

*Loving*

# HOME

DECEMBER 2021 • Issue 19

Brought to you by Graham & Brown

## CANDYLAND CHRISTMAS

Express yourself and your home, the brighter, the better this Christmas!

*In the Spotlight*

## WARM MITTENS

The perfect shade to keep you cosy this season.

## 2022 COLOUR PREDICTIONS

Our stylists take you through some key colour trends that we can expect to see everywhere next year.





[Click to SHOP](#)



*“Our mission continues to be helping all of our customers create loving homes”*

**75** years ago in 1946, two lifelong friends, Harold Graham and Henry Brown, established Graham & Brown with their central purpose being to help customers create loving homes, all the while continuing to take care of their employees and give back to their community. Their spirit still lives on and each year we strive to continue their legacy, aware of our humble beginnings and proud of the legacy we are continuing.

This year we decided to try and raise £75k for lots of different charities that all meant something special to our colleagues. Through the incredible work of our charity committee and all of our colleagues we have supported over 20 charities in the UK, Holland, France and USA and have raised over £100k to give back to the communities in which our colleagues live.

It's an incredible achievement. In another difficult year, unsettled by the Covid pandemic, it has helped connect and bring together our colleagues across the world and given us a real

sense of togetherness and purpose. It has been so successful that we have decided to continue the charity committee into next year and try to make it an annual focus for us to give back to those less fortunate than us.

Our home has never been more important as it continues to be a safe sanctuary in uncertain times, a place where we all can be with family and friends and work, have fun and relax.

Our mission continues to be helping all of our customers create loving homes that they can be proud of and that reflect their individual tastes and personalities, and our team at Graham & Brown enjoy working together to help make this happen.

I hope you all get the opportunity to host family and friends this Christmas holiday, and share the festive spirit with each other whilst having in our thoughts those that need our love and support at this special time of year.

**ANDREW GRAHAM MBE**  
CHIEF EXECUTIVE



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Restore Midnight Wallpaper  
as seen in **THE SPRUCE US**



Teien Slate Grey Wallpaper  
as seen in **REAL HOMES**

**'TIS THE SEASON**  
*to 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!

Did you spot these pattern and colours from our product range?



Luxe (Exterior Eggshell)  
as seen in **MODERN GARDENS**



Prism Yellow Wallpaper  
as seen in **WONEN.NL**



August, Tuscan Sunshine and Potion  
Paint as seen in **THE TIMES**



# IT'S BEGINNING TO LOOK A LOT LIKE A *bright* CHRISTMAS...

**F**or Christmas 2021, we're celebrating through the Expressive movement, with a sense of nostalgia and childish delight, this trend is a celebration of individual styles and a cultivation of personal creative flare. We can expect to see some rather extraordinary Christmas decorations this year, with upcycling and home improvement being a prominent feature, alongside quirky and joyous colour schemes.

With the restrictions of the Covid-19 pandemic overshadowing the 2020 festive season, we are looking to overcompensate this year. Searches for unique, quirky and colourful Christmas decorations are up

by 30%, showing Brits are looking to share joy and celebrate with their families once again, with bright, happy, colours, creating a welcoming atmosphere.

The expressive design style is a celebration of unique objects, bold colours, striking shapes, and surprising elements. We make the most of this scheme by using separate combinations of different materials and mixed styles, from hip, unique, and retro to Scandinavian and trendy. In short, a design and interior that excites the imagination. These are the hallmarks of an expressive design style, to be free to let creativity run wild and design an interior that reflects each individual personality.



Using DOTS BLACK & DOTS PINK as a creative table runner





## SHOP THE LOOK

### *Candyland Christmas*



#### PAPER

*Prism Yellow*

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

#### CHANDELIER

*Curlicue Antique Grey*

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



#### DRINKS TROLLEY

*Harper*

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

#### DINING CHAIRS

*Ivy Set of 2*

[laredoute.co.uk](http://laredoute.co.uk)

*August*

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

*Potion*

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

*Tuscan  
Sunshine*

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



#### EUCALYPTUS BRANCH

*Light Green Artificial*

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







*“We will continue to see this inclusive,  
‘ANYTHING GOES’ style, using BOLD  
COLOURS as well as ADAPTIVE and  
DIVERSE CUSTOMISATION that  
will bring joy to the maker and to the party.”*

Senior Stylist & Trend Specialist at Graham & Brown, Paula Taylor comments, “The need to express how we are feeling is heightened this season after over a year of wearing masks and lack of human contact. We will see a tinge of nostalgia in the décor with a longing for the good old days highlighted with a contemporary twist, often shown with upcycled decorations. We will continue to see this inclusive, ‘anything goes’ style, using bold colours as well as adaptive and diverse customisation that will bring joy to the maker and to the party.”

When looking at interior design schemes, colour theory has become a prominent focus with designers and homemakers, with a belief that specific colour schemes and designs can directly affect the mood. Bright colours bring back a childish happiness, reminiscent of youthful playful innocence, whereas blues and greens will calm, and yellows will excite us. This year we expect to see a mixture of all colour schemes creating an ‘everyone’s welcome’ atmosphere, parallel to that of Christmas spirit.



# 2022 *colour* PREDICTIONS

As the weather turns frosty and we once again withdraw into our homes, we find ourselves reflecting on the past year, full of highs and lows, and looking ahead into the new year making plans for the coming months. In the studio we are predicting the trends for 2022 and preparing to prosper in this ever-changing landscape.

Earlier in the year we announced our 2022 Colour of the Year, Breathe, a soothing mid blue perfect for creating calm and peaceful spaces. Drawn from the misty blue hues residing in the Wallpaper of the Year design, this shade is truly 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. Moving into 2022 we will continue to see the increased use of soft greyer shades as well as deep midnights with bolder playful shades coming into the fore.

At Graham & Brown, we are lucky to be able to surround ourselves with stunning paint hues day in day out, and we are beginning to see a rebirth for the purple tones, with the graceful mauves taking over the long reigning role of the millennial pink.

Whilst pink will remain a strong and highly favoured colour, we will see an increase in the sun kissed colours with hints of coral providing a playful and vibrant style, evoking the feelings of joy and happiness that we will

need in the new year. Similarly, we expect to see an increase in the sunnier shades of yellow and orange providing an air of freshness, positivity, and joy, adding pops of delight and optimism into the colour scheme.

Ultimately, we will see an increased use of natural colours coming to the forefront, with an intensified need to connect with nature becoming more apparent as we navigate the day-to-day climate. Representing a sense of growth, harmony, and fruitfulness, we expect to see an increased use of many shades of green, from sage, which has fast become the new neutral, through to the mossy hues and bluer petrol tones.

As we continue to dedicate more time to self-care and contemplate how we can limit our impact on the environment and reconnect with mother nature, we see this reflected in the colours we choose to surround ourselves with. Browns are becoming more of a neutral base with soft clay tones mixing well with other colours, similarly, neutrals will shift away from the greys to much more earthy tones creating a classic backdrop to all the palettes, and reds will become much more important, tying together the terracotta and ruby tones.

We sense that overall, this coming year will bring positivity, an organic curiosity, and faith in the future.



TANZANITE & BAKED CHEESECAKE

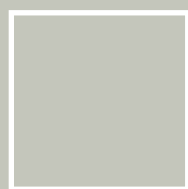


W A R

M M I

T T E

N S



WARM MITTENS



**PAPER** *Luna Charcoal*  
grahambrown.com



**CUSHIONS**

*Grey Luxe &  
Gatsby Grey Fringed*  
grahambrown.com



*The perfect blend between grey and  
neutral, WARM MITTENS  
will keep you cosy this Christmas.*



**PAPER** *Haze Natural*  
grahambrown.com



*Warm Mittens*  
grahambrown.com

*Glass Heart*  
grahambrown.com

*Calming and versatile paint  
partner for Warm Mittens.*

Warm Mittens is the perfect greige shade for creating a *comforting* and *inviting* space. Use alone to create a cosy cocooning effect or create a feature wall alongside warm white shade Glass Heart.

You can also pair this shade with a *statement metallic* wallpaper such as Luna Charcoal for a bolder look. Or if you prefer a fully wallpapered look then why not go for our Haze Natural wallpaper which features the warm grey tones of Warm Mittens on a beautifully textured paper.

Finally, throw in some texture with our Grey Luxe and Gatsby Grey Fringed cushions for a *festive finishing* touch.



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# How to BRIGHTEN your LIGHTIN’

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Discover this festive way to brighten up your home whilst using up your old paint tester pots! We are always thinking of ways we can reuse our product, all of our paint tins and packaging are 100% recycable so why not recycle the lovely product too!

Follow our simple step-by-step guide to create these cute and quirky Christmas baubles. It's a lovely way to get everyone involved, as well as being a relaxing Christmas crafting project!

## WHAT YOU'LL NEED

- Old lightbulbs you have lying around
- Blue tack
- Graham & Brown Tester Pots
- Newspaper or old fabric
- Small Paintbrush
- Masking Tape (optional)
- String



### STEP ONE

Get your old light bulbs and give them a wipe to make sure they are clean, if they aren't the paint might not stick to it! Be gentle not to break the glass.



### STEP TWO

Find a clear surface and put down some old newspaper or fabric you don't mind getting paint on. Stick the lightbulb to the surface using blue tack so it doesn't roll around whilst painting.



### STEP THREE

Paint the glass part of the bulb using your favourite G&B tester pot of left-over paint! Let it air dry for the recommend time and then add another coat and repeat drying time.



### STEP FOUR

When you have painted all the lightbulbs make sure they are fully dry and then cut the string in the length you want it to be. Carefully tie the string around the bottom part of the bulbs, making sure they are spaced out evenly to your preference.

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*Place them in your home where you would like to add a Christmasy feel!*





# *Fall in LOVE with your house again...*

This year we have been thrilled to sponsor the new series, Vtwonen interieurtalent gezocht, the Dutch TV series showcases the work of 10 incredibly talented amateur interior designers as they compete to become the best in the industry.

We always love to see our paint and wallpaper used in innovative ways and we saw this when contestants were asked to create their interpretation of a Green Oasis. Using Atelier Geo Bronze wallpaper interior enthusiast, Kim, created a sanctuary of peace, using different shades of green to create a harmonious maison chic aesthetic (pictured on pg. 22).



PHOTOGRAPHER *Jonah Samyn*

LINEN BEIGE partnered with GINGER LILY PAINT





PRALINE STAR *partnered with* CITY SKYLINE

PHOTOGRAPHER *Jonah Samyn*





ATELIER GEO BRONZE *partnered with* MILITARY OPERATION

PHOTOGRAPHER Jonah Samyn



PHOTOGRAPHER Jonah Samyn



AQUARIUM DEEP SEA *partnered with* CAMBRIDGE CREAM & SLIDE

Another assignment, Me Time, challenged the designers with creating their interpretation of a personal space for themselves, something that has become prevalent during the pandemic. Here we saw each designer use various paints to create calm and soothing spaces, maintaining both tension and tranquillity by working with varied materials within one colour palette.

It is very humbling to see how aspiring industry talent work with our designs in fresh and exciting ways, pushing interior design to its limits.





@Reki\_thorton\_home

NUIT LUSH



@here.at.quarry.bank

TIMEPIECE MIDNIGHT

# LOVING YOUR HOMES

THIS CHRISTMAS

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

#grahamandbrown #lovinghome



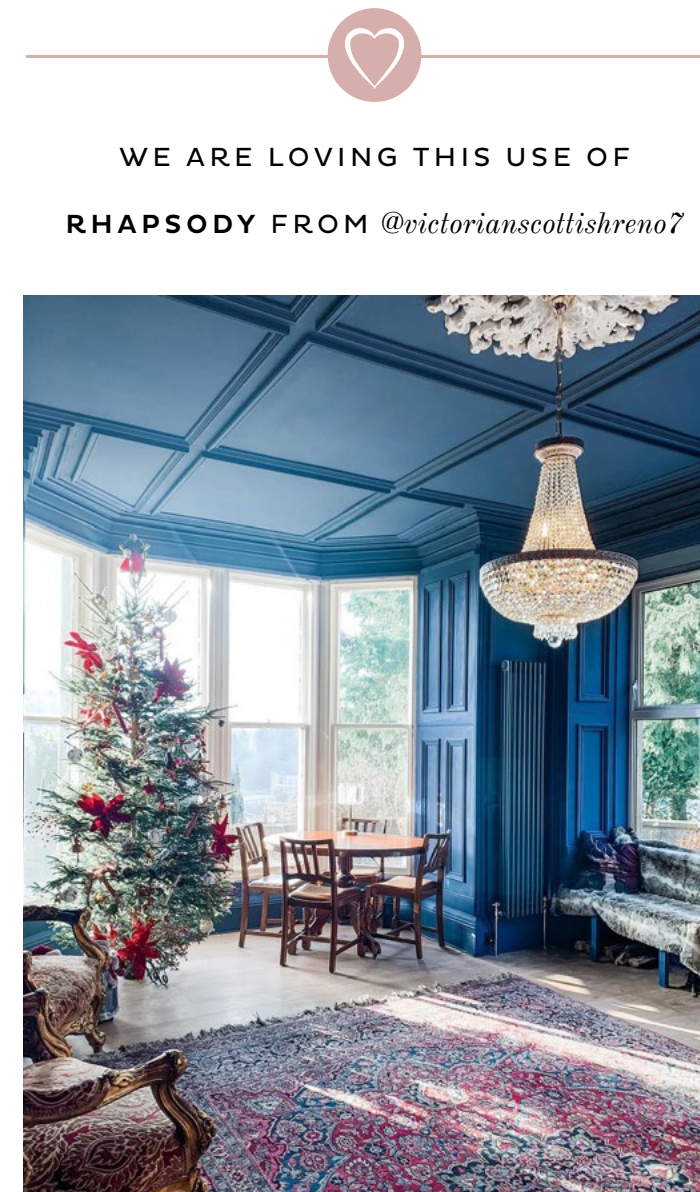
@homeofkp

ZEBRA



@vintage\_glamour\_mama

FUNKY FLORA LIME AND ICE



WE ARE LOVING THIS USE OF  
RHAPSODY FROM @victorianscottishreno7



@devide.finds

GLASSHOUSE SOFT GREY



@prettypinkplanes

VINTAGE CLOUD MOOD MURAL



Rufford, Lancashire

TROPICAL PEWTER



@the\_velvet\_home

ACCRINGTON ROAD EXTERIOR EGGSHELL



# SONGS TO DECORATE TO

## *Bright Christmas*

*You Light Up My Life* **WHITNEY HOUSTON**

*Cotton Candy* **YUNGBLUD**

*Lights* **ELLIE GOULDING**

*Candyman* **CHRISTINA AGUILERA**

*Jingle Bell Rock* **BOBBY HELMS**

*Diamonds* **RIHANNA**

*Blinding Lights* **THE WEEKND**

*Rockin' Around the Christmas Tree* **BRENDA LEE**

*Santa Tell Me* **ARIANA GRANDE**

*Candy Cane Lane* **SIA**



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

COMING SOON  
IN 2022...





