

Loving

SEPTEMBER 2021 • Issue 17

HOME

Brought to you by Graham & Brown





“From January 2022 we will become a carbon neutral business”

‘**W**hat doesn’t break you, makes you stronger.’ I am sure that our founders Harold and Henry said that to themselves when they started Graham & Brown 75 years ago in post-war Lancashire. They would never have imagined the modern challenges their company and colleagues have faced these last 18 months. Our challenge during the pandemic, like everyone else, has been to ensure that our colleagues have been safe and well, both physically and mentally, and to keep our business running. Our team spirit and collaboration has helped us do just that and Harold and Henry would be so proud of the current team for how they have adapted and supported each other throughout this crises.

Less travel and more time to slow down and reflect has been one of the few upsides of the pandemic. It has helped us realise at Graham & Brown that we have a huge responsibility to not only our colleagues but also to the wider world. We are delighted to be raising, with the help of our teams worldwide, £75k for multiple charities across this year. It’s given us a real sense of purpose and achievement and I believe we will raise much more than the goal we have set ourselves.

We’ve also reflected hard about the impact we have on planet earth and our responsibility going forward to minimise our carbon footprint. From January 2022 we will become a carbon neutral business, with an investment and innovation plan to get us to be carbon zero by the end of the decade.

We have created a stakeholder group of global colleagues to challenge the business and each other to keep environment

and sustainability at the forefront of all of our investment decisions. Do we have all the answers, no of course we don’t, but we are committed to learn as much as we can and to challenge ourselves to think differently. All of our electricity from September 2021 is now from renewable sources, this has cut 2,000 tonnes or 29% of greenhouse gases from our carbon footprint.

We have teamed up with Forest Carbon, the country’s leading developer of voluntary carbon woodland schemes, certified under the Woodland carbon code, and with their help we will commence planting the Graham & Brown Woodland from November this year at Broughton Hall Sanctuary - near Skipton. This will see around 25,000 trees planted to offset our future carbon footprint and regenerate the land that they are planted on. This wood will not be ready for 15 years, so in the meantime we are supporting 2 international reforestation projects, one in Indonesia and the other in Uruguay. We are also investing in a new digital print factory to continue to manufacture our beautiful Graham & Brown wallpapers and murals in the UK. This new factory will allow us to print on demand therefore reducing waste and will be powered by renewable electricity.

Our commitment to the environment is not new, for over 25 years we have used water-based inks, one of the first in our industry to do so, and sourced our paper from managed forests. However, we recognise that all businesses and customers need to do more if we are seriously going to tackle climate change together. We are willing to play our part no matter how challenging and daunting that might be.

ANDREW GRAHAM MBE
CHIEF EXECUTIVE

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as seen on [IDEALHOME.CO.UK](https://www.idealhome.co.uk)



as seen on [HOUSEBEAUTIFUL](https://www.housebeautiful.com)



as seen on [THETIMES.CO.UK](https://www.thetimes.co.uk)



as seen on [WONENONLINE.NL](https://www.wonenonline.nl)



as seen on [ARCHITECTURALDIGEST.COM](https://www.architecturaldigest.com)

Everybody's talking about
RESTORE & BREATHE

The secret is finally out and we're so excited to see
our newly launched Wallpaper, Mural & Colour of
the Year are already making an impression!

Did you spot these special features?

LOOKING AHEAD

We have often used the term *home is where the heart is*. This has never been more relevant than now.

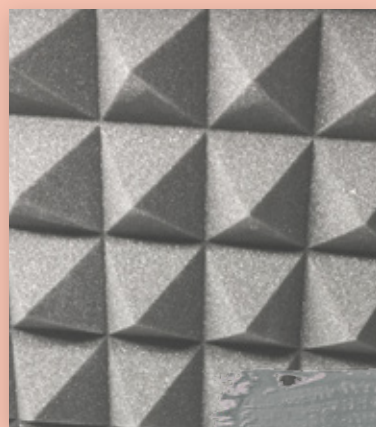
Our homes play a much more important role in our daily lives than just board and lodging. It now has to accommodate and adapt like ourselves to so much more. From keeping us protected and safe to becoming an extension of the office, gym and our social scene.

Our trends for 2022 reflect on this with central themes running throughout.

Sustainability is the backbone to all 5 trends with wellbeing and connectivity becoming major trend drivers.

For each story you will see a glimpse into our thinking behind each one. Then we have some ideas on what will inspire us to design for the future and a colour palette highlight.





CUSHIONS

Dusky Pink & Grey Luxe
grahambrown.com



Chesterfield
grahambrown.com



WALLPAPER

Lagom Geo Blush
grahambrown.com

SHOP THE LOOK FUNCTION

Our first trend does exactly what it says on the tin – Function. It is sleek and minimalist with a muted neutral colour palette. Some key features are clean lines, soft edges, and organic, natural materials.

Our Lagom Geo Blush design is a great choice for this trend, with it's soft pink colour scheme and architectural geometric design.

Pair this paper along with paint shades Muted Blush and Chesterfield, and our Grey Luxe cushion to achieve the Function trend in your home.



ARMCHAIR

Hay - Hallingdal
amara.com



Muted Blush
grahambrown.com



VASE

Hanley Pot
neptune.com



PLANT

Sharon the Parlour Palm
patchplants.com



LIGHT

Textured Antique Brass Pendant
coxandcox.co.uk

WALLPAPER

Bouquet
grahambrown.com

CUSHIONS

Adeline Green Opulence
grahambrown.com

SHOP THE LOOK

FOLKLORE

Folklore, is a mish mash of all things art and culture. It is a fresh take on maximalism and is all about warm and homely spaces, and creating new traditions from the old.

There is no one way to achieve the look, but some of the hallmarks of this trend are handcrafted items and warm deep tones, making it one to watch for the Autumn Winter season.

Our Bouquet wallpaper is perfect for this trend with its rich colour and hand-painted florals. Pair with deep green and red shades Sanguine and Ecuador to pull out the deeper tones and throw in some cosy cushions like Adeline Green Opulence and Indian Ink Blue to complete the look.

ARMCHAIR

York Scroll
johnlewis.com

CLOCK

Wood Pocket Watch
grahambrown.com

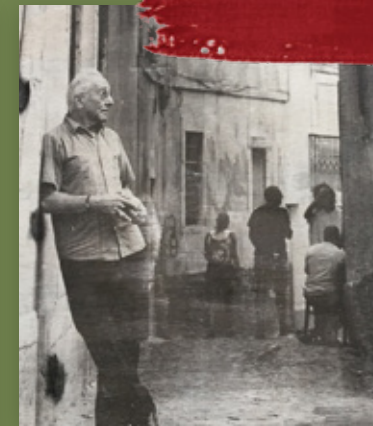


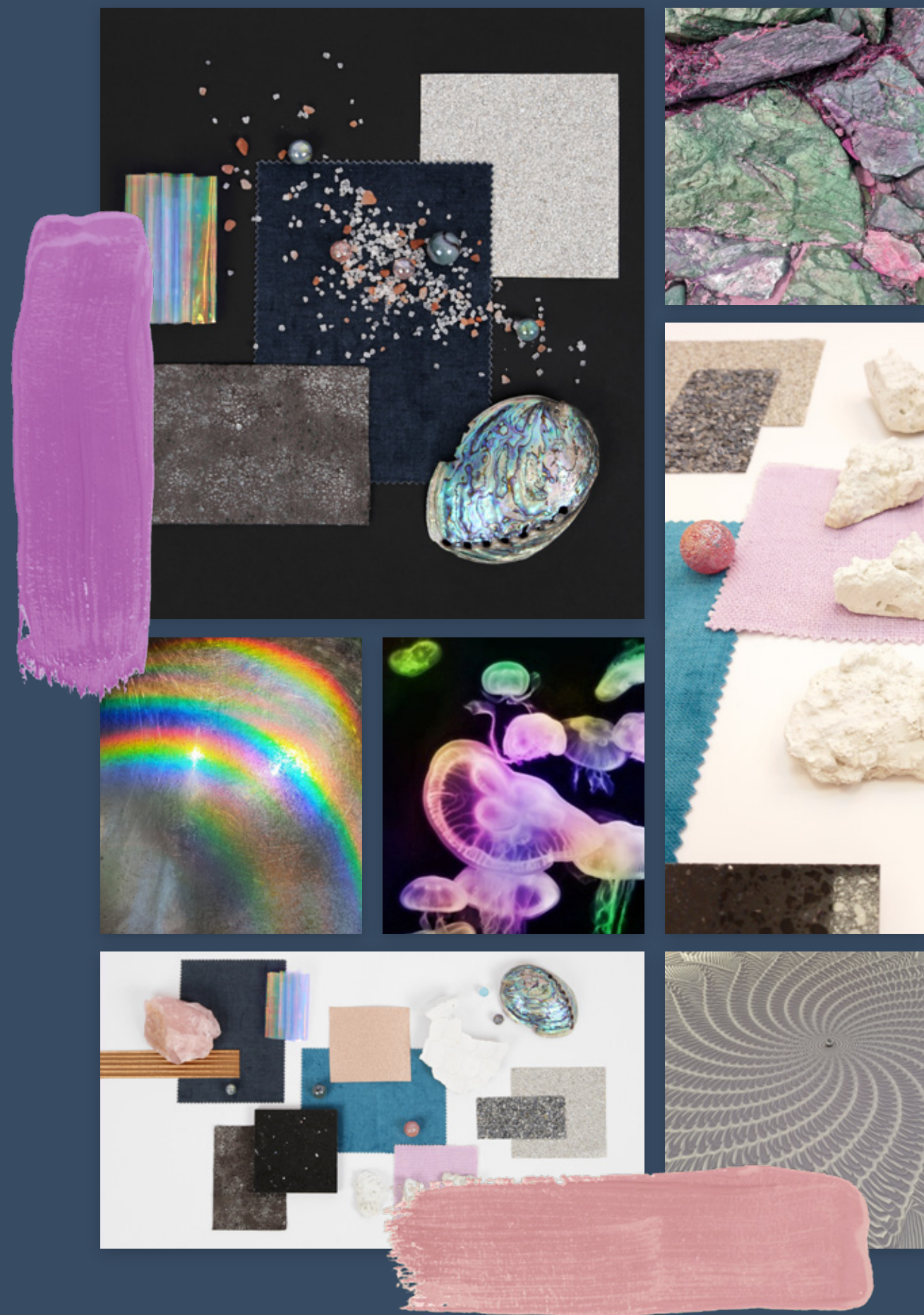
Ecuador

grahambrown.com

JUG

Large Berry Gluggle Jug
glugglejugs.co.uk



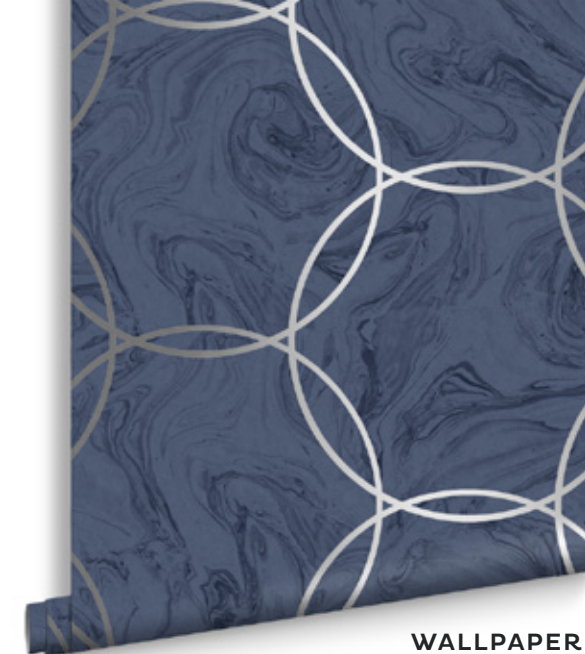


CUSHIONS

*Lavish Dusky Pink &
Chelsea Stripe*
grahambrown.com



Lilac Metallic
grahambrown.com



WALLPAPER
Aqueous Geo Cobalt
grahambrown.com

SHOP THE LOOK CELESTIAL

Celestial is 2022's dreamy and ethereal trend, perfect for those of us who are reconnecting with our spiritual side. This trend promotes healing and becoming one with nature and the planet.

This look is characterised by night sky blues and heavenly pinks, and certainly wouldn't be complete without a few crystals. Our Aqueous Geo Cobalt design epitomises this trend with it's marbled backdrop and perfectly aligned silver circles.

Partner with the shades Brooklyn Blue and Thrace, along with our Dusky Pink Lavish cushion to achieve the Celestial look.



WALL ART

Serene Waves
Framed Canvas
grahambrown.com



LIGHT
Lava Pendant Light
olivias.com



CUSHIONS

*Ethnicraft Heavy Aged
Mirror Coffee Table Set*
amara.com



Brooklyn Blue
grahambrown.com



ROSE QUARTZ
Large Natural Rock
goodhoodstore.com



LAMPSHADE
Small Hanging Birdcage
smalltable.com



CANDLE
Bubble Candle, Mauve
libertylondon.com



CUSHION
Jade Luxe
grahambrown.com

SHOP THE LOOK CUSTOM

On the opposite end of the spectrum we have Custom, which champions inclusion and diversity, and encourages creative and playful interiors. Featuring both bright and pastel colours, this trend is all about creating happy spaces.

You can accomplish this look with fun and fresh furniture and accessories, and paint shades such as Arancia and Free Spirit, or the Prism Yellow wallpaper!



SIDEBOARD
West Elm Vivien Sideboard, Grey
johnlewis.com



Free Spirit
grahambrown.com



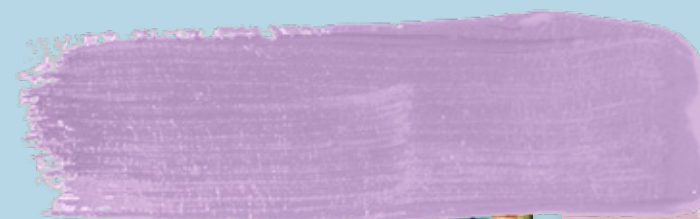
FLOWERS
Louise Bouquet
threesistersfarm.co.uk



WALLPAPER
Prism Yellow
grahambrown.com



CLOCK
Parlene Marble Desk Clock
amara.com



HANGING PLANT

Theodore
patchplants.com

FRAMES

Uyova Set of 3
Metal frames
laredoute.co.uk

WALLPAPER

Restore Midnight
grahambrown.com

SHOP THE LOOK RECLAIM

Our final trend, Reclaim, is a showstopper and the inspiration behind our entire Wallpaper of the Year collection 2022. This trend is all about nature reclaiming the manmade and putting the planet before ourselves so it's not a surprise that this look features plenty of plants and recycled elements.

Our Wallpaper of the Year 2022, Restore Midnight, along with our Colour of the Year 2022, Breathe, are designed especially for this trend so you can be sure you will easily accomplish the look with them.

Want to know more about our Wallpaper of the Year collection 2022?
All will be revealed on the next page...



Adeline

grahambrown.com

Breathe

grahambrown.com

SIDE TABLE

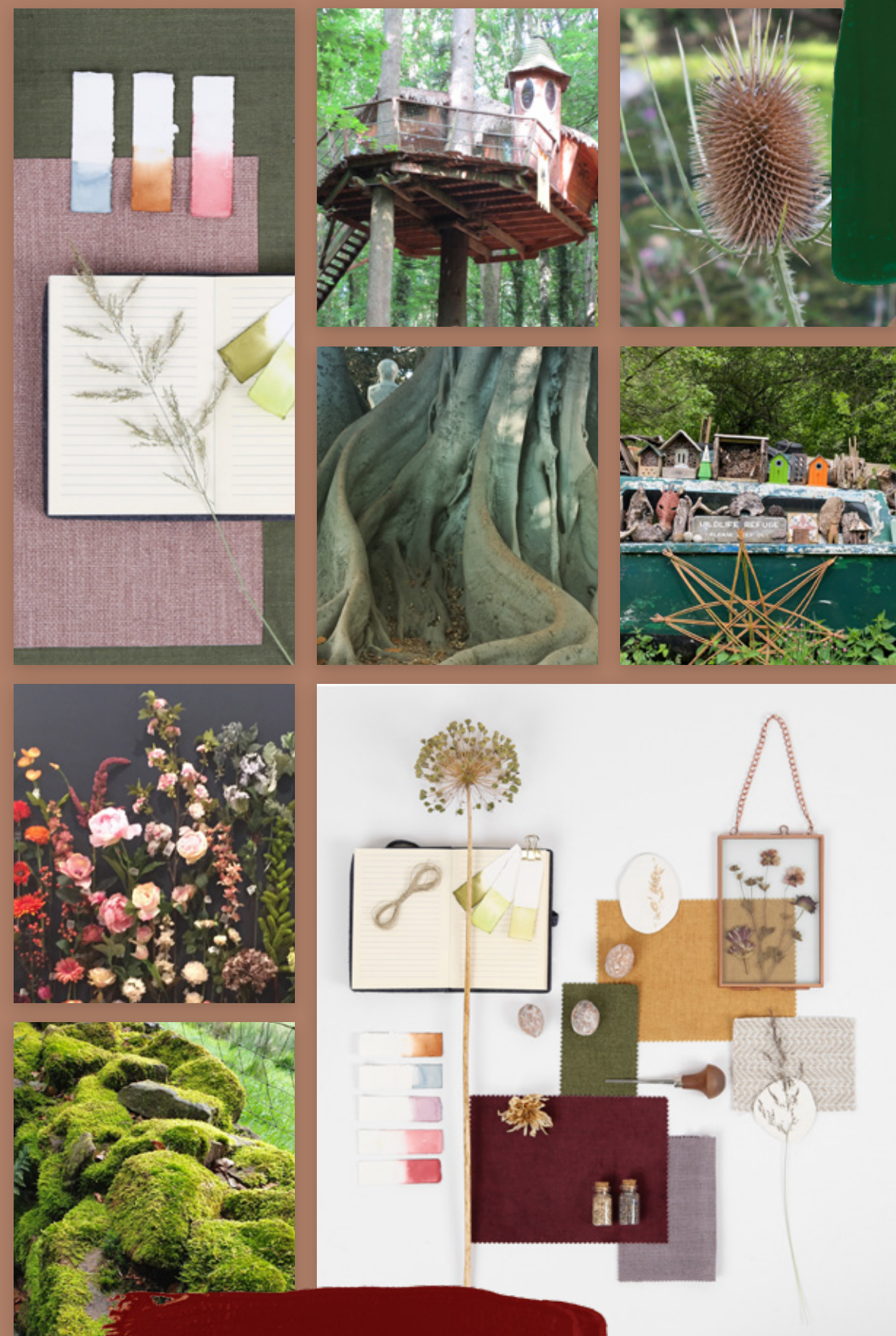
Tobak, Natural
Mango Wood
swooneditions.com

CUSHION

Mulberry
Purple Opulence
grahambrown.com

PLANT

Big Ken House Plant
patchplants.com



SOAP DISPENSER

Amber Glass Bottle
With Brass Pump
notonthehighstreet.com



Introducing **RESTORE**

This year, it's time for us to breathe and restore with our Wallpaper of the Year collection for 2022! There is no denying that the hardships of the past couple of years have compelled us all to fundamentally reevaluate how we live our lives. We are dedicating more time to self-care, and contemplating how we can limit our impact on the environment and reconnect with mother nature. Our wallpaper of the year for 2022 Restore epitomizes this shift in our lives.



This year's design, Restore, features a variety of wild, trailing plants on a chalky, concrete-like backdrop imitating the unstoppable forces of nature reclaiming the manmade. All three beautiful colourways are perfectly partnered with our colour of the year Breathe – a calming mid blue made to create tranquil and soothing spaces. Designed to reflect our refreshed state of mind and new lifestyle, this collection is the perfect reflection of the year to come!

In addition to the Midnight colourway, *Restore* is also available in Sky and Emerald palettes.



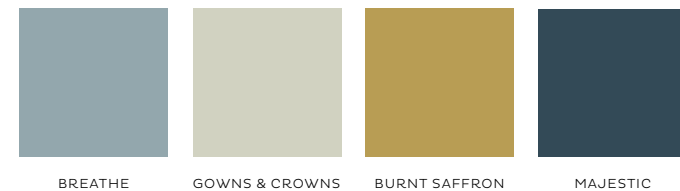
RESTORE MIDNIGHT & MAJESTIC



Perfectly Partnered Paper & Paint

The Wallpaper of the Year and Colour of the Year are shining examples of the Graham & Brown perfectly partnered paint and wallpaper offering. Each wallpaper in the extensive Graham & Brown collection is mirrored by a precisely matched hero paint colour, and three co-ordinating hues for a complementary full room solution.

Complementing the Wallpaper of the Year is the Colour of the Year: *Breathe*, along with partnering shades *Gowns & Crowns*, *Burnt Saffron*, and *Majestic*.





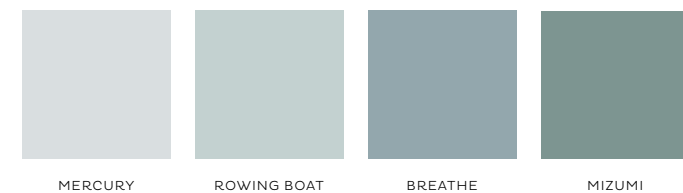
RESTORE SKY



RESTORE *Sky*

Cool and refreshing, Restore Sky is the lighter colourway of our Wallpaper of the Year 2022. This design is sure to welcome nature and peace within your home.

Featuring a calming colour palette of icy whites and sky blues, it will brighten even the smallest of rooms. The beautiful, botanical trails sit on a tranquil mid blue backdrop which perfectly partners with our colour of the year, Breathe, creating the perfect full room solution for your home.



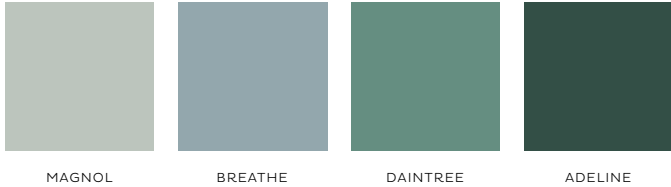


RESTORE

Emerald

Travel to the depths of a misty, tropical rainforest with the rich green colourway. Restore Emerald is a tranquil yet refreshing design, created to bring the outdoors into your home.

Featuring crisp green, botanical trails meandering through the depths of the emerald green backdrop, Restore Emerald is both striking and calming and is the perfect addition for any home!



RESTORE EMERALD & BREATHE



“This SOOTHING mid blue is perfect for creating calm and peaceful spaces.”

Created to complement all three colourways of Restore, our Colour of the Year 2022 is Breathe. Drawn from the misty blue hues residing within the Wallpaper of the Year design, this shade truly is a breath of fresh air. Dark enough to add colour and depth, but light enough to remain refreshing, this tranquil shade can be used almost anywhere in the home without encroaching on the space.

This soothing mid blue is perfect for creating calm and peaceful spaces which is exactly what we all need for the year ahead as we take more time to care for ourselves and reconnect with nature. Pair with any of the three Restore colourways, and your space is not only peaceful; it is transported to a wild yet calming concrete jungle just waiting to be explored.

B R E A T H E





Breathe

COLOUR OF THE YEAR 2022

Breathe is a soothing mid blue, perfect for creating the calm and tranquil spaces. This shade is extremely versatile, working equally as well in deep and moody colour schemes as it works in light and airy colour schemes.

Since Breathe is neither too light or too dark, it is the perfect pick for the up and coming trend of colour drenching where woodwork and walls are all painted the same shade. This method is great for making spaces feel bigger and creates a unique look without going over the top.

Our entire Wallpaper of the Year collection is inspired by nature, so it only makes sense to use our Colour of the Year on your front door. Breathe is at home in the outdoors blending into the environment with its sky blue hues whilst the outdoor light brings out entirely new tones in the colour.

TONAL Pairings

Breathe can be paired with tonal matches to fully accentuate the blue hues without the distraction of other areas of the colour wheel.

We recommend using Breathe alongside lighter blue shades such as Rowing Boat and Mercury. These can be used as an alternative to a white shade on skirting boards, highlighting the colour without taking the spotlight.

Or pair with our lighter colourway of our wallpaper of the year 2022, Restore Sky. Featuring a calming colour palette of icy whites and sky blues, it will brighten even the smallest of rooms. Perfectly partnered with our colour of the year, Breathe, this combo creates the perfect full room solution.



WALLPAPER
Restore Sky
grahambrown.com



CONTRAST Pairings

If you'd rather make a statement then why not try a contrasting shade? Juxtapose the cool blue tones with a warm deep yellow such as Burnt Saffron or Majestic; a deeper blue. Why not take a step along the colour wheel with Restore Emerald, the wallpaper of the year 2022, both striking and calming it is the perfect addition for any home!



SAY HELLO TO OUR

MURAL OF THE YEAR

Restore Midnight bespoke mural will bring the outdoors in with its concrete inspired backdrop reclaimed by a variety of beautiful, wild plants. Boasting a unique combination of deep and fresh blues, the design's large scale, botanical trails will run wild over your walls.

Available in the Midnight, Sky and Emerald colourways, and on a range of luxurious paper finishes, it is ideal for those looking to make maximum impact in their homes.



A photograph of a dense forest with tall, thin trees and sunlight filtering through the canopy. In the center-left, there is a vertical rectangular overlay. The top half of this overlay features a repeating pattern of overlapping circles in a dark brown and light brown color scheme. The bottom half of the overlay is a solid, light brown color.

OUR ECO PLEDGE

**OUR COMMITMENT AS A BUSINESS
TO THE ENVIRONMENT.**

For over seventy-five years, we have valued our connection to nature and the ways we coexist and support one another. Since our founding we have been involved with organisations and movements that ensure the sustainability of the raw materials we use, as well as adapting and improving our products to ensure they don't give out harmful chemicals to customers or the environment. As a business, natural elements are imperative for our production process, from the water that creates our water-based paint, to the trees that create our wallpaper. Currently for every tree used in the process, three more are planted, meaning we are responsible for planting approximately 16.5 million trees this century.

This year our relationship with mother earth is growing stronger, we are pledging to become a carbon neutral

company from January 2022. We have also implemented a strict innovation plan to guarantee we will have a Carbon Zero status by the end of the decade. The first stage of this project came with a shift to renewable electricity from September 2021, which will reduce the entire company's carbon emissions by 29%.

We are thrilled to announce that the next stage of the project is the planting The Graham & Brown Woodland, to ensure new growth and replenishment of felled trees. As our forest will take 15 years to reach maturity, we are currently supporting international planting and sustainability projects across the globe.

If you would like to read more, you can read our sustainability report [here](#).



@victoria_road_restoration



@agi_at_59

LOVING YOUR HOMES

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

#grahamandbrown #lovinghome
#wallpaperoftheyear2022

From living rooms to downstairs bathrooms, we
have already seen some stunning use of Restore.
Where would you put it? Let us know!



@northernstyling



RESTORE & BREATHE

September Playlist

Breathe YEARS & YEARS

Midnight Sky MILEY CYRUS

Breathin ARIANA GRANDE

Mood Ring LORDE

Breathe Deeper TAME IMPALA

*Lucy in the Sky
With Diamonds* THE BEATLES

*Take My
Breath Away* BERLIN

Midnight COLDPLAY

Breathe TAYLOR SWIFT

One Night GRIFF



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

