

Loving

FEBRUARY 2021 • Issue 10

HOME

Brought to you by Graham & Brown



THROUGH *the* DECADES

We're peeling back the years for a wallpaper collection inspired by the first four decades of Graham & Brown



“The final design really isn’t far from the beautiful artwork we uncovered from our archives.”

In this special edition of Loving Home we are showcasing the first part of our Limited Edition collection *Through the Decades*, launched to celebrate 75 years of Graham & Brown. All profits from the collection will go to charity as we pledge to raise £75,000 by the end of 2021.

Parsonage Bloom, a hidden gem found in the depths of our archive and named after where our first machine was installed. We chose this design for its elegant and charming personality to represent the forties, a decade that saw the beginning of our beloved company. To give this beautiful bloom a modern twist, we have scaled it right up to create even more of a feature on your wall.

Mid-century modern is a trend that is still extremely popular in interiors today. We needed no persuasion when it came to our chosen design from the fifties, Coronation Craze. This fantastic geometric design boasts big bold, round shapes filled with a perfect marriage of bright colours and sophisticated muted tones. Again, we enlarged the scale of the design to really create a statement.

I think when most of us think of design in the sixties, we think of bright, bold flowers that

make the room come alive. Well, we have delivered just this with Flower Power. The final design really isn't far from the beautiful artwork we uncovered from our archives. Pops of colour and bold silhouettes create the most powerful design, allowing for an interior as fun as the decade it has come from.

Taking a more laid-back approach, we find ourselves in the seventies with our simple and easy-living design, Bohemian Dream. This brightly coloured geometric embodies smooth, continuous lines invoking a more chilled out vibe. It's not surprising that this classic Graham & Brown design still finds a place in our hearts, fifty years later.

As well as launching *Through the Decades*, we have also teamed up with designer Sacha Walckhoff to unveil *Paper Games*, a playful and colourful capsule wallpaper collection.

Collaboration is one of our favourite things, so the thought of working with such a prestigious and talented designer made us extremely excited. Sacha's use of colour and bold shapes really made the collection a fun one to work with and pushed us out of our normal design parameters. A truly unique collection.

JODY
STYLIST

In this
ISSUE

FOREWORD	3
IN THE PRESS	5
THROUGH THE DECADES	6
<i>Shop The 1940s Look</i>	10
IN THE SPOTLIGHT	18
A PERFECT PARTNERSHIP	20
PAPER GAMES	26
LOVING YOUR HOMES	30
FEBRUARY PLAYLIST	31



as seen in **BATH CHRONICLE**



as seen in **HOUSE BEAUTIFUL**

IN THE PRESS

Read all about...us!

We like nothing more than leafing through the top interior press magazines and being inspired by their schemes and gorgeous imagery!



as seen in **STYLE CAMPAGNE, FRANCE**



as seen in **LIVING ETC**



LET'S TAKE YOU

THROUGH *the* DECADES

As we commemorate such an incredible milestone, our 75th Anniversary, we knew we wanted to take this opportunity to support those who need it as much as we can. That's why our colleagues at Graham and Brown have pledged to try to raise £75,000 for charity through several fundraising events across the globe, and our first initiative is our Through The Decades collection.

All profits made from this nostalgic collection will go to charities of our colleagues choice. Not only does this make us proud to support others after a particularly tough year, but it motivates us to do even more in our next 75 years.



PARSONAGE BLOOM *partnered with* SANTA MONICA



PARSONAGE BLOOM

GRAHAM&BROWN

Step into Blooming Britain with this 1940s inspired wallpaper! We've infused an array of vintage pastel florals and foliage with a soft neutral backdrop, to really bring back what 40s décor is all about. Elegant and alluring this design will turn your home into a fresh botanical garden. With four cosy coordinating paint colours, from warm neutral to an earthy green, give your whole room the 40s charm.





selfridges.com

Parsonage Bloom
grahambrown.com

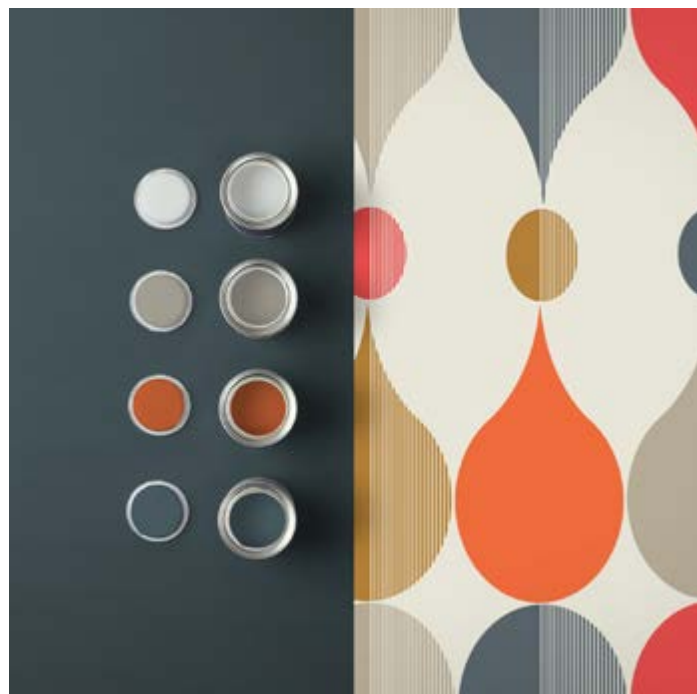


Kiko Antique Brass
amara.com

A square, dark green velvet cushion with a plush, textured surface. It is shown against a plain white background.

Adeline Green Opulence
grahambrown.com

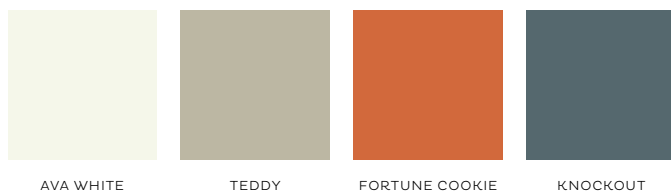




CORONATION CRAZE

GRAHAM & BROWN

Give your décor a mid-century modern mood with our Coronation Craze wallpaper. Rounded geos are the star of the show in this teardrop design, boasting shots of primary colours against a crisp backdrop. As well as being sleek and polished, this charming design will add cosiness and warmth into your home.



AVA WHITE

TEDDY

FORTUNE COOKIE

KNOCKOUT



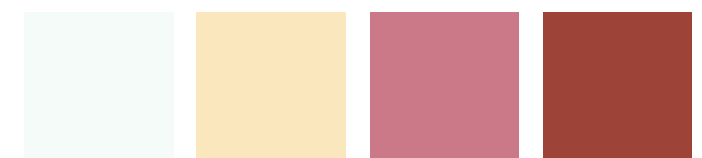
CORONATION CRAZE partnered with AVA WHITE AND TEDDY



FLOWER POWER

GRAHAM & BROWN

Flower Power! This striking wallpaper standing in for the 60s is bursting with happiness evoking hues. These punchy florals are destined to make an impact as they grow across every inch of your walls! Combining warm orange, red and pink tones, this floral design is chic and vibrant. Pair with a huge range of bold accessories to truly relish in the trends of the 60s.



MOON COTTAGE

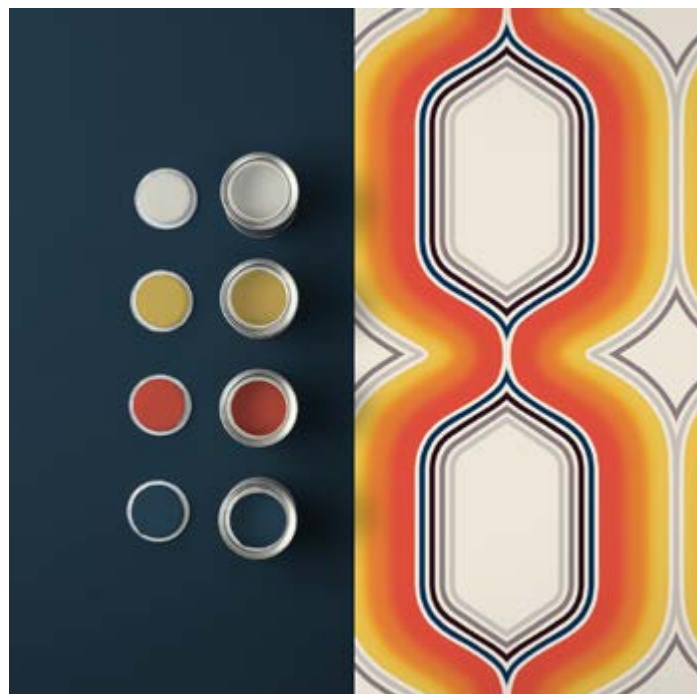
BEACH

BELLINI

VAMPIRE

FLOWER POWER *partnered with* MOON COTTAGE AND BEACH

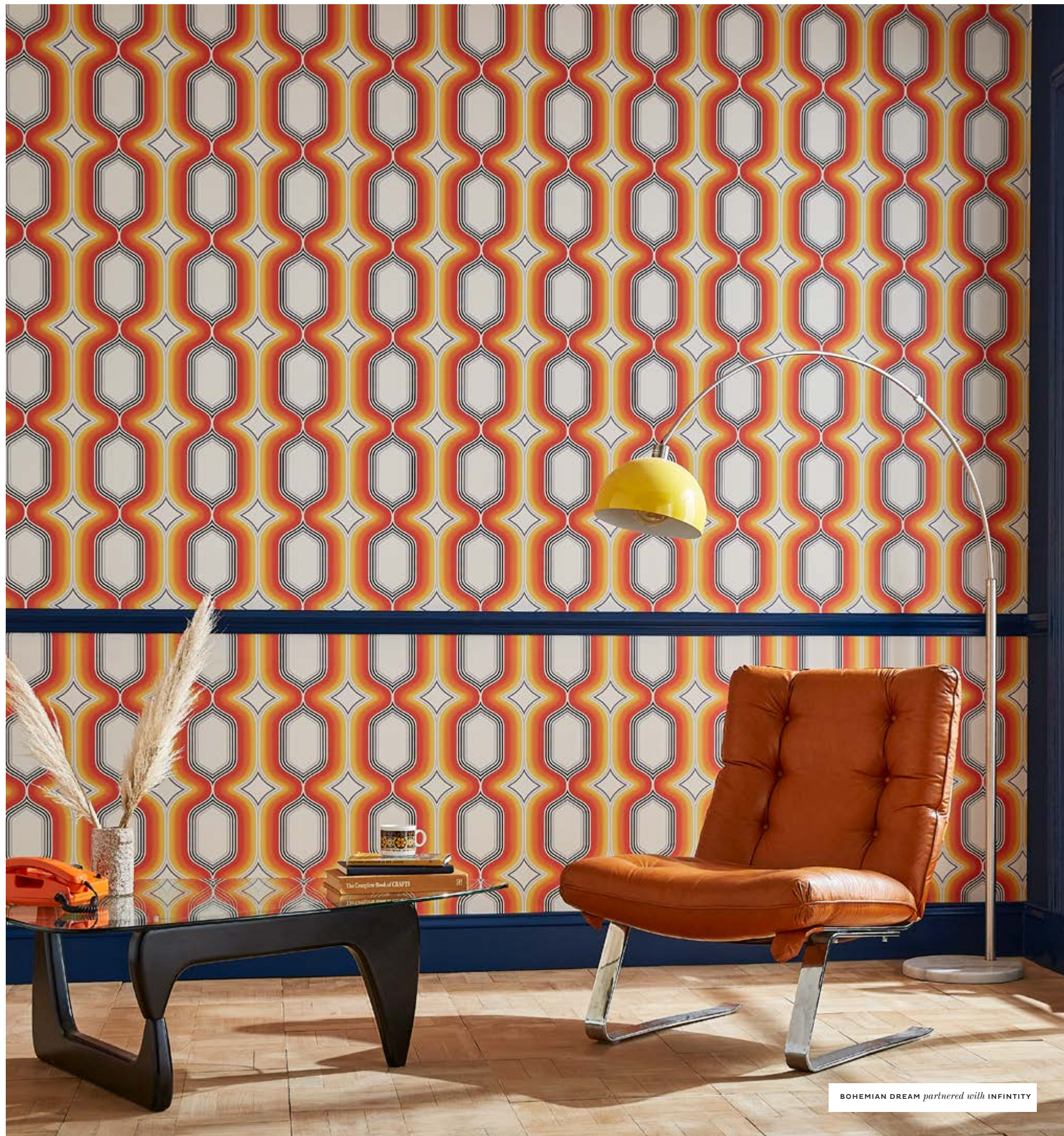
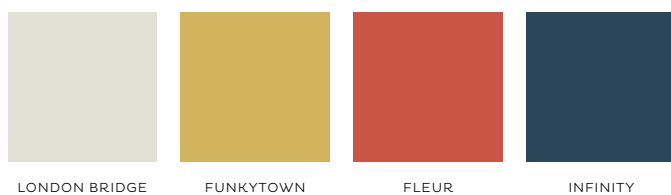




BOHEMIAN DREAM



Get into the groove with our Bohemian Dream wallpaper. Staying true to the trends of the 70s, this design holds unique rounded shapes accompanied by bright pop colours. All is brought together with a neutral backdrop for maximum impact. Warm orange tones paired with subtle outlines of rich navy is the perfect combination to make your décor glow.



BOHEMIAN DREAM partnered with INFINITY

19

46



1946



PAPER

Ubud Palm

grahambrown.com



CUSHIONS

Grey and Jade Luxe

grahambrown.com



PAINT

Adeline and Guv'nor

grahambrown.com

IN THE SPOTLIGHT

Named after the year Graham and Brown was established, 1946 is a timeless, traditional colour which will stand the test of time. The green blue shade is perfect, as it changes depending on the changing light throughout the day.



PAPER

Timepiece Moonstone

grahambrown.com

A PERFECT *Partnership*

BEFORE THERE WAS PERFECTLY PARTNERED PAPER AND PAINT, THERE WERE TWO FRIENDS WITH A VISION. READ THE STORY OF GRAHAM & BROWN, STARTING AT THE VERY BEGINNING ...

Harold Graham and Henry Brown were perfect partners. The partnership was all the stronger because it was forged in challenging circumstances between two men of equal determination and very different personalities.

Growing up in Lancashire during the Depression, they started at the bottom in their first employment and encountered many setbacks. This culminated in the outbreak of the Second World War, which suspended commercial activity. After the War ended, they enjoyed only five years together running the company that bears their name.

Yet on the strength of this association, and in a relatively short time, they founded and built up Graham & Brown. They also gave the company the distinctive character and

spirit that has taken it through equally challenging circumstances, with the same determination, to a position of strength after nearly eight decades.

This remarkable friendship began in Accrington Road, Blackburn, in the 1920s. Harold Graham and Henry Brown were school friends. They left the parish school, as it was called, as teenagers and started work sweeping floors, fetching and carrying and making tea in the factory of a family wallpaper business, Cunliffe & Ward.

Both young men rose rapidly within the company over the next few years. Harold Graham became the company's star salesman, cutting a dash in his spats and trilby and his Morris 8. Henry Brown took charge of production. They were doing well on £6 a week.

By the early 1930s, both men now married, their ambitions took new shape. Every Saturday, after they had finished work, they would sit in Harold Graham's Riley car outside the Brown house talking, while Mrs Brown fretted, and dinner dried up in the oven.

Later, Mrs Brown realised they were planning how they would go into business together.

The Second World War meant Harold and Henry's plans had to be put on hold, though certainly not forgotten, and on 17th January 1948, with Henry back in Lancashire after serving in the war, they were ready for action.

Graham & Brown was formed and, technically, a name change from John Bailey (Founders) Ltd, the business that Harold had founded to make bullet casings for the war effort. The two men built the business both gradually and at speed at times, taking opportunities and risks but always supporting their workforce.

In the aftermath of the Second World War wages were low but people helped each other in a multitude of ways inside and outside working hours.

As the business grew in those early years, there were Christmas parties and annual outings to the Lake District. People were given a ten-shilling note as they got out of the coach to buy coffee at the pub at Carnforth, but no one spent it on that. There were speeches and boat trips and meals in a marquee. Henry Brown recorded these summer outings on cine film and showed them at Christmas parties.

There were characters: Mike Leventhal, the first sales representative; "Little Bill" McCarthy, who helped in the office; Doris Leach, the virago of the front desk; Harry Catlow, the accident-prone handyman; Alf Hunt, a good light tenor, who had been a prisoner of the Japanese; Cyril Cooke, who spoke several languages, even to the cat; Jimmy Cowell, the boilerman and self-appointed timekeeper who would capture live rats from the canal and dangle them in front of the

secretaries, and bang on the doors of the houses of people who overslept; Donald Lowe, the designer, and, fresh from school, his student and successor, Harry Green; John Mills, who radiated calm and politeness when all around were losing their heads; Elsie Berry, the firm's first company secretary, and Margaret Beardsworth, who balanced the company's books.

These, along with many more loyal employees formed the backbone of the company, working alongside the debonair, pipe-smoking Harold Graham and, of course, the ubiquitous Henry Brown.

*“You don't have to have a **GRAHAM** or a **BROWN** in your name to be part of this family,” says David Brown.*

Harold Graham did not like it to be known that he was a chronic diabetic and despite suffering ill-health, which also prevented him from joining up for active military service during the War, he worked hard and was not known to complain.

One day in January 1951, he came home from work and went to bed. After two days he was admitted to hospital. After four days, he succumbed to diabetes and pneumonia and died at the age of 39, survived by Mrs Graham and their two small children. The entire company shared the sense of loss.

The early 1950s were hard times for the company and particularly for Henry Brown after the loss of his trusted partner. He was determined to fulfil the ambition he and Harold had; to build up the business for their sons. In his role as the Guv'nor, Henry treated Harold's son, Roger, as his own, and as a brother to his son, David. He appointed Harold's brother, Herbert Graham, as a Director to hold the Graham family shares until Roger was old enough to enter the business.





From the 1950s, the common link between every member of staff was one man: Henry Brown. He knew everyone by their first names, and, although he did not like it to be known, took a close interest in the welfare of their families. People who fell sick or on hard times were kept on the books and their families quietly sent food and bags of coal. He routinely gave people lifts to and from work.

He made sure their pay packets contained £1 notes rather than a single £5 note, so that there was less likelihood of people losing it. Henry Brown was concerned that the Inland Revenue should not take a cut of what it had not worked for, so he gave everyone National Savings Certificates. When the Revenue eventually found out and put a stop to this, he found other ways of making sure people received the full amount.

In the same way, he dominated every stage of production. He had a flair for design and a facility for seeing new applications in patterns that had been struck off years earlier. His knowledge of the manufacturing process was total, and he was forthright in his dislike of waste and careless work, but he respected others for their expertise and their labour. When a large order came in, he took the trouble to explain the situation to the men and ask them if they were prepared to work overtime.



In the rare event that he took against someone, it would be for life, but his style was to hand down fair criticism when necessary and let people get on with the job.

This attitude, the knowledge of his own humble beginnings and the fact that he was at his happiest when handling a roll of wallpaper, made Henry Brown a figure of respect among plain-speaking people who did not tolerate high-handedness or pomposity. Above all, he led by example through sheer hard

work. Even after hours, when the shift had ended and everyone else had gone home, his presence could still be detected in the factory...the whiff of cigar smoke and the occasional cigar butt betrayed the fact that "The Guv'nor" had been there.

Want to know more? Check out the next issue of Loving Home for another instalment on the rich heritage of Graham & Brown



“ WHEN GRAHAM & BROWN
GAVE ME CARTE BLANCHE
TO IMAGINE A CAPSULE
WALLPAPER COLLECTION
TO CELEBRATE THEIR
75TH ANNIVERSARY, I WAS
IMMEDIATELY ON BOARD. ”

Sacha Walckhoff
DESIGNER

PAPER GAMES

By **SACHA WALCKHOFF** *for*
GRAHAM & BROWN

Graham & Brown have an impressive record of collaborating with great international design talent, so as we approached our 75th anniversary we were looking for someone to take a different perspective of the thing we all love, wallpaper.

Sacha fitted the bill perfectly, with his unique style and imaginative interpretations, Paper Games touches on the very essence of Graham & Brown and adds mystery and whimsy.

It's an amazing achievement born out of the unique circumstances of 2020 that we have still yet to meet in person and the whole collaboration has been made remotely. Yet despite the distances the work has drawn us together to create something beautiful.

WHAT WAS THE *inspiration*
THAT DROVE YOU WHILE
***designing* THIS COLLECTION?**

Paper Games is a collection that celebrates the art of papercutting. It seemed obvious to me that for this anniversary collection we should celebrate paper, this extraordinary medium which is at the heart of Graham & Brown's work as well as mine of course.

I thought of a common theme that reflected our respective origins: the art of papercutting, a practice that was very in vogue in the 18th century. In Great Britain, the art of papercutting even inspired the famous 'Jasperware' decors of the porcelain-maker Wedgwood, whilst in Switzerland (the country where I spent my childhood) in the 19th century mountain folk would create landscapes using cut-out black paper during the long winter evenings. It is from all this that I created this collection, transposing this technique in order to produce very graphic designs of flowers and trees that are both joyful and contemporary.



WHY DID YOU CHOOSE TO
WORK WITH *Graham & Brown*?

When Graham & Brown came to me with the idea to create a 'capsule' collection of wallpapers to celebrate their 75th year anniversary, I was immediately on board. Founded at the end of the second world war, at a time in our history when we needed to rebuild ourselves, to rediscover our 'joie de vivre' and to bring back some cheerfulness into our interiors. Today, the situation is different of course, but lately we have all been spending more time at home and in my opinion, this collection could not have come at a better time.

WHO DOES THE *collection*
***cater to*, AND WHY?**

It is a colourful, fresh, graphic collection which can be adapted to many different interiors. Whilst the collection is short, the chromatic choice is quite rich as it stretches from saffron yellow to dusk blue through a powdery pink and navy blue sky. For the graphic patterns, we see of course, black and white, which I cannot do without in decoration, as well as some touches of purple, anthracite and vanilla.

Sacha Walckhoff
DESIGNER

View the full collection online grahambrown.com



@stylesnitch

LOVING YOUR HOMES

Tag us, submit a review and become
part of the Loving Home family

#grahamandbrown #lovinghome



@andersondavieinteriordesign



@mindy_schroor



★★★★★
'2ND COAT WONDER!
MADE ME FALL IN LOVE -
THE COLOUR ABSOLUTELY
CAME TO LIFE!'
GB Customer, Scotland

THROUGH *the* DECADES

February Playlist

Boogie Woogie Bugle Boy

THE ANDREWS SISTERS

I'll Never Smile Again

TOMMY DORSEY & FRANK SINATRA

Mr. Sandman

THE CHORDETTES

Jailhouse Rock

ELVIS PRESLEY

Spinning Wheel

BLOOD, SWEAT & TEARS

These Boots are Made for Walking

NANCY SINATRA

A Day in the Life

THE BEATLES

Heart of Glass

BLONDIE

Bohemian Rhapsody

QUEEN

Rebel Rebel

DAVID BOWIE



SEARCH **GRAHAM&BROWN** ON SPOTIFY
OR TAP THE CAMERA ICON IN THE SEARCH BOX
AND SCAN THE CODE ABOVE

