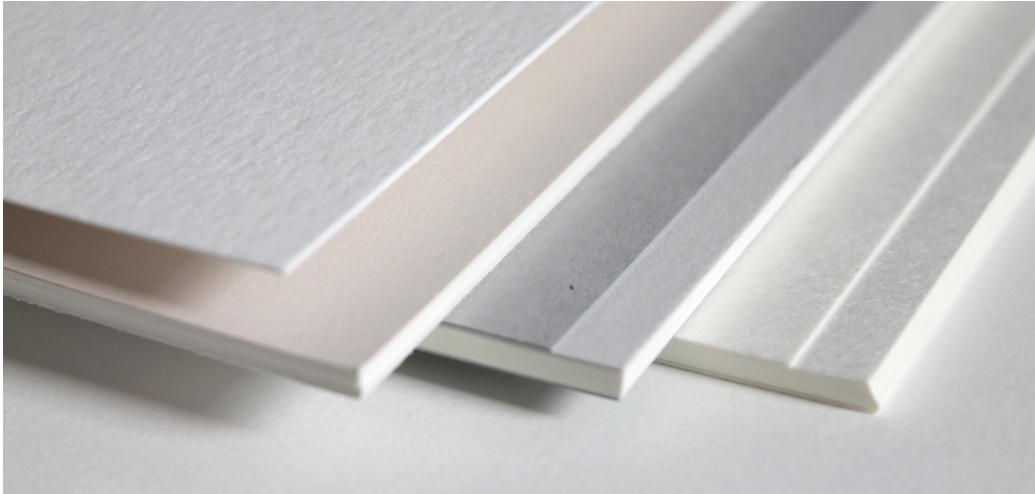


MARK+FOLD  
FOR  
bamford



Detail of the Set of 3 Exercise Books, which are hand-made in London by MARK+FOLD.

PRESS RELEASE OCTOBER 2016

---

## An exclusive range of muted, modern notebooks

Modern stationer Mark+Fold has been working closely with the team at Bamford to develop an exquisite range of special edition notebooks, which will be on sale exclusively in Bamford stores this Christmas.

The collaboration came about when Bamford's Karen Leck and Mark+Fold's Amy Cooper-Wright decided to build on their shared passion for remarkable materials and skilled craftsmanship. Behind it all is a desire to tell the story of where the materials originate, of taking the time to think through the small details that make for a beautifully-made product.

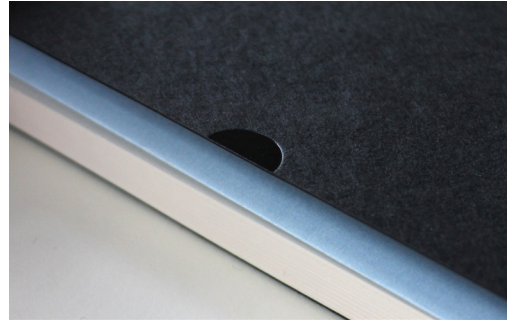
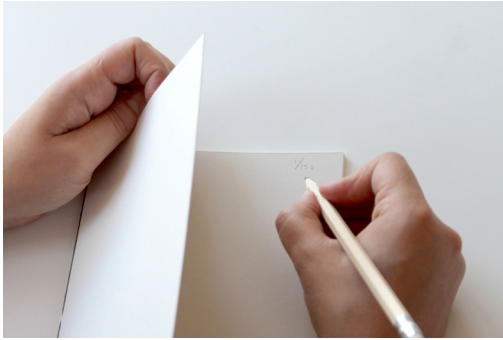
"From the moment I met Amy and listened to her talk about beautiful textures and simple detailing — I knew we would work together. I am delighted with the final designs, from the materials right through to the final presentation of each book as a special piece to treasure."

Over the past several months, they have worked together to select materials that reflect the Bamford 'way of life,' drawing on papers from the Takeo range, made in Japan using natural fibres such as sheep's wool; as well as the Gmund New Grey which is made using 100% cotton. Staying true to Bamford's inimitable look, the palette includes subtle tones of grey, white and ivory, with a range of very sensual textures.



Cloth-Bound Journal detail, featuring Japanese end paper made with Sheeps' Wool

MARK + FOLD  
FOR  
bamford



TOP LEFT:  
Each notebook is  
individually hand-  
numbered

TOP RIGHT:  
Mens' Notebook  
with Black-on-black  
detail

BOTTOM:  
The Mens'  
Notebook is Ota-  
bound so that it  
opens perfectly flat



“It was an inspiring brief to work with,” says Cooper-Wright. “With such a focused palette, you really appreciate the nuances between the different materials, in terms of texture and tone. It was a treat to use such exceptional papers, and to layer them across the range.”

The range includes a set of three Exercise Books, which have been hand-made at Mark+Fold’s London studio; a Set of two Cloth-Bound Journals in natural linen bookcloth, made in Cheshire; and the Mens’ Journal which features layflat Ota-binding and subtle ‘black on black’ details. Each notebook has been individually numbered and hand-wrapped in delicate 35gsm paper.

There will be a launch event on Wednesday 23 November in Bamford’s South Audley Street Store. Products are available to purchase now from Bamford stores.

—

For further information, please contact

Amy Cooper-Wright,  
Founder + Creative director  
[to contact us visit [markandfold.com/contact](http://markandfold.com/contact)]  
@markandfold  
@bamfordjournal  
#markandfoldforbamford

NOTES TO EDITORS

—

1. MARK+FOLD was founded in 2015, to create elegantly simple stationery that celebrates remarkable materials and showcases special bindings and finishes. In their first year, MARK+FOLD have released a series of limited edition notebooks, as well as stationery subscriptions, cards and correspondence sets, which are stocked in Harvey Nichols, Oliver Spencer and SCP, as well as their online shop ([www.markandfold.com](http://www.markandfold.com)).
2. Bamford is about the simple pleasure of quality. Since 2006, this philosophy has created timeless clothing from the finest natural fibres and purest bodycare from organic and botanical ingredients. Here is authentic luxury: serene, timeless and pure.
3. All products available exclusively from Bamford stores and at [www.bamford.co.uk](http://www.bamford.co.uk).
4. The Set of 3 Hand-Made Exercise Books (RRP £45) includes 3 Hand-made notebooks, each 48pp, hand-sewn by Mark+Fold in London. Materials include 300gsm Gmund Heidi (100% recycled) with 110gsm Gmund Cotton New Grey (100% cotton); 300gsm Wild White 35% cotton with 120gsm Colorplan Mist, milled in the Lake District; 291gsm Takeo Youmoshi made with 35% sheep's wool, with 80gsm Takeo Tela which is manufactured in a Japanese washi factory.

The Set of 2 Cloth-Bound Journals (RRP £65) are singer-sewn and hard-back case bound at an historic bindery in Stockport, Cheshire. The pages are 120gsm Olin Smooth Cream, milled at Stoneywood Mill in Aberdeenshire; the end papers are 120gsm Conqueror Bamboo Crema made with bamboo fibres from sustainable forests in the UK, and Takeo Youmoshi made in Japan using sheep's wool. The books are covered with two shades of natural linen book cloths.

The Mens Notebook (RRP £40) is Ota-bound in Holland using cold glue, to achieve a robust but beautifully elegant binding that lays perfectly flat when opened. The cover is 300gsm Wild Black made from 35% cotton fibres, which develops a beautiful patina with use. This is subtly adorned with a black foil 'thumbcut' detail, and endpapers in the Bamford Mens' Blue. The pages are 120gsm Naturalis Vanilla Smooth, which is exceptionally smooth on both sides thanks to the fine pulp used in its manufacture and the use of a twin-wire fourdrinier machine.