

*Loving*

# HOME

APRIL 2021 • Issue 12

Brought to you by Graham & Brown

## IT'S ONLY NATURAL

Add a little bit of texture to your walls this spring with our newest wallpaper collections, inspired by a fusion of natural materials and man-made structures.

*In the Spotlight*

## FUNKYTOWN

Spring has sprung! So it's only fitting to showcase one of our stunning yellows!

## EXTERIOR PAINT HAS ARRIVED

Say hello to our new finish, and start thinking what colour you'd like to paint your front door!





## Trend TALK



*“The luscious labyrinth design boasts twists and turns of natural forms and colour you are sure to get lost in”*

This year at Graham & Brown we are celebrating our 75th anniversary! Throughout the year we have a number of exciting new wallpaper collections and also welcome a new paint category launch!

Last month we introduced a range of new wallpaper collections. The first 'Alcazar', is named after the beautiful palace in Seville and takes inspiration from the fantastic maze found in its gardens. The luscious labyrinth design boasts twists and turns of natural forms and colour you are sure to get lost in.

Brutal Beauty and Texture Plain are a fusion of two of our favourite design styles in the studio: industrial and natural. Inspired by the beautiful silhouette of a growing tree against an urban texture, capturing its

shadow in the day and through the night. We have created a shimmering texture to accompany the design to enable you to carry the theme onto all of your walls.

Finally we have Tramonto, meaning sunset in Italian. We have taken inspiration from the natural beauty of the sun setting at the end of the day. Its shimmering finish represents the reflection of the days passed and what we look forward to tomorrow. The Tramonto collection perfectly pairs with Haze, our glimmering finish plains.

As well as new wallpapers for inside your home, sometimes it's what's on the outside that counts... our exciting new launch takes our paint product category to the next level, you can use your favourite Graham & Brown colours for outside your home with our new Exterior Eggshell paint!

JODY  
STYLIST



ALCAZAR FOREST partnered with ADELINÉ



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as seen in **STYLE AT HOME**



as seen on **INTERIOR DESIGN MASTERS**  
(BBC)

*SPOTTED!*  
**STATEMENT  
STRIPES & GEOS**

These statement designs have got people talking!  
From the **Sunday Times** loving the new in Alcazar Noche wallpaper, to the houndstooth design, Christian, playing a starring role in the finale of the BBC's **Interior Design Masters**!



**PHANTOM**  
as seen in **STYLE AT HOME**



as seen in **IDEAT (FRANCE)**



as seen in **THE SUNDAY TIMES**



# IT'S ONLY NATURAL

*The natural and the man-made collide in our latest collections, all printed on our sustainably sourced paper.*

We've recently launched our newest wallpaper collections, and we couldn't be prouder! This collection focuses largely on a variation of different shapes and how they can enhance your living space. In a huge range of colourways, we're confident that our newest designs will suit a huge range of decors. We've even launched two new paint colours to perfectly partner with our designs, to make your selection process as easy as possible.

Tramonto is one of the latest designs to join our ever-growing wallpaper range at Graham & Brown. Tramonto is a unique circular geometric, holding gracious over-lapping shapes. These interlocking patterns create an eccentric look, which is right at the top of our favourite trends. With an added imitation of texture, this subtle effect gives the illusion of depth and dimension therefore making the surrounding space appear bigger! These proud geometrics sit on a range of trend-leading hues. Tramonto Amber brings warmth with its rich amber tones, perfect for creating a cosy retreat. Tramonto Natural is sophisticated and soothing with a calming natural-grey hue.



TRAMONTO AMBER partnered with HAZE AMBER and FETISH





TRAMONTO INK partnered with SMOKY NIGHT



HAZE NATURAL

*Co-ordinating plains that can sit proudly on their own.*

We also have Tramonto Ink, hosting an inky colour palette of aqua blues and deep navys. Finally, we have Tramonto Acacia which combines a bright and impactful yellow shade with a deep black. We've also introduced a perfect coordinating plain paper – meet Haze!

Our Haze wallpapers are the perfect plains which can perfectly partner our Tramonto range. Or if you'd prefer, they can sit proudly on their own! With a similar texture effect to Tramotno, Haze comes in five stunning colourways of Amber, Natural, Grey, Sky and Oak.





ALCAZAR FOREST *partnered with ADELINÉ*



ALCAZAR NOCHE *partnered with TROUBLE*

Truly setting your décor apart from the rest, our new Alcazar wallpaper will get your guests heads turning! Featuring a winding maze, this geometric paper comes in two regal hues of navy and forest green. Pair both of these designs with soft, neutral hues or up the ante with more rich jewel tones.



*Textured Bedroom Luxe*  
**SHOP THE LOOK**



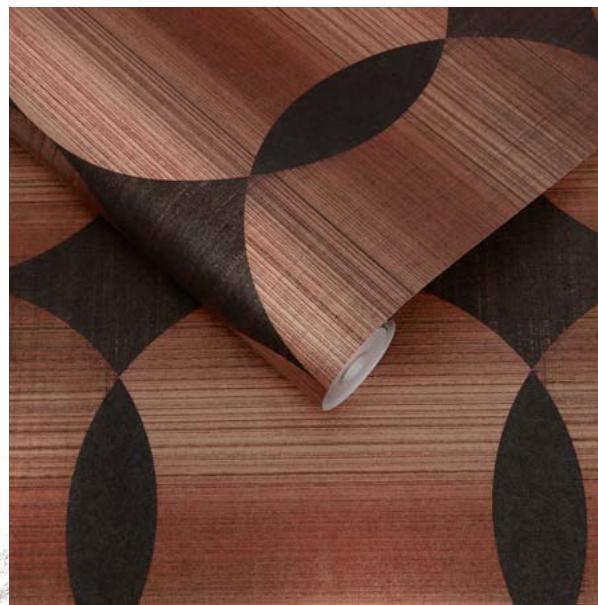
**BASKET** *Water Hyacinth Storage*  
 johnlewis.com



**PAPER** *Haze Amber*  
 grahambrown.com



**SHADE** *Small Paper String*  
 johnlewis.com



**PAPER** *Tramonto Amber*  
 grahambrown.com



**VASE**  
*Anita Le Grelle Terres de Rêves Interior Ball*  
 selfridges.com



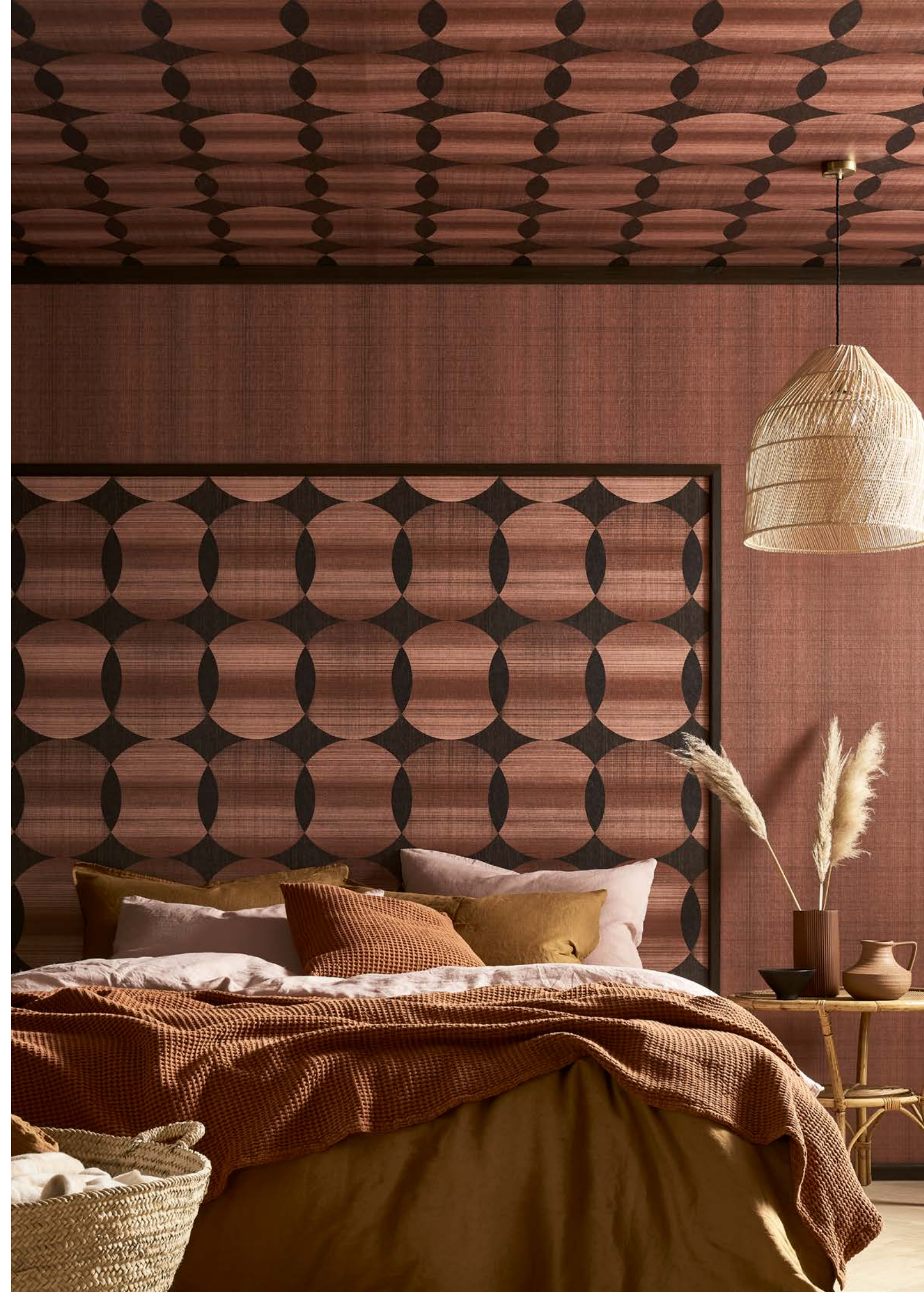
**PAMPAS GRASS** *Cream*  
 baytree-interiors.co.uk



**CUSHION**  
*Vivaraise Fara Cushion*  
 amara.com



**SIDE TABLE** *Bamboo Natural*  
 barkerandstonehouse.co.uk







*A fusion of industrial and natural textures.*

Brutal Beauty can transform any room in your home into a peaceful, floral setting. This sophisticated and classic design of distressed floral silhouettes holds a slight textured effect, making it the new talking point of your décor! Available in two colourways, Midnight and Shadow, these hues are definitely some of our favourites.

Similarly to Haze, our new Texture Plain wallpapers can be perfectly partnered with Brutal Beauty, or used on their own. These plain yet impactful designs host a distressed effect in two trend-leading hues. Perfect for a unique twist on a minimal décor.



BRUTAL BEAUTY SHADOW partnered with SHADOW TEXTURE PLAIN



# FUNKYTOWN



FUNKYTOWN



NEW IN  
Exterior Eggshell  
Funkytown



CUSHIONS  
Grey and Ochre Luxe  
grahambrown.com

## IN THE SPOTLIGHT

Throwing it back the mid century modern era, this beautiful, liveable mustard colour is ideal for bringing a cheery atmosphere into your home. The name was inspired by all things retro, and what better way to celebrate the retro than pairing Funkytown with more fun, bold colours.



PAPER  
Glasshouse Flora Sky  
grahambrown.com



PAINT  
Funkytown and Rowing Boat  
grahambrown.com



PAINT  
Funkytown  
grahambrown.com







*Sometimes, IT'S WHAT'S ON  
THE outside THAT COUNTS...*

## EXTERIOR EGGSHELL

This year, at Graham & Brown, we're celebrating our 75th anniversary! And what better way to do that than with an exciting new launch, taking our paint product category to the next level.

Now you can get your favourite Graham & Brown colours for outside your home! A quick-drying, water-based exterior paint that is durable and scuff resistant – making it weather resistant and completely washable. This mid-sheen (40%) paint has excellent colour retention, so you can rest assured your perfect shade stays perfect for as long as possible!

*Available in over 360 colours.*



ADELINE



## *OUR LANCASHIRE HOME*

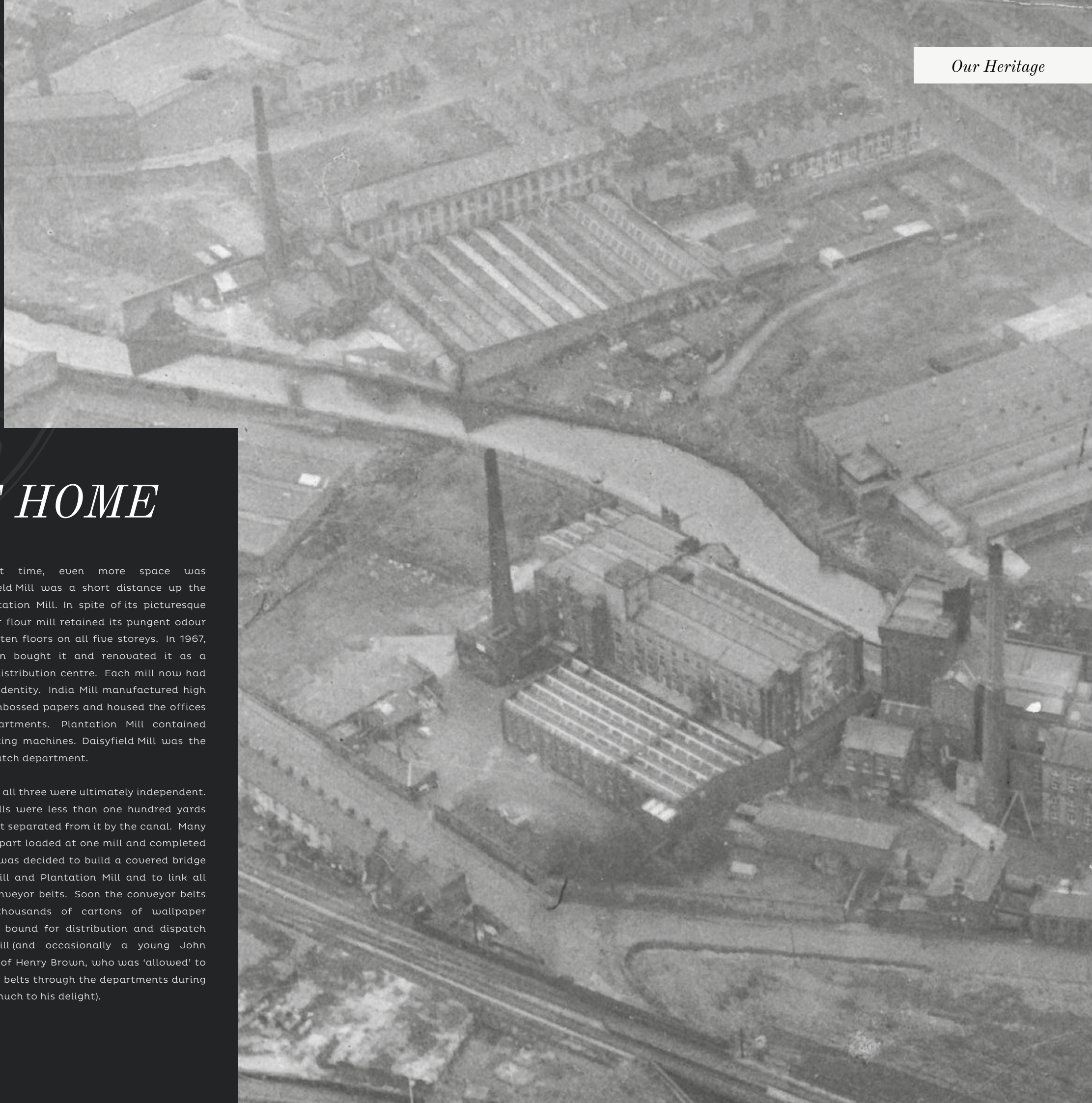
**H**arold and Henry grew up in Blackburn. They were Lancashire lads through and through. In 1946, they moved the business from Water Street to India Mill in Haygarth Street, Blackburn, a semi-derelict former weaving shed on the Leeds-Liverpool canal which had previously been occupied by Oxo and smelled appallingly. The main building ran back from a small terraced house which served as offices.

India Mill was bitterly cold in winter and life was tough. At lunch-time people lit coal fires in metal buckets. The mill stank of chemicals during colour mixing. The canal was an unpleasant place into which unpopular employees were occasionally hurled. The 1950s was a tough decade, Britain was recovering from the war years and Henry was steering the business without his friend at his side. But business flourishes, the management invested back into the business and demand for wallpaper continued to exceed expectations.

The answer was to expand production facilities. The need to do this had been anticipated the previous year, 1963, in the purchase of Plantation Mill. "Plant" as it became known was an empty cotton mill situated on the other side of the canal from India Mill.

Within a short time, even more space was required. Daisyfield Mill was a short distance up the canal from Plantation Mill. In spite of its picturesque name, the former flour mill retained its pungent odour as well as its rotten floors on all five storeys. In 1967, Graham & Brown bought it and renovated it as a warehouse and distribution centre. Each mill now had its own distinct identity. India Mill manufactured high quality duplex embossed papers and housed the offices and design departments. Plantation Mill contained the surface printing machines. Daisyfield Mill was the storage and dispatch department.

At the same time, all three were ultimately independent. The two new mills were less than one hundred yards from India Mill but separated from it by the canal. Many orders had to be part loaded at one mill and completed at another. So it was decided to build a covered bridge between India Mill and Plantation Mill and to link all three mills by conveyor belts. Soon the conveyor belts were carrying thousands of cartons of wallpaper nose to tail and bound for distribution and dispatch from Daisyfield Mill (and occasionally a young John Carter, grandson of Henry Brown, who was 'allowed' to ride the conveyor belts through the departments during school holidays, much to his delight).







In 1974, with over 200 employees now on site, the need to expand further was pressing. With three mills already in action, the business wanted to keep any new facilities close. The solution was to expand the India Mill site, which would mean the demolition of many of the surrounding streets, including Haygarth Street (pictured right) where the terraced house Head Office stood. As a tribute, the street signs were preserved and were hung where they once stood in the new factory where the production lines now stand.

"In Haygarth Street there were three rooms, two rooms were offices and the third was always called the Boardroom," recalled Roger Graham, former director and son of founder Harold Graham. Contracts were signed over a glass of whisky and a handshake. "When we moved into India Mill, to encourage Henry, David's dad to move with us, we relocated the board room exactly as it had been."

Recreating the board room was a family affair. The wood used for the panelling came from a ship which Henry had bought and stored years earlier, the factory joiner built the room, while two designers from the creative team recreated the mural on the walls. "It's good to be reminded of our humble beginnings, the human story of two people coming together and building a business from desire, and their families and teams now carrying that on," said Andrew Graham, Chief Executive.

The same year, an additional 60,000sq ft of production

space was opened on the India Mill site, providing cutting edge facilities including space for a brand new vinyl wallcovering line. The expansion meant Graham & Brown had become the only UK independent manufacturer of all wall coverings, from traditional surface print papers to the new, modern vinyls. Chairman Henry Brown was photographed, proudly laying the commemorative stone for the new extension, noting at the time, "The total investment has been almost entirely financed from within the Company."

Today, the manufacturing unit covers 200,000 square feet and can sustainably produce over 16 million rolls of wallpaper per year.

In 2000, a new, wholly owned distribution site was opened at Shuttleworth Mead, a few miles from the main mills. It was built with sustainability in mind and incorporated environmental aspects such as a low energy LED lighting system, including aisle lighting that worked on a movement sensor to conserve power, and a water capture system that captured rain water and held it in tanks beneath the car park, to be released slowly into the nearby river in a bid to help prevent local flooding.

We hope you've enjoyed this final instalment of our Heritage series, to find out more visit [grahambrown.com](http://grahambrown.com)







@therachelhendersonstudio

FLOWER POWER

# LOVING YOUR HOMES

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



@houzzproject24

BUCKLEY PINK



@houselust

BOBBI



@interior\_alchemy

VINTAGE TROPICAL BLUSH MURAL

## SONGS TO DECORATE TO

### April Playlist

*Changing of the Seasons* TWO DOOR CINEMA CLUB

*Car's Outside* JAMES ARTHUR

*Two Doors Down* MYSTERY JETS

*Live Outside* ENTER SHIKARI

*Outside* ZAYN

*Left Outside Alone* ANASTACIA

*Outside* CALVIN HARRIS FT. ELLIE GOULDING

*Outside* LOU REED

*Light My Fire* THE DOORS

*Outside the Rain* STEVIE NICKS



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



