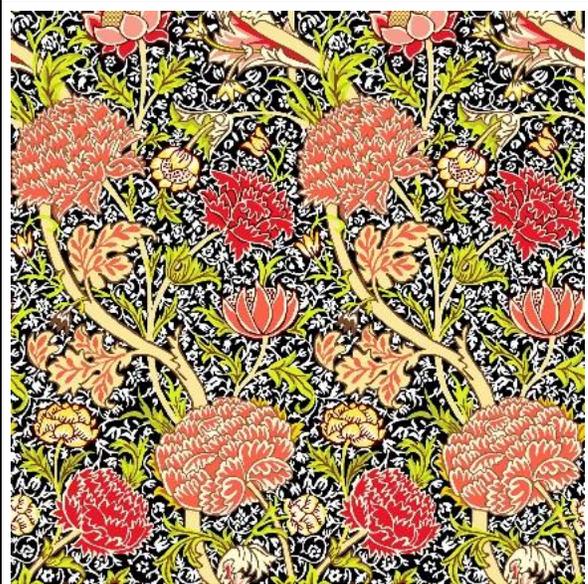
The pop-art inspired style coupled with the sleek pose of the cheeky cat hints at a graceful, yet mysterious, coloured patterns that attracts an essence of intrigue to its bearer. In this pattern are depicted many cat breeds like British shorthair, Bengal or Persian cats.



**CHEKY**

**CHEEKY CAT**

The flourishing flowers of William Morris's *The Cray* creates a swirling pattern of flora and burst of colours that are delicately woven throughout this tapestry pattern. It pairs perfectly with the William Morris art *Strawberry Thief* range from Signare; creating an admirable collection of art-inspired designs. Both are from the most popular William Morris designs.



**CRAY**

**CRAY**

First described by the Portuguese as the 'flame-coloured' bird, their long necks and even longer legs makes the pink flamingos stand out as one of the most beautifully vibrant creatures on earth. The 2017 Flamingo bird Collection features a refreshing wash of flamingo pink and cherry blossom red, perfect for rejuvenating your summer style.



**FLAM**

**FLAMINGO**

Inspired by wall hangings from Tudor England, this captivating design is in the style of a medieval tapestry. In loving detail, it captures the magic of a forest coming to life on a day in spring. The woodland creatures come out to play; rabbits frolic and chase each other about, while squirrels enjoy a feast of nuts – all among a colourful carpet of wild flowers that stretch as far as the eye can see.

**FORE**

**FORREST**



Inspired by wall hangings from Tudor England, this captivating design is in the style of a medieval tapestry. In loving detail, it captures the magic of a forest coming to life on a day in spring. The woodland creatures come out to play; rabbits frolic and chase each other about, while squirrels enjoy a feast of nuts – all among a colourful carpet of wild flowers that stretch as far as the eye can see.

**FORERD**

**FORREST RED**



One of the most popular domestic dogs, this cute French Bulldog puppies pattern, or the *Frenchie* for short, features the inquisitive pooch in a window upon a black & white patterned background.

**FREN**

**FRENCH BULL DOG**



Just a quick look at these perfectly groomed, pocket-sized pooches tells you they belong to some very fashion-conscious owners. The shopping spree is finished and each waits patiently by expensive looking bags and boxes – perhaps while their owner hails a taxi to take them home?

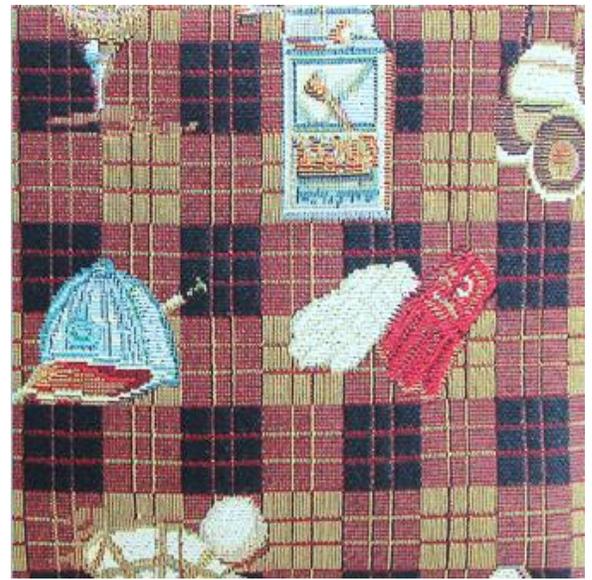


**FSDG**

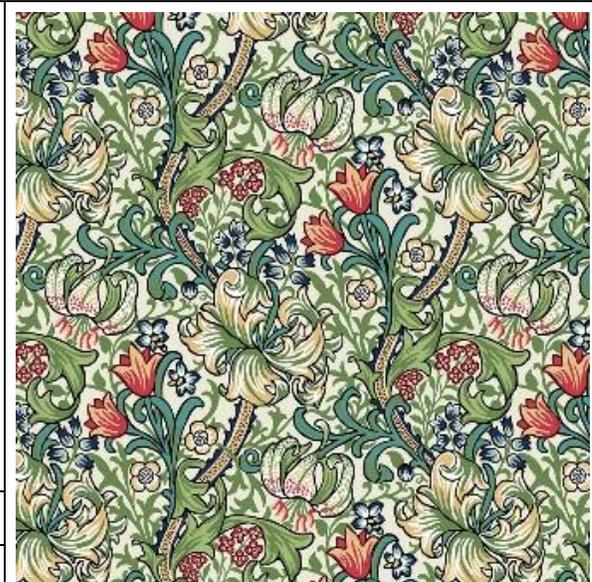
**FASHION DOG**

**GOLF**

**GOLF**



Inspired by the work of English textiles and stained glass designer J. H. Dearle, the 2017 Golden Lily Collection (Dearle was trained by the iconic artist and craftsman William Morris) provides a modern take on a timeless classic. The striking seasonal fabric of entwined lily flowers, stems and tendrils creates a floral arrangement designed to blend well with sun-kissed pastel colour schemes.



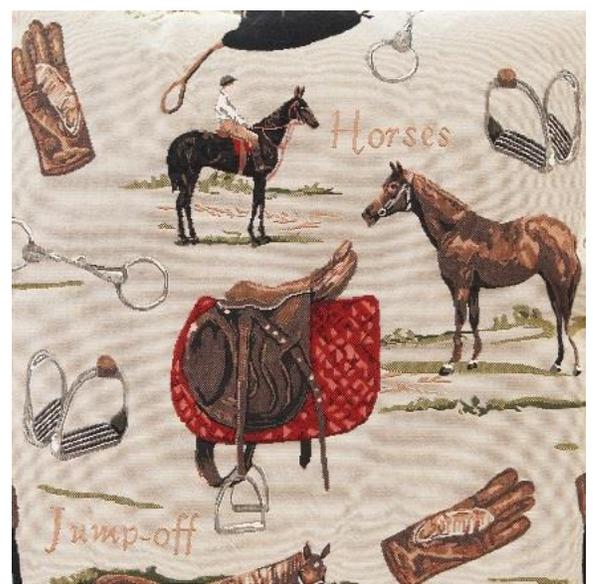
**GLILY**

**GOLDEN LILY**

And they're off! This tapestry celebrates the 'sport of kings' with a beautiful design that brings to life all the excitement of a day at the races. Horses of unquestionable pedigree canter and gallop along, ridden by jockeys in the colourful silks of their owners.

**HOR**

**HORSE**



The exotic and friendly hummingbird in flight adorns this pattern, swiftly floating from flower to flower to acquire its nectar. Bigger and smallest hummingbird it brings a radiant appeal to the tapestry material.

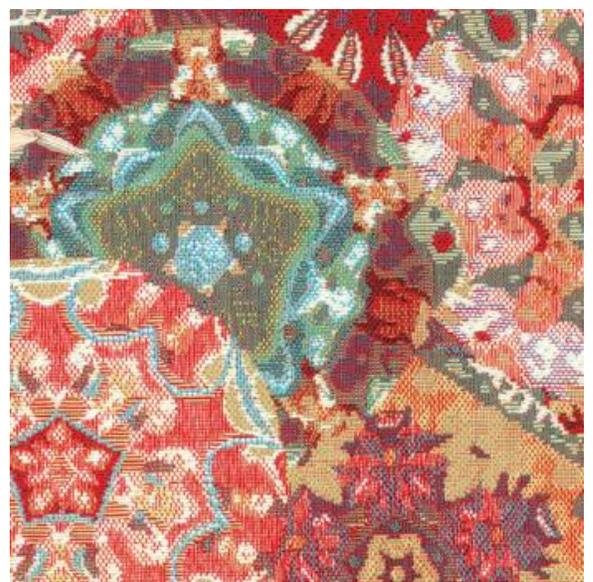
**HUMM**

**HUMMING BIRD**



**KALE**

**KALEIDSCOPE**



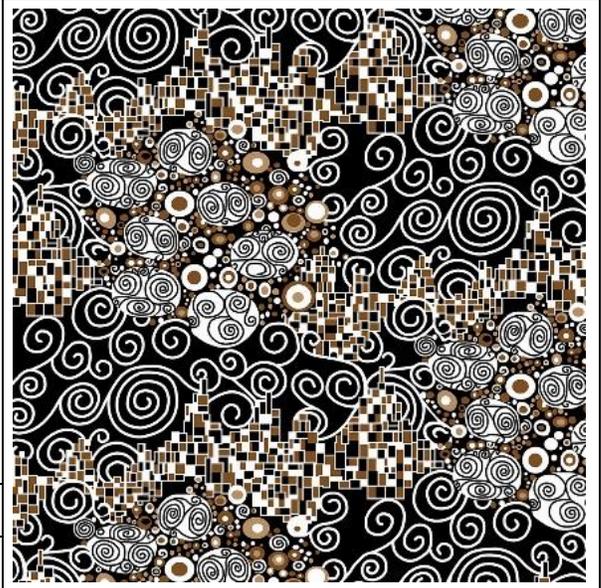
A look of sheer curiosity paints the face of these inquisitive King Charles Spaniels; their puppy dog eyes invite you to play as they coat this wonderful tapestry design with delight.



**KCSG**

**KING CHARLES SPANIEL**

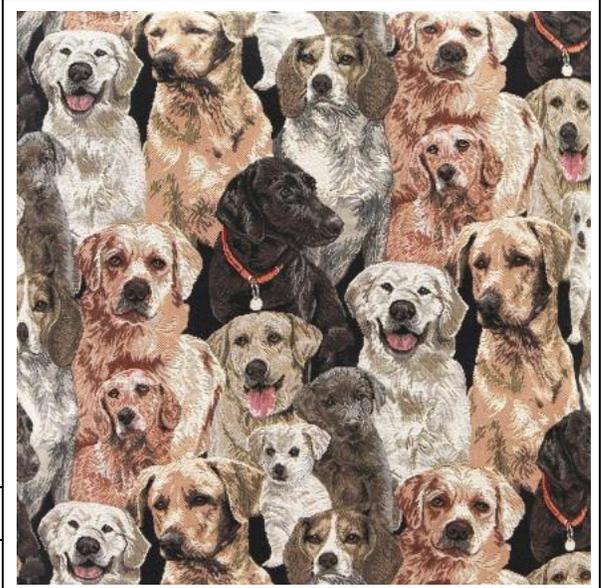
A black and white pattern provides an interesting illusion, as the art nouveau swirling branches of Gustav Klimt artwork adorn this piece in a modern fashion.



**KISS**

**KISS**

Wherever you look in this delightful design, Britain's favourite dog looks back at you appealingly. Labrador's in every shade of colour from golden-yellow to chocolate-brown are making eyes, just waiting for you to make a fuss and to pet them.



**LAB**

**LABODOR**

This cute baby ladybird crawl across the daisy field and grace this tapestry design, bringing a summer-time feel to your day-to-day trips. Do you know that seeing a ladybird brings good luck!

**LDBD**

**LADYBIRD**



This gorgeous tapestry reproduces the glorious flora and fauna of an English country garden. Flowers of all seasons are depicted in such loving detail you feel you can almost smell the fragrant scents on the early morning breeze and could reach into the design and pick one out!

**MGD**

**MORNING GARDEN**

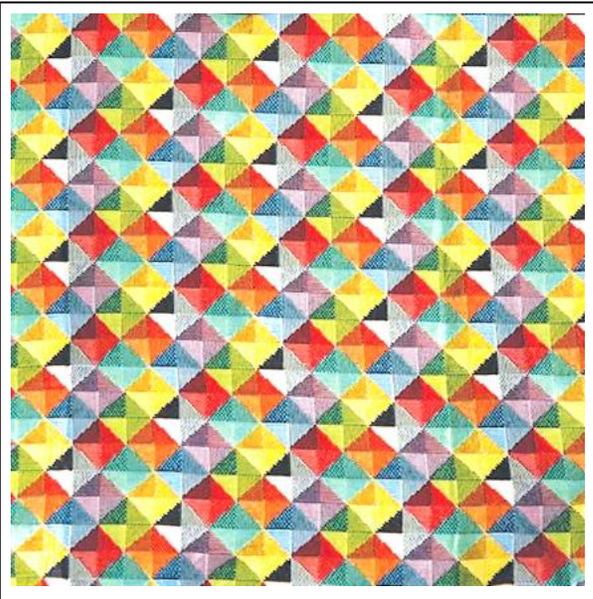
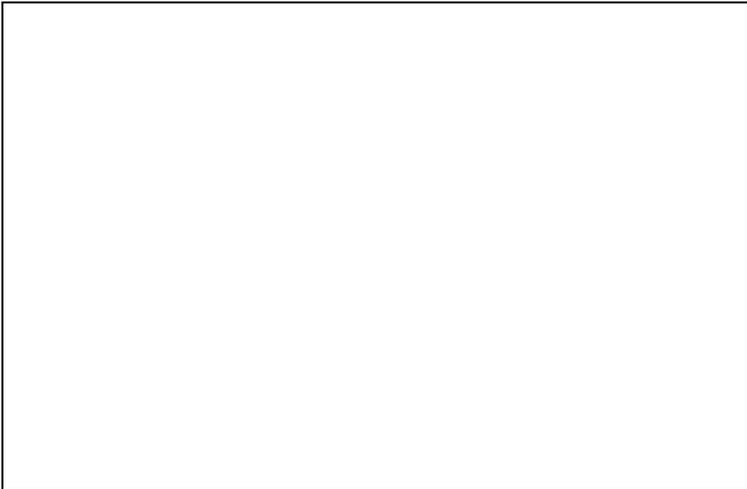


This gorgeous tapestry reproduces the glorious flora and fauna of an English country garden. Flowers of all seasons are depicted in such loving detail you feel you can almost smell the fragrant scents in the twilight breeze and could reach into the design and pick one out! Garden with a darker background.

**MGDBK**

**MORNING GARDEN BLACK**





**MTRI**

**MULTI COLOR TRIANBLES**

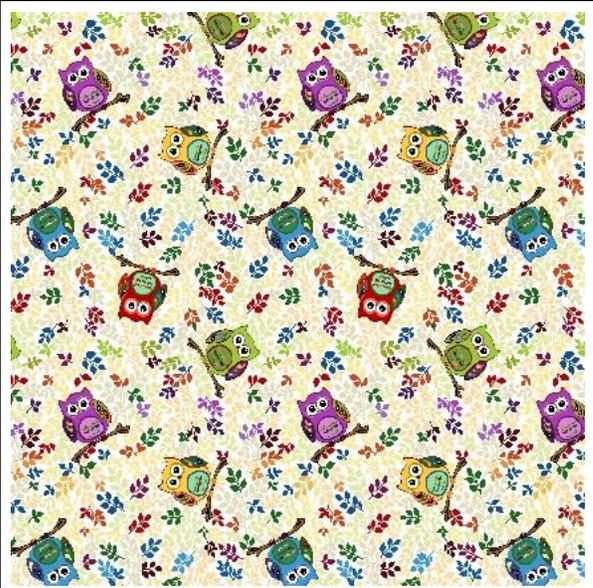
Pink and red wild orchid flowers make up this design, drawing inspiration from the colourful and fragrant blossoms of this vibrant plant.



**ORC**

**ORC**

A fun-loving and cartoon pattern that features an array of brightly coloured types of owls (barn owl, baby owl, funny owl) surrounded by the fall of autumn leaves; these vibrant little fellows are sure to attract the attention of your peers.



**OWL**

**OWL**

This timeless, homely design recalls tapestries from years gone by and is reminiscent of traditional creations by Victorian needlewomen. Peonies in soft shades of pink, heavy headed and in full bloom are at the centre of the image which has a peaceful, calming quality.



**PEO**

**PEONY**

If ever a wild flower can be said to epitomise a British summer, it must be the poppy. In July, countryside verges come alive, and fields of corn are splashed with scarlet as the poppy comes into its full glory. The flower's delicate appearance belies its hardy nature, and its ability to flourish on disturbed ground has made it a metaphor for enduring memory. Our striking design sets a sea of untamed, blood red poppies against a white background.



**POP**

**POPPY**

The galloping of horses add excitement and dynamics to the final products – handbag with horse logo, horse pattern bag and horse themed luggage. This design features a horse art or horse pattern.



**RHOR**

**RUNNING HORSE**

Inspired by the Scottish architect, designer, water colourist and artist Charles Rennie Mackintosh. The 2017 Mackintosh rose is an iconic design with contrast between strong right angles and floral-inspired decorative motifs with subtle curves. The deep red rose pattern with strong black contours resonate with many of our happy moment in life.

**RMSR**

**MACKINTOSH SIMPLE ROSE**



Inspired by the Scottish architect, designer, water colourist and artist Charles Rennie Mackintosh. The 2017 Charles Rennie Mackintosh rose and teardrop is an iconic design. Mackintosh had used stylised roses throughout his career. This design is one of the most developed. Each of the twenty roses is different.

**RMTD**

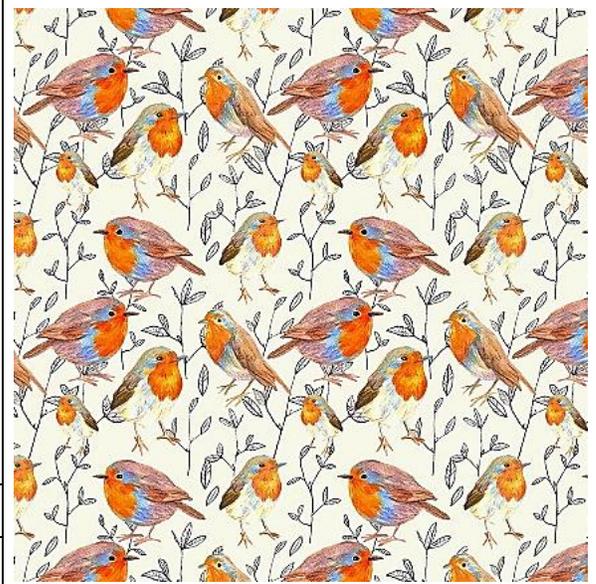
**MACKINTOSH TEARDROP**



A charming flock of red Robin birds coat this tapestry pattern; beaming their scarlet chests, they happily perch on the branches of the wintry woods.

**ROB**

**ROBIN**



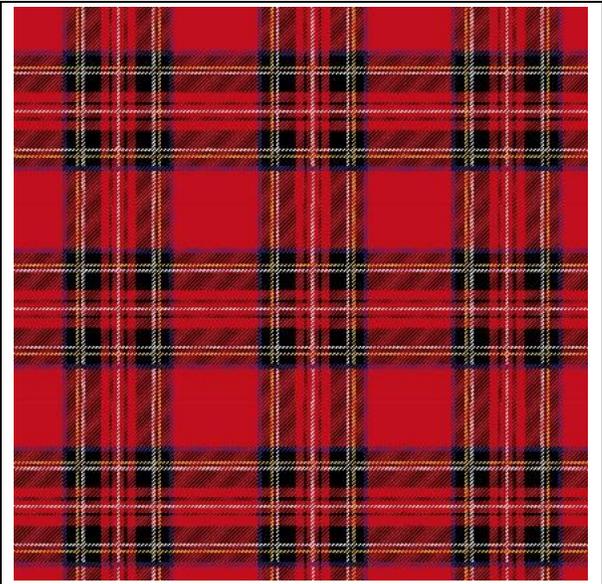
An English staple and symbol of beauty, the delicate dark pink roses is patterned across this design with a hint of love and romance.



**RSPK**

**ROSE PINK**

Classical and simplistic, the Royal steward tartan also known as Scottish plaid print is an iconic pattern that can complete an outfit within its timeless design.



**RSTT**

**ROYAL STEWART TARTAN**

The pop-art inspired style coupled with the cute pose of cute puppies hints at a cheerful, playful, coloured patterns that attracts an essence of intrigue to its bearer.



**SCOT**

**SCOTTIE**

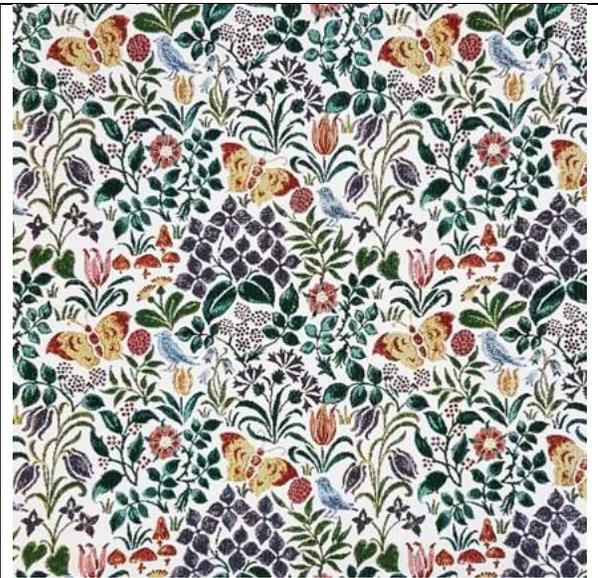
Inspired by the mother Nature where golden sea shells dotted in a deep blue sea. The colour palette is utterly simple, yet the expression is tremendously rich. In this frame of the blue ocean, you find other living creatures: starfish, coral, sea shells (seashell).



**SHELL**

**SEA SHELL**

A reproduction of English textiles designer Charles Voysey also known as CFA Voysey, the 2017 Spring Flowers Collection is dreamy and fragrant combination of spring wildlife (with purple flowers, yellow flowers) and the perfect match for summer browns and beiges. The colourful combination of summer snapdragons, pretty butterflies, birds and tulips is designed to help you create the perfect sun-sational outfit this year!



**SPFL**

**SPRING FLOWER**

This sumptuous design is instantly recognisable as the work of the Decorative Arts revivalist William Morris. It reproduces in glorious detail an original tapestry created by Morris in the late 19<sup>th</sup> century. The picture of a thrush stealing young strawberries is said to have been inspired by the Morris family's attempts to grow the fruit at their Oxfordshire home of Kelmscott Manor. This design sets the scene against a blue background – it is also available in a version with a red background.



**STRD**

**Strawberry Thief Red**

This sumptuous design is instantly recognisable as the work of the Decorative Arts revivalist William Morris. It reproduces in glorious detail an original tapestry created by Morris in the late 19<sup>th</sup> century. The picture of a thrush stealing young strawberries is said to have been inspired by the Morris family's attempts to grow the fruit at their Oxfordshire home of Kelmscott Manor. This design sets the scene against a blue background – it is also available in a version with a blue background.

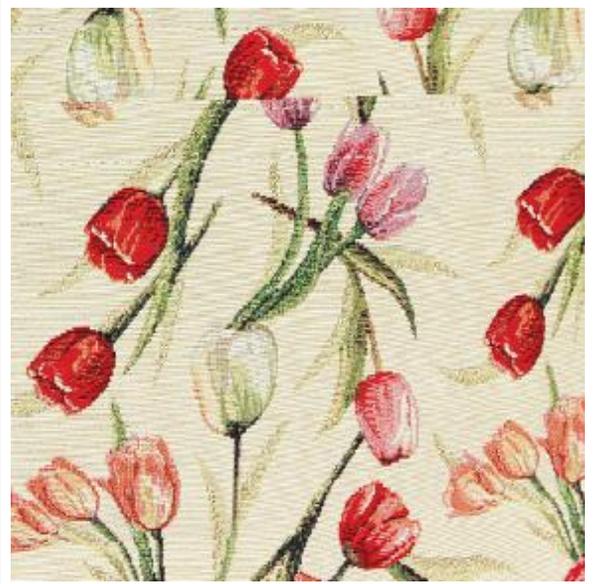


**STBL**

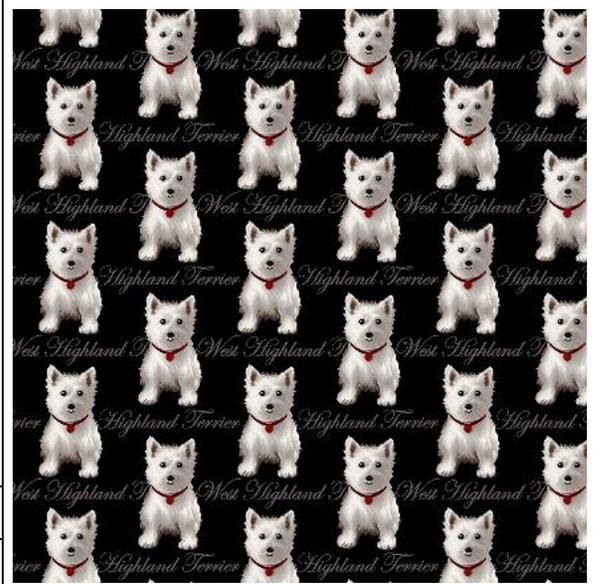
**Strawberry Thief Blue**

**TULWT**

**TULIP WHITE**



An adorable West Highland Terrier sits patiently waiting for time in this endearing tapestry design. For dog-lovers everywhere; it's a charming pattern that you simply cannot ignore.



**WES**

**WESTIE**

Stems entwine amongst the willow leaves to create the famed Willow Bough by William Morris art; an enduring pattern that is magnified through the use of tapestry design. It pairs perfectly with the William Morris Strawberry Thief range from Signare; creating an admirable collection of art-inspired designs.



**WIOW**

**WILLOW**

Ahoy there! For the would-be adventurer dreaming of sailing through clear blue waters, swept along by a warm breeze, this nautical design is perfect. Featuring brightly coloured yachts, lighthouses and compasses, you can almost taste the salty sea-spray.



**YAC**

**YACHT**

# SIGNARE TAPESTRY FABRIC COLLECTION II

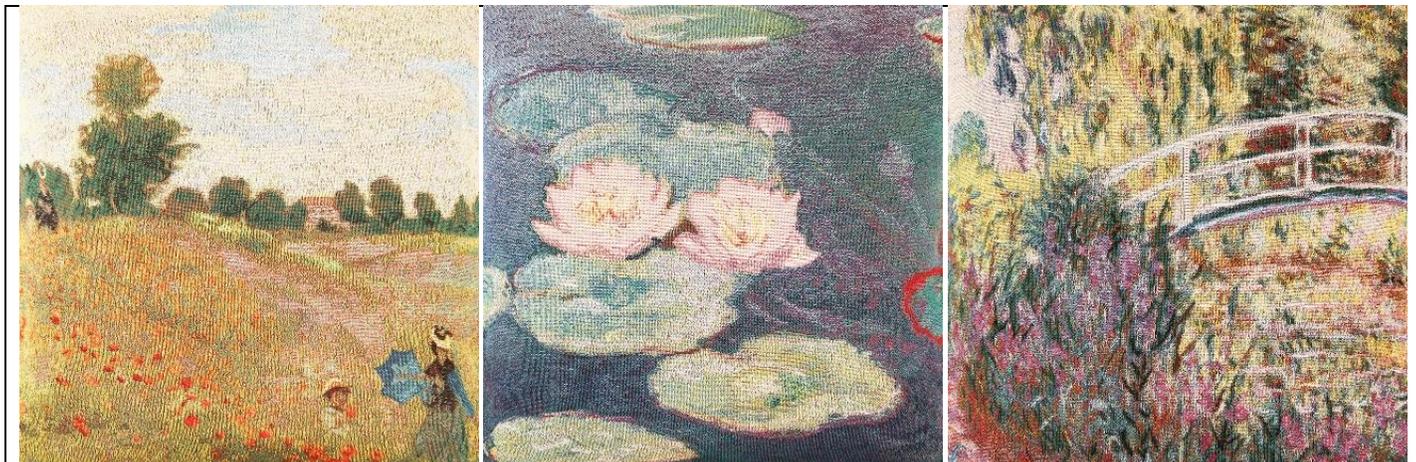
Designs inspired by the World Great Artist or Art

## Vincent van Gogh



VANGOGH-1	VANGOGH-2	VANGOGH-3
Starry Night	Iris	Sun Flower

## Claude Monet



MONET-1	MONET-2	MONET-3
Poppy Field	Water Lily	Japanese Bridge

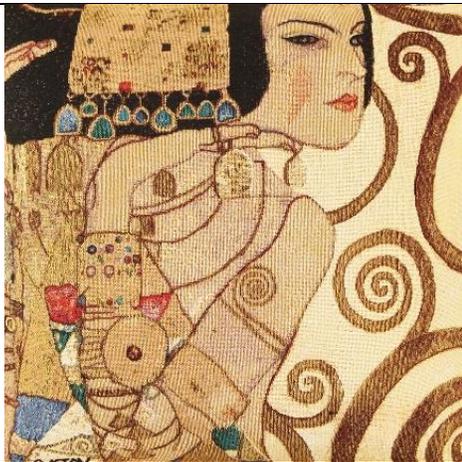
# Hokusai



**JP-WAVE**

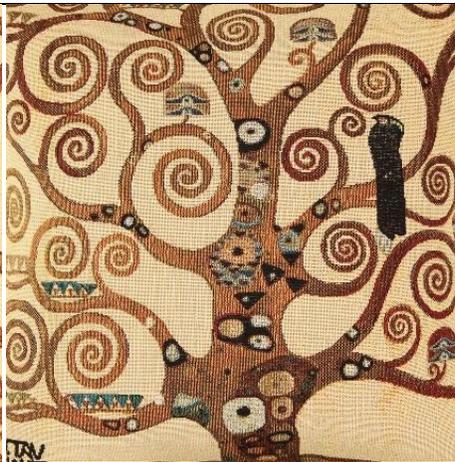
**Great Wave off Kanagawa**

# Gustav Klimt



**KLIMT-1**

**Tree of Life-Lady**



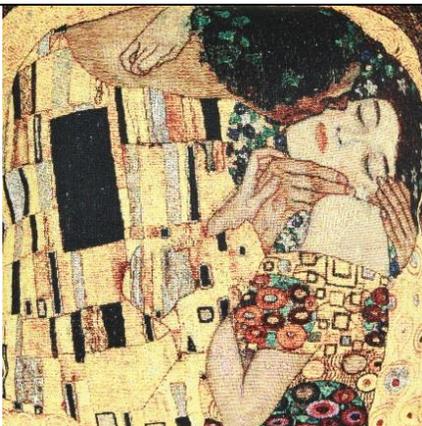
**KLIMT-2**

**Tree of Life-Tree**



**KLIMT-3**

**Tree of Life-Kiss**



**KLIMT-4**

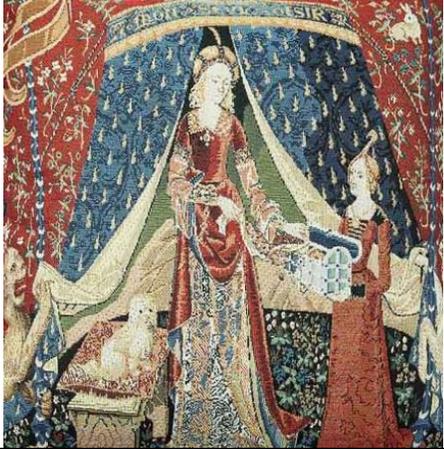
**Kiss-Gold**



**KISS**

**Klimt Black & White**

# The Lady and the Unicorn

		
<b>LU-DE</b>	<b>LU-HE</b>	<b>LU-SI</b>
<b>A Mon Seul Desir</b>	<b>Sense of Hearing</b>	<b>Sense of Sight</b>
		
<b>LU-SM</b>	<b>LU-TA</b>	
<b>Sense of Smell</b>	<b>Sense of Taste</b>	
		
<b>FORE</b>	<b>FORERD</b>	<b>MIFR(NEW)</b>
<b>Forest Life (mille fleur – Blue)</b>	<b>Forest Life Red (mille fleur – Red)</b>	<b>Mille Fleur – Black</b>



# SIGNARE TAPESTRY FABRIC COLLECTION III

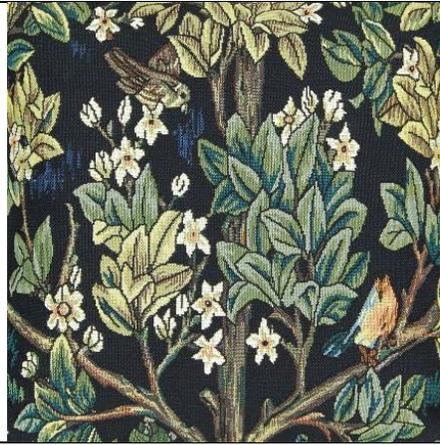
Designs Inspired by Famous British Artist & Designer

## William Morris



**MORRIS-1**

**Orange Tree**



**MORRIS-2**

**Tree of Life-Blue**



**MORRIS-3**

**Tree of Life-Red**



**MORRIS-4**

**The Hare**



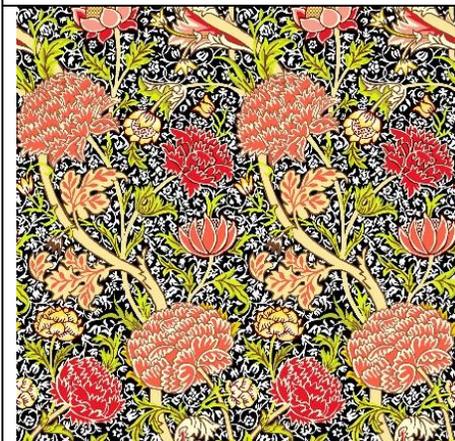
**MORRIS-5**

**The Lion**



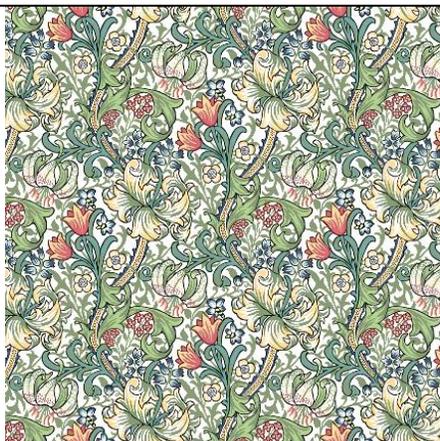
**MORRIS-6**

**The Fox**



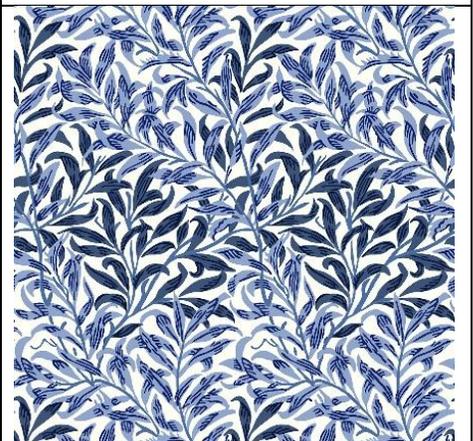
**CRAY**

**The Cray**



**GLILY**

**Golden Lily**

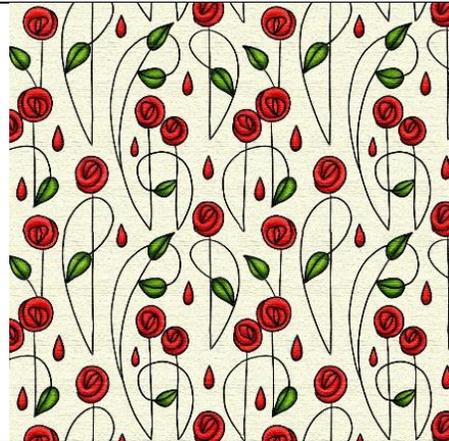


**WIOW**

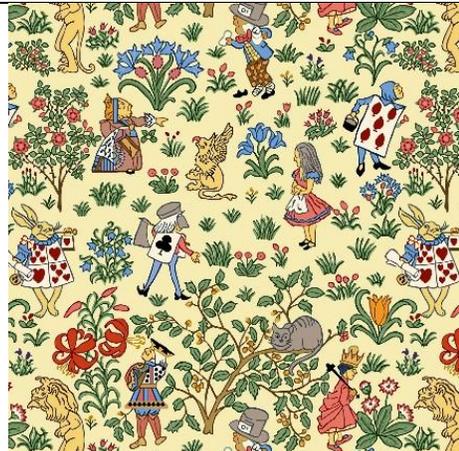
**Willow Bough**

		
<b>STRD</b>	<b>STBL</b>	
<b>Strawberry Thief Red</b>	<b>Strawberry Thief Blue</b>	

## Charles Rennie Mackintosh

		
<b>RSSP</b>	<b>RSTD</b>	
<b>Mackintosh Simple rose</b>	<b>Mackintosh Rose &amp; Tear Drop</b>	

## Charles Voysey

		
<b>ALICE</b>	<b>SPFL</b>	
<b>Alice in Wonderland</b>	<b>Spring Flower</b>	

# Walter Crane



WC-SWAN

Walter Crane Swan



# MAKING CARE OF YOUR TAPESTRY

To keep your bag looking great, just follow these simple steps when cleaning it:

1. Put a spot of mild soap onto a soft, damp sponge. Ensure soap is absorbed evenly into the sponge and squeeze to eliminate excess water.
2. Dab at the tapestry using the lightly soaped sponge, then use a clean damp cloth to lift the soap off.
3. Repeat this process if necessary, but try to use as little soap as possible as excess soap may mark dark colours.
4. Leave the tapestry to dry naturally.

**NEVER apply soap direct to the tapestry surface.**

**NEVER machine wash your bag.**

