

*Loving*

JULY 2021 • Issue 15

# H O M E

Brought to you by Graham & Brown

## THE MINIMAL ISSUE

*From neutral shades to textured plains,  
we're talking all things minimal.*

### BACK *to* BASICS

Shop our simple but effective minimalistic rooms and transform your home into a chic modern sanctuary.

*In the Spotlight*

### MINK LASHES

Learn how to use this uplifting and inviting tone to add subtle colour to your walls



LOTUS CREAM partnered with ANGEL DUST

## Trend TALK



*“The mantra of less is more still rings true as we are paring back and downsizing”*

Quite a few years ago I tried to explain the Wabi Sabi philosophy to a friend of mine who at the time thought I had completely lost the plot. As this style of celebrating the beauty in imperfections and embracing the natural elements has become much more popular I always think of my friend whenever I use this phrase.

Our need to connect more with nature has never been more important as we are choosing surroundings that enhance our well being both physically and mentally. This Japanese ethos is part of a shift to a softer side of minimalism that we are seeing take a step away from clean perfect lines of past

years that previously may have seemed a little unforgiving and cold.

The mantra of less is more still rings true as we are paring back and downsizing by choosing things that matter and have meaning, selecting timeless design and craftsmanship over fast fashion. This also taps into our desire to live cleaner and more sustainably. We look to the beauty in the function of objects and their natural tactile qualities with rough surfaces playing against smooth and delighting the haptic senses. This goes way beyond the love of pattern it is somehow more calming and intuitive for many people to use and is the yin to the yang of the oh so trendy maximalist trend.

**PAULA**  
STYLIST

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Chinoiserie Paint  
as seen in **VIVRE CÔTÉ PARIS**



Grain Texture Wallpaper as seen in  
**HOME STYLE MAGAZINE**

**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! From **Grain Texture** in Cherry and Rose Gold to the calming blue of **Novel**, there was something for everybody's taste this month.



NOVEL paint as seen in  
**IDEAL HOME**



Aspen Pine Wallpaper as seen in **VT WONEN**



Lilium Paint as seen in **LIVINGETC**

# BACK *to* BASICS

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## SIMPLE BUT EFFECTIVE MINIMALIST STYLE

It's easy to make the assumption that minimalism is boring and beige, but we think quite the opposite. Minimalism can transform chaotic, clutter-filled spaces into chic, modern sanctuaries and it certainly doesn't have to be limited to beige!

Although this style is simple, you can still make a statement. Think of minimalism as an umbrella term for a variety of different styles all with their own colour schemes from beige through to black – the possibilities are endless.



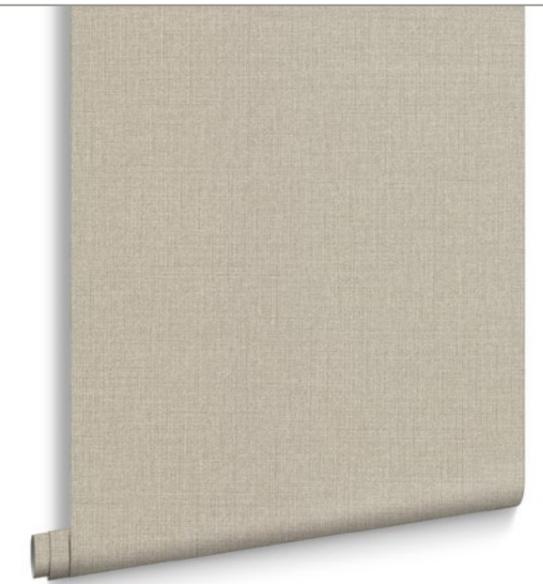
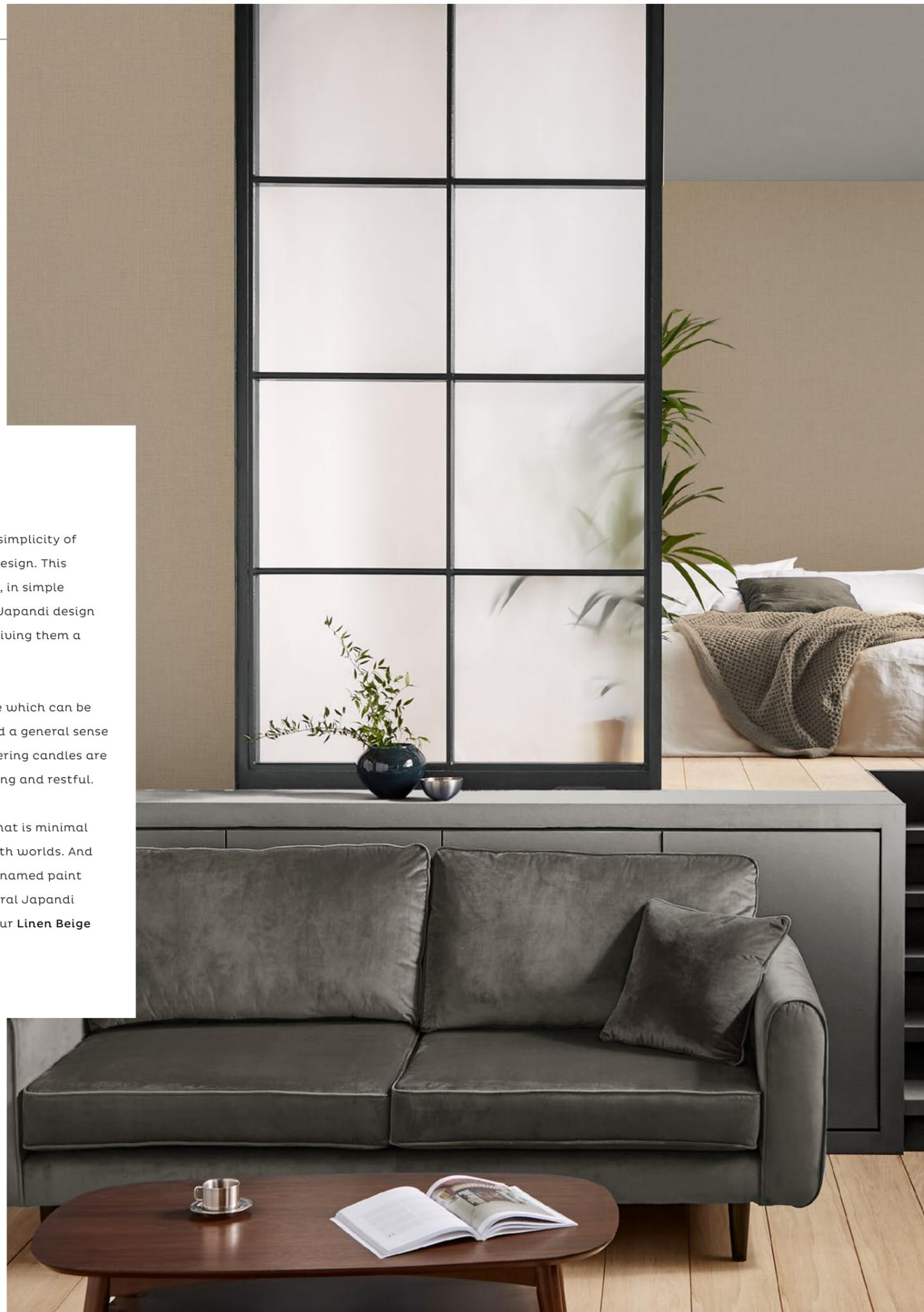
LINEN BEIGE , HERRINGBONE TEXTURE ECRU, LINEN CHOCOLATE, STEEL OYSTER

## JAPANDI

Japandi is the latest take on minimalism, combining the simplicity of Japanese design and the functionality of Scandinavian design. This style embraces the Japanese concept of wabi sabi which, in simple terms, means to find beauty in imperfection. As a result, Japandi design welcomes flaws and encourages mending broken items giving them a story and arguably making them more beautiful.

This is combined with the Scandinavian concept of hygge which can be defined as any place that embodies comfort, cosiness and a general sense of wellbeing. Warm fireplaces, knitted blankets and flickering candles are all essential for a hygge household that will feel welcoming and restful.

Combining these two concepts, Japandi is born. A style that is minimal but not stark, cosy but not stuffy, it truly is the best of both worlds. And what better way to achieve the look than with our aptly named paint shade **Hygge**. This shade is perfect for achieving the neutral Japandi look however, if you want to introduce texture then try our **Linen Beige** wallpaper paired with the warm beige shade **Samantha**.



**PAPER** *Linen Beige*  
grahambrown.com



**PAINT** *Samantha & Hygge*  
grahambrown.com



**VASE** *Ball Sand*  
nordicnest.com

**CUSHION** *Grey Luxe*  
grahambrown.com





**CLOCK**

*Roman Numeral Metal Rim Analogue*

[johnlewis.com](http://johnlewis.com)



**PAPER** *Stroma Fawn*

[grahambrown.com](http://grahambrown.com)



**FLOWERS**

*Ixia Flowers Luxury Whites*

[johnlewis.com](http://johnlewis.com)



**PAINT**

*Gobi & Glassheart*

[grahambrown.com](http://grahambrown.com)

**COTTAGECORE**

If you haven't heard of the phenomenon that is cottagecore yet, then where have you been? Cottagecore is the social media phenomenon that covers everything from fashion to cooking but at its roots it is all about rejecting modern life and embracing the simple, countryside living of another era.

Based on idealised rural living, it's not surprising that cottagecore has entered the world of interior design. With a simple approach to life comes a simple approach to design and thus cottagecore lends itself to minimalism. The goal is to create a home plucked straight from the English countryside by utilising natural materials such as wood and flowers. Natural colours are also essential for maintaining a look that is easy on the eyes.

We recommend using a neutral floral such as **Stroma Fawn** to introduce florals without adding too much colour. Combined with a soothing beige like **Gobi** and a brightening white like **Glass Heart** your room will soon be transported to a rural landscape.

## MOODY MINIMALISM

Minimalism has a reputation for being bright and airy but it may surprise you to hear that it can also be deep and dramatic. Dark minimalism combines the purity of traditional minimalism with the drama of darker colours such as black and grey. The result is a modern and sophisticated look allowing your space to be deep and moody without the burden of adding colour.

Achieving this look can be as simple as applying your favourite monochrome shade to the walls. We recommend the shade **Tattoo** for a true black or the deep grey shade **Londinum** for smaller spaces that need a bit more brightness. If you dare then take a step further and use our **Ink Anthracite Ombre** bespoke mural. This design is simplistic enough to fit the minimalist look whilst still making a statement with its beautiful fog-like gradient. However you choose to achieve moody minimalism, the overall look is always stunning and ultra-chic!



**BESPOKE MURAL** *Ink Anthracite Ombre*  
grahambrown.com



**CUSHION** *Grey Luxe*  
grahambrown.com



**PAINT** *Tattoo & Londinum*  
grahambrown.com



**LIGHT**  
*Där Tower 6 Pendant Cluster*  
johnlewis.com





HAZE NATURAL WALLPAPER

## *Break free from* **BEIGE**

*It's clear that we love embracing bold colours here at Graham & Brown, but we know this isn't for everyone.*

If your home isn't the brightest, is on the smaller side, or if you just prefer a more minimalist look, then it's easy to default to the same old shades of beige. However, neutrals aren't and shouldn't just be limited to this one colour!

### **GREIGE IS THE NEW BEIGE**

Grey is rapidly becoming one of the most popular shades not only for walls but for almost everything in the home from sofas to soft furnishings. Although grey is a neutral, it can make rooms feel cold and sterile. This has led to the rise of its younger sibling, greige. Greige takes all the brightness and freshness of grey and combines it with the warmth of beige, resulting in a completely new take on neutrals.

Victoria is the perfect greige shade, neutral enough to fit into any existing colour scheme within your home without being cold or boring. You can also achieve the greige look with wallpaper, using our beautiful, textured **Haze Natural** design. This wallpaper can happily sit alone on all four walls or it can be paired with its perfectly partnered shade **Warm Mittens**; another beautiful greige shade.



## FROM BEIGE TO SAGE

It's unlikely that green comes to mind when thinking about neutrals, but the current sage green trend may just change that. Sage Green is highly sought after in the world of interior design and has even risen to become the most searched for paint shade on Pinterest! Since the shade is so natural and muted, it can constitute a neutral without having to sacrifice colour making it a perfect pick if you're looking for a more exciting neutral shade.

Whirl is the perfect blend of beige and sage. Beige enough to be livable yet green enough to add a splash of colour, it is the ideal neutral green. But if you'd prefer a more true sage green, then try **Whirl**. This shade is more vibrant than other sage greens but is still versatile enough, sitting happily against the existing colours in your home.

## THINK PINK

Pink is yet another colour that most would overlook, especially as a neutral, but this shade is finally getting its time to shine! Like greige and sage, pink is finding its way back into our homes. Previously limited to nurseries and bedrooms, soft and natural pinks can now be found anywhere from a lounge to a dining room.

The shade **Bohemian** is a perfect starter point for introducing pink. Somewhere between white and pink, it will make itself at home against most colour schemes whilst still adding that slight hint of colour. If you want to fully commit to pink though, then **Canvas** is the shade for you. This mid-tone pink shade is warm and inviting unlike your typical sugary pinks, creating a more sophisticated look for your walls.

Although beige will remain a classic colour and the original neutral, when muted or toned down, almost any colour can join the neutral family. So when you are picking out your next paint shade, don't be afraid to get creative and pull out the greens, pinks and everything in between – You might just find a gem!



M I N

K L A

S H E

S .



MINK LASHES



**PAPER**  
*Aspen Pine*  
grahambrown.com



**PAINT**  
*Mink Lashes*  
*& Ulwatu*  
grahambrown.com

**IN THE SPOTLIGHT**

Indulgent and luxurious, Mink Lashes is the perfect soft shade of warm sand. Created with a perfect blend of tones, this uplifting, inviting tone is ideal for adding subtle colour to your walls. Natural and grounded, pair with Aspen Pine wallpaper to create a Scandi style decor.



**CUSHIONS**  
*Dusky Green Opulence*  
*& Grey Luxe*  
grahambrown.com



# MEET THE TEAM

## SOPHIE, SCARLETT & HAYLEY JUNIOR DESIGNERS

Say Hello to our three new designers and find out their take on minimalism and what inspires them!

*How would you describe your style?*

**Sophie** My own style is quite bold and eclectic. I like pattern clashes, bright colours and intricate designs. It's quite eastern inspired and nothing is simple!

**Scarlett** I would say my personal style is more contemporary with a touch of traditional. I love oversized florals, so bringing this traditional style of pattern into a more contemporary space brings a more modern twist.

*What inspires you when working on new designs?*

**Hayley** Being in nature, whether it is walks in the Lake District or staying closer to home, there's beauty in all seasons.

*Can you tell us a bit about what you think will be the defining feature of the most recent decade of design?*

**Scarlett** I think one of the most defining features will be the designs that feature a realistic element, like exposed brick or wood panelling. I think these have been such a success as it allows people to create this effect in their home easily, and the versatility of these patterns mean that they can be applied to a wide variety of home styles.

*This month in Loving Home, we've been chatting all about the Minimalist trend, do you have any top tips for people looking to bring this style into their homes?*

**Hayley** You can't go wrong with clean lines, and don't be afraid to use block colours!

**Scarlett** Simplistic geometrics can add life to a room and are a great way to incorporate some pattern in a both sophisticated and modest way.

**Sophie** To be honest, because my style is more maximalism than minimalism, I would be inviting people to add colour and patterns! But, if I was to embrace the minimalist trend, I would use a combination of textured plain wallpaper and a complimenting paint for the other walls, then add pops of texture in which accessories like throws and cushions and some abstract wall art.

*Do you have a favourite Graham & Brown design?*

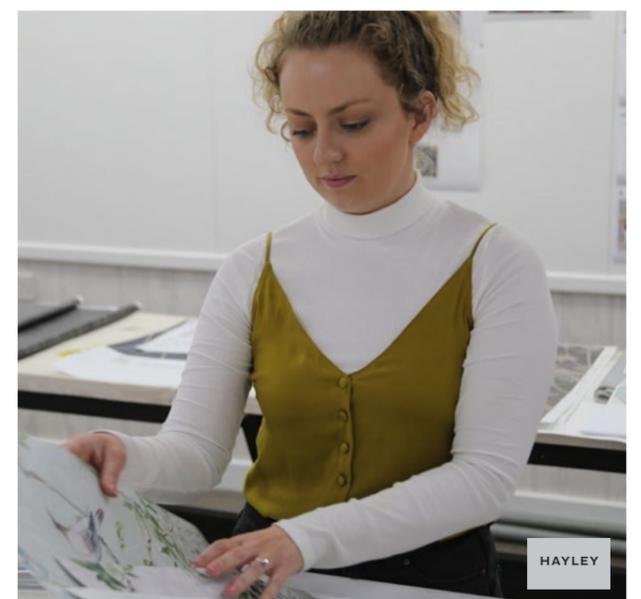
**Sophie** It would have to be 'Eden Midnight', it reminds me of travelling and being somewhere tropical!

**Hayley** I'd choose 'Glasshouse Flora', it's everything I love about nature and what I hope my garden can look like one day.

*Finally – what does 'home' mean to you?*

**Sophie** Home should be a place where you can be yourself, including how you would want to decorate it. I think it's a good opportunity to express yourself through design, if that means you want a super bright uplifting décor, then do it! If it means you want to create a calming space, do it!

**Hayley** Home to me is a place to relax, be inspired and be in good company.





@sophia.at.home  
DOVE FEATHER



@houselust  
ELSIE



@aliceincolour  
GIN & TONIC



@furnlovers  
SO SWAMPED



@kimberleyannndesign  
TERRAZZO



@mo.and.the.jungle.shelf  
WHIRL

## SONGS TO DECORATE TO

### July Playlist

*Riptide* VANCE JOY

*Dreams* FLEETWOOD MAC

*She Moves in her Own Way* THE KOOKS

*Heather* CONAN GRAY

*Send My Love* ADELE

*Ophelia* THE LUMINEERS

*Keep your head up* BEN HOWARD

*Simple Things* ZIGGY ALBERTS

*Cardigan* TAYLOR SWIFT

*Toothpaste Kisses* THE MACCABEES



OPEN THE SPOTIFY APP AND TAP SEARCH,  
TAP THE CAMERA ICON AND SCAN THE  
CODE ABOVE

