

*Loving*

SEPTEMBER 2020 • Issue 6

# HOME

Brought to you by Graham & Brown



*Special* EDITION

Foreword by ANDREW GRAHAM M.B.E. • September PLAYLIST • Behind The SCENES



*“We’ve reached deep into our inspirational treasure box, to bring you Timepiece and Epoch - a very special Wallpaper & Colour of the Year for our 75th anniversary year.”*

Welcome to this very special edition of our inspirational magazine *Loving Home*, in which we showcase the Wallpaper & Colour of the Year 2021.

Next year is an incredible milestone for Graham & Brown, as we celebrate our 75th birthday, an amazing achievement for our business to have prospered for so long. When my grandfather, Harold Graham, and Henry Brown started the business in 1946, they could not have imagined that we would still be inspiring our customers to create loving homes 75 years later.

Having started our business in the shadows of WW2 and having survived many difficulties along the way, we find ourselves in a very challenging environment in 2020, one in which our colleagues have responded to with incredible energy and commitment. It hasn't been easy, but we have stayed

true to Harold & Henry's founding principles of working together as a team - to design and craft quality products, and beautifully deliver these to our customers.

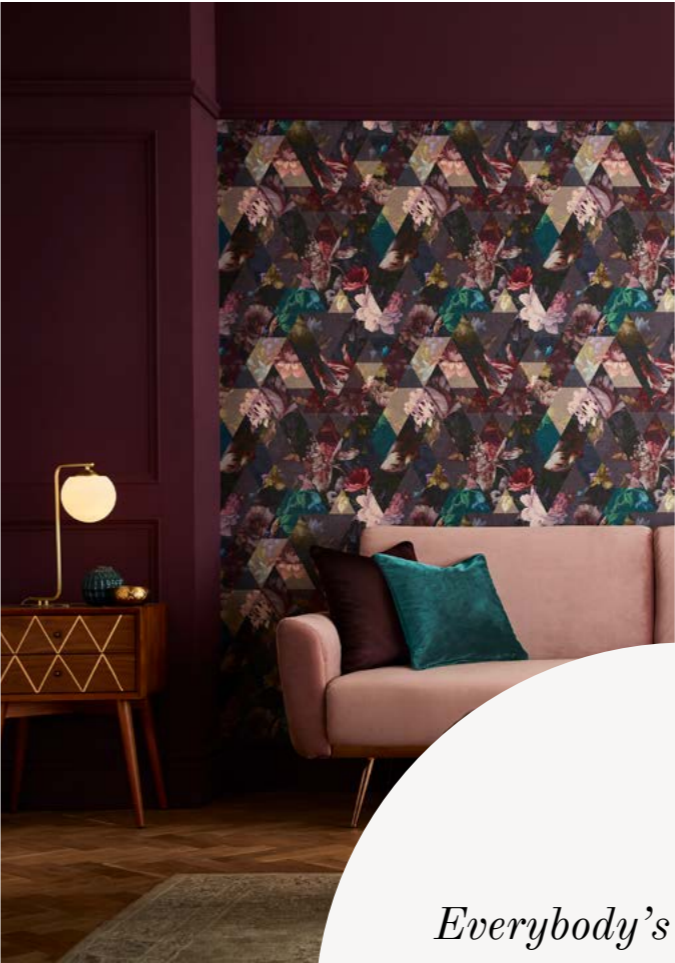
Now more than ever our home is our most sacred space, it is a place to bring together close family and friends, to work remotely, and to reflect and relax. It's important that is an oasis of calm in an otherwise increasingly uncertain world. Our team at Graham & Brown are delighted to work together to inspire our customers and allow them to dress their walls and express their own style and personality.

One of the advantages of being 75 years old is that you accumulate a lot of experience and this is reflected in our extensive design archive of over 30,000 designs. Our team have reached deep into this inspirational treasure box, to bring you Timepiece and Epoch - a very special Wallpaper & Colour of the Year for our 75th anniversary year. Enjoy!

**ANDREW GRAHAM MBE**  
CHIEF EXECUTIVE

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as seen on [WONENONLINE.NL](#)



*In The Press*

as seen on [IDEALHOME.CO.UK](#)

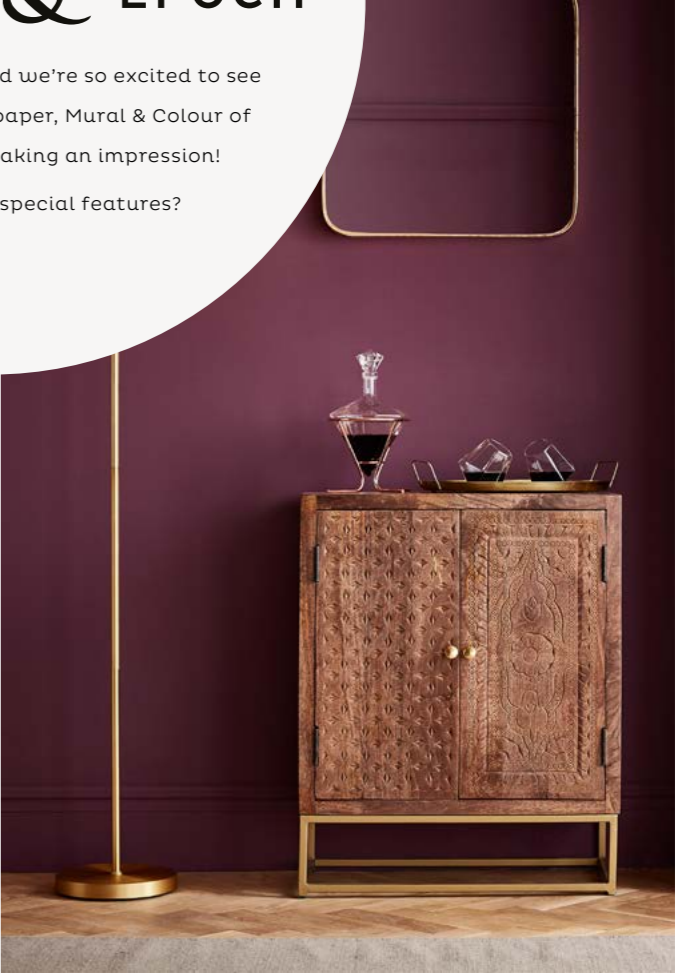


as seen on [ARCHITECTURALDIGEST.COM](#)



as seen on [HOUSEBEAUTIFUL.COM](#)

*Everybody's talking about*  
**TIMEPIECE & EPOCH**  
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?



as seen on [HOUSEBEAUTIFUL.COM](#)

# Introducing TIMEPIECE

Full of movement, colour, and exuberance, the Graham & Brown Wallpaper of the Year marks the start of the 75th Anniversary celebrations of the company, which will run throughout 2021. Piecing together fragments of the Graham & Brown archive, *Timepiece* is an amalgamation of prints dating from 1946 to the present day. The result is a bold, innovative wallpaper that stands to represent the essence of the Graham & Brown design philosophy.

One of the archive patterns referenced in *Timepiece* is the very first wallpaper produced at the Graham & Brown Blackburn factory in 1946, *Original*. The Art Deco structure of the pattern forms the geometric framework of the Wallpaper of the Year 2021, layers of floral designs are then woven into this architecture to produce a striking wallpaper that reflects upon the aesthetics of the past to inform the designs of the future.







“Design innovation has always been the driving force and the heartbeat of Graham & Brown throughout the years,” says Maryanne Cartwright, Design Studio Manager at Graham & Brown. “The studio team love to delve into the archives and discover hidden treasures that can be re-imagined with modern production techniques and colour compositions, presenting a twist on the latest interior trends.”

“A great deal of craftsmanship goes into the making of each archive artwork and we believe that is something to be cherished and celebrated,” continues Maryanne. “To be able to breathe new life into this material and let it have a new place within our history is something we love to do.”

*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: *Epoch*, along with partnering shades *Spiced Mulberry*, *Fondue*, and *Whale Tail*.



EPOCHSPICED MULBERRYFONDUEWHALE TAIL



TIMEPIECE AMETHYST & WHALE TAIL



TIMEPIECE AMETHYST & SPICED MULBERRY



Exhibiting a brilliant array of flowers and foliage that would feel at home in both the homes of the past, and the most contemporary of spaces, *Timepiece* evokes an environment that is opulent, glamorous, and indulgent.

Reminiscent of the lavish blooms and tangled stems of Dutch flower painting, the rich, jewel-toned colour palette is enlivened with flashes of sunlit petals, and vividly striped tulips. Hyacinth florets form an inviting textural juxtaposition to the large-scale arrangements featuring elegant magnolia blooms.

In addition to the Amethyst colourway, *Timepiece* is also available in Moonstone and Midnight palettes.



TIMEPIECE MOONSTONE & STANLEY STREET

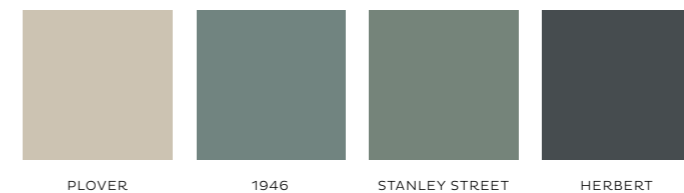


# TIMEPIECE

## *Moonstone*

Timepiece Moonstone is a moody grey colourway of the Timepiece family. This unique blend of archival florals and geometric diamonds is the perfect way to represent our heritage and innovation on our 75th Diamond anniversary.

Sitting on a shimmering mica fibrous paper, a unique mix of teal, cream and grey hues work perfectly to create this mysterious yet charming design.



POLOVER

1946

STANLEY STREET

HERBERT



# TIMEPIECE

## *Midnight*

Timepiece Midnight presents the unique *Timepiece* design in a much loved colourway of navy and yellow.

The array of florals and sharp geometric diamonds is luxurious on shimmering mica fibrous paper, and the white, yellow and navy hues work together to create a sophisticated yet powerful design which will set your décor apart from the rest.



TIMEPIECE MIDNIGHT & MAJESTIC

*“As the world we live in continues to shift and evolve, we look towards the **FUTURE** through the lens of nostalgia.”*

To complement the *Timepiece Amethyst* wallpaper design is Colour of the Year 2021: *Epoch*. A directional shade of plum, Epoch pinpoints the richest purple tone in the *Timepiece* wallpaper and amplifies it, channelling the revelry, regality, and luxury associated with the shade. A calming, cocooning tone, *Epoch* echoes a wider interiors trends which looks to create restful spaces for healthier, happier homes.

“Time is an overarching theme that winds its way through each thread of our 2021 Trends Forecast,” says Paula Taylor, Colour & Trends Specialist at Graham & Brown. “As the world we live in continues to shift and evolve at an ever increasing rate, we look towards the future through the lens of nostalgia.”

“We’ve explored how the future has been envisioned throughout history and how time is often considered the most precious commodity of all. Both *Timepiece* and *Epoch* contemplate on the passing of time and what can be discovered should we embrace the opportunity to recharge, reflect, and rediscover our history.”



# EPOCH.



*Introducing next year's hottest shade into your home*

*Epoch* is a proud, regal, and luxurious tone; for the bold, it can shape dramatic, high-impact interiors, but can also be pared back for those that favour more subdued, soothing schemes.

A trend we've noticed gathering momentum is pale walls paired with skirting boards and doors painted in a darker shade. This is a great way to highlight the architectural features of a room and adds a cosy element whilst still building depth and structure as we head into the Autumn/Winter months.

Consider creating a drop ceiling effect by using *Epoch* on the ceiling but then continuing the colour down to picture rail height - this is one of my favourite interiors trends and will work well with any of the perfectly partnered Graham & Brown paint shades.

**ABBY HESKETH**  
PRODUCT MANAGER AND PAINT & COLOUR SPECIALIST



*Epoch, Spiced Mulberry, Baby Powder*  
[grahambrown.com](https://www.grahambrown.com)

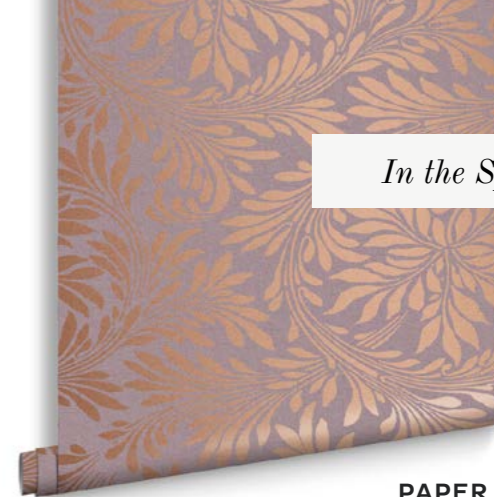
*Tonal pairings* are a great way to make use of rich, expressive shades whilst still keeping things fairly safe.

*Epoch* works brilliantly when used as a feature wall partnered with lighter hues of lavender and heather - this will soften the impact of the darker colour whilst ensuring that all walls of the room tie together cohesively.



## CUSHIONS

*Mulberry Mongolian, Famous Purple Opulence*  
[grahambrown.com](https://www.grahambrown.com)



## PAPER

*Forest Spiced Mulberry*  
[grahambrown.com](https://www.grahambrown.com)



## PAINT

*Prom Queen, Second Skin*  
[grahambrown.com](https://www.grahambrown.com)



## PAPER

*Boreas Teal* [grahambrown.com](https://www.grahambrown.com)

*Contrast* with equally vivid colours if dramatic statements are your game.

Partnering *Epoch* with shades of teal will result in an opulent, peacock-inspired look.



## CUSHIONS

*Mulberry Mongolian, Famous Purple Opulence*  
[grahambrown.com](https://www.grahambrown.com)

## PAINT

*Tiru, Mariposa*  
[grahambrown.com](https://www.grahambrown.com)

*Pops of peach*

can shape a playful yet sophisticated space.



THIS YEAR IT'S  
*BIGGER  
THAN EVER*

**F**or the first time ever the Wallpaper of the Year design can also be produced as a made-to-measure bespoke wall mural! The *Timepiece* mural collection is printed to order based on your measurements, highlighting just how far wall covering production has developed from the fixed repeat surface print machines of 1946.

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



# THE MAIN EVENT

## BEHIND THE SCENES OF OUR ONLINE LAUNCH EVENT

Each year, Graham & Brown launch the upcoming trends and Wallpaper & Colour of the Year for the following year with a press event, but this year, things had to be done a little differently, with a globally-streamed digital showcase.

"It's been a really challenging year hasn't it; 2020, none of us would have expected to be faced with the challenges that we have been," said Andrew Graham MBE, Chief Executive of Graham & Brown, who kicked off the event via video link.

"I've been so impressed with the Graham & Brown colleagues in the way that they've adapted our business to keep it going through this very difficult time.

"We'd normally be doing this presentation face-to-face but this year we're doing it virtually and how exciting it is to be able

to do that, to do a global launch."

Andrew handed over to Abby Hesketh, Product Manager and Paint & Colour Specialist, and Paula Taylor, Colour & Trends Specialist, in the Graham & Brown Design Studio, who took us through the trend forecast for 2021.

Paula spoke about her favourite of the trends; Shapeshifter, which takes inspiration from glitch effects. "Hopefully we won't get any glitches today!" She joked.

As well as Shapeshifter, Abby and Paula discussed the four other key trends; Forecast, Recharge, Authentic and Impulse.

Next up came the big reveal ...





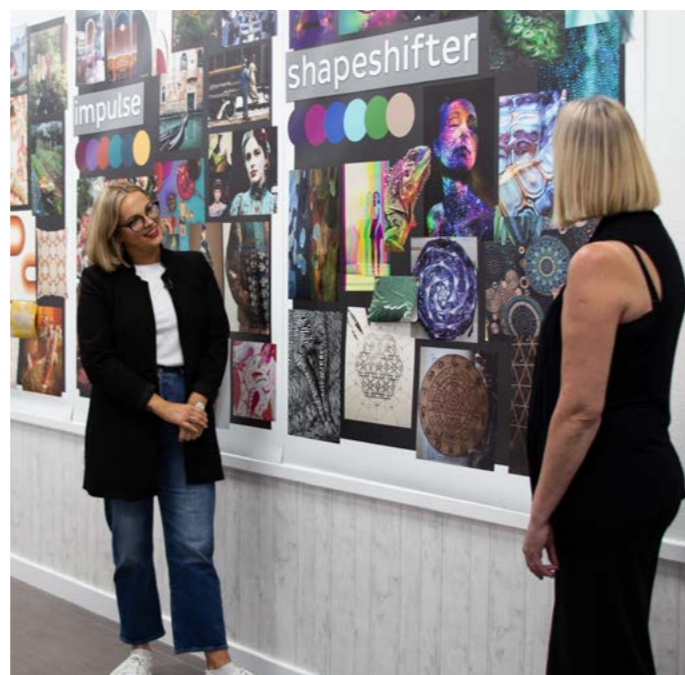
Abby and Paula were then joined by Jody Hudson, Stylist at Graham & Brown, in a purpose-built studio set kitted out in Wallpaper of the Year, *Timepiece*, and Colour of the Year, *Epoch*.

Speaking of the process of developing the Wallpaper of the Year design, Jody said, "Well, as you can imagine, it's rigorous. As it's our seventy-fifth next year, obviously we thought it's better to delve into the archive and go down memory lane and just find some beautiful artworks. And that's just what we did. In fact, it's three artworks all collaborating together to make *Timepiece*."

"The Shapeshifter trend is perfect for this," added Paula (she did say it was her favourite after all!). "You've got the geometrics and then you've got the florals intertwined with them. The florals have come from the Impulse trends - the real showy florals that are just so beautiful to mix up and have this kind of juxtaposition of the two kind of looks."

Proceedings wrapped up with a very special guest - Doris the Morris Minor! Doris, who is rewrapped each year in the pattern of the Wallpaper of the Year, showed off her latest outfit and doesn't she look simply divine!

*Missed it?* HEAD TO [GRAHAMBROWN.COM](http://GRAHAMBROWN.COM) TO WATCH THE FULL DISCUSSION



# LOVING YOUR HOMES

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

#grahamandbrown #lovinghome  
#wallpaperoftheyear2021



We are in LOVE with this fresh take on styling the  
*Timepiece* wallpaper by @littlebigbell!

Don't forget to tag us in your *Timepiece* decorated  
havens using the hashtags above.



## TIMEPIECE

### *September Playlist*

<i>Sign of the Times</i>	<b>HARRY STYLES</b>
<i>Picking Up the Pieces</i>	<b>PALOMA FAITH</b>
<i>Time After Time</i>	<b>CYNDI LAUPER</b>
<i>Piece of My Heart</i>	<b>BEVERLEY KNIGHT</b>
<i>Time Is Now</i>	<b>MOLOKO</b>
<i>Piece of Your Heart</i>	<b>MEDUZA FT. GOODBOYS</b>
<i>It's Time</i>	<b>IMAGINE DRAGONS</b>
<i>Million Pieces</i>	<b>BASTILLE</b>
<i>Time to Pretend</i>	<b>MGMT</b>
<i>The Pieces Don't Fit Anymore</i>	<b>JAMES MORRISON</b>



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OR TAP THE CAMERA ICON IN THE SEARCH BOX  
AND SCAN THE CODE ABOVE

