

Loving

MARCH 2022 • Issue 22

HOME

Brought to you by Graham & Brown

SPRING *has* SPRUNG

A new wallpaper or fresh lick of paint is the perfect way to begin the spring season...

In the Spotlight

ELSIE

In honour of International Women's Day, we explore the colour named after the company's first employee.

SMALL SPACES, BIG IDEAS

You may be surprised by just how much you can do with just a little bit of space.



Trend TALK



“We take a look into the colours of Spring and the perfect colour combinations to welcome in the season.”

March sees in the first day of spring and is a time when many of us start to reflect on our homes and the optimism the brighter mornings bring. In this issue of Loving Home we take a look into the colours of spring and the perfect colour combinations to welcome in the much needed warmer weather!

We explore confident, creative and playful colour and design carefully curated for your home. Spring also craves for us to connect with nature, exploring this through earthy browns as our reassuring colour carrier and refreshing greens as the landscape recoups. Along with punches of orange and yellow as flowers tease their blooms over the coming months.

The world also celebrated International Women's Day, in this issue we introduce you to just a few of the women in the business, including myself! As well as putting Elsie in the spotlight, the paint colour that is named after our first woman employed by Harold Graham and Henry Brown in 1946.

As we move into the next chapter of the year after our homes have taken the severe beatings from storm after storm, now is the perfect time to take on that much needed refresh both inside and out. So dust off your paint brush and explore our extensive range of wallapers and paints to freshen your loving homes this season.

MARYANNE
HEAD OF DESIGN



TROUBLE partnered with ELLIE

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PALAIS GREEN WALLPAPER
as seen in **AD PRO**



BREATHE PAINT
as seen in **HOUSE BEAUTIFUL**

IN THE PRESS *Did you spot us?*

Mum, I'm famous! We like nothing more than leafing through the top interior press magazines and being inspired by their schemes and gorgeous imagery.

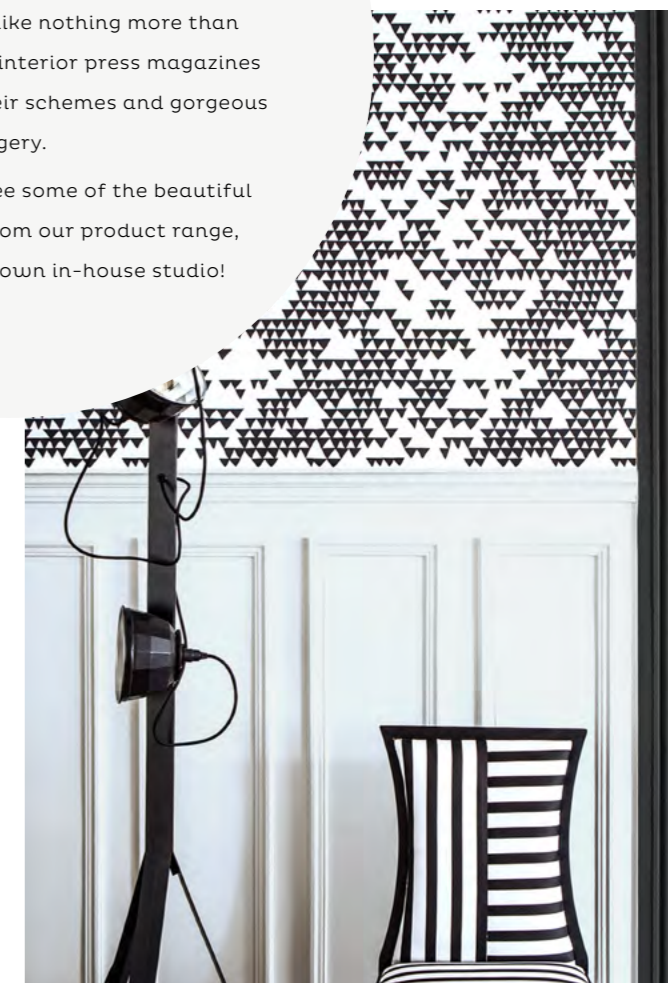
We especially love to see some of the beautiful designs and colours from our product range, designed in our very own in-house studio!



TASMANIA
as seen in **LE JOURNAL LA MAISON**



FLIGHTS OF SWALLOWS BESPOKE MURAL
as seen in **WONEN.NL**



SECRET MOUNTAIN BLACK & WHITE
as seen in **ELLE DECORATION**



COLOUR OF *Spring* SPRING

The time for colour is now!

As the warm seasons of Spring and Summer approach, it's time to reflect this through our home interiors. A new wallpaper or fresh lick of paint is the perfect way to begin the spring season.

From pops of pink and yellow to fresh blues and greens, you're sure to find the perfect pick for brightening up your home. This month we love all things green when it comes to paint, and we take a special fancy to floral wallpapers and how to style these for all seasons.



AMALFI WHITE partnered with AMALFI & ARANCIA

COLOUR *of* SPRING



BOOTROOM

THROW

Hana Grey
oliverbonas.com



PET BED

Seagrass Medium, Natural
made.com



PAPER

Yasuni Lush
grahambrown.com



SPRITZER

The Smethwick Brass
Half Pint
haws.co.uk

A spring clean and small space refresh is made easy with our selection of Spring wallpapers and paints.

Here, we have focused on greens, a symbol of abundance and new life. This colour palette is exactly what a tired boot room needs, by selecting a bright wallpaper like Yasuni Lush, you can easily bring light and airy freshness to small dark spaces. Finally, coordinate your woodwork by using a green paint shade like Ecuador or So Swamped, this will achieve an overall chic and stylish look.

So Swamped
grahambrown.com



Ecuador
grahambrown.com

Used to add depth to the cupboards. Available in both interior and exterior eggshell.



RUG

Mumbi Textured Wool & Jute
made.com



SCONCE

Light Chrome Armed
wayfair.co.uk



LAMP SHADE

Dixon Easy Fit Pendant
next.co.uk



PAPER

Fiore Linen
grahambrown.com



Warm Mittens
grahambrown.com

Take a different approach to kitchen decorating by using a feature wallpaper or paint.

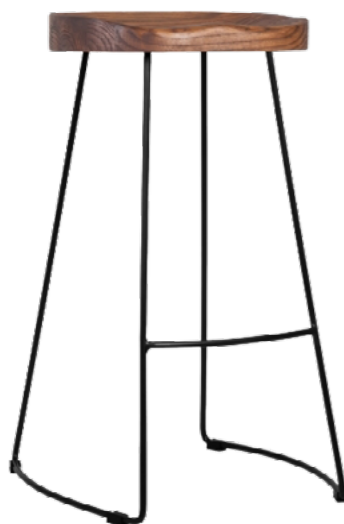
Sure to be eye catching for visitors, we recommend Fiore Linen wallpaper. With a neutral background juxtaposed by vibrant yellows and greens, we find this reminiscent of spring daffodils and summer foliage. To add extra pops of colour why not style with a complimenting green like our Betty paint.



Betty
grahambrown.com

BAR STOOL

Walnut Elm Wood & Black
cultfurniture.com



FRAMES

Pablo Picasso 'Souris' & Seventy Tree Tropical Wood
johnlewis.com

COLOUR of SPRING



KITCHEN

COLOUR of SPRING



OFFICE



PLANT

Artificial Plant in Hanging Cement Pot
maisonsdumonde.com

Perfect for adding small but bold injections of colour into your office.



Bikini
grahambrown.com



Jewel in the Crown
grahambrown.com

We all need a sense of positivity when it comes to working from home, so your home office is a great place to start when it comes to colourful interiors.

Glasshouse Flora Amethyst is ideal for the Spring, bright and uplifting it is a floral perfect for warmer months. Although vibrant, the design includes a moody colour palette that works well in winter seasons also. Why not pair with opulent colours like our teal Jewel in the Crown paint.



PAPER

Glasshouse Flora Amethyst
grahambrown.com



Epoch
grahambrown.com



CUSHION

Dusky Pink Lavish
grahambrown.com



CHAIR

Montrose Button Back Midnight Blue Velvet
cultfurniture.com



Margaret Beardworth and Elsie Berry, 1940s - 50s

“ELSIE WAS *formidable* AND *proud*
TO BE A STRONG WORKING
WOMAN WITH A VOICE”



ELSIE



PAPER

Harmony Deep Sky
grahambrown.com



*Also available in
Exterior Eggshell.*

CUSHION

Deep Blue Opulence
grahambrown.com



Shard

grahambrown.com

IN THE SPOTLIGHT

What better way to celebrate
Women's History Month than
with Elsie?



Elsie

grahambrown.com

Named after the very first employee and founding member of Graham & Brown, this shade is just as proud and formidable as the woman herself as her great niece and now Senior Brand Manager, Donna Riley describes. “She got respect from all the men and women in the business. She never married and was a real career girl, which was quite unusual in the 1940s.”

This inspiring shade can be used for a deep and moody look in smaller spaces or as a brightening pop of colour in larger rooms. Pair with perfectly partnered wallpaper design Balance Deep Sky and frame with our new Linum Deep Sky curtains to truly dive into the tones of Elsie.



CURTAIN

Linum Deep Sky
grahambrown.com

The women that **INSPIRE** *us every day*

What better way to celebrate International Women's Day than to reflect on the women that inspire us every day. To commemorate the event, we asked some of the amazing women at Graham & Brown to share their own female role model and why they inspire them.

LISA

Finance & IT Director

I have many role models for many different reasons! I totally admire Dame Kelly Holmes, the retired middle distance athlete. Dame Kelly specialised in the 800 and 1,500 metre running distances and won gold medals in both at the 2004 Summer Olympics in Athens. She did this despite significant injuries and set-backs throughout her career. I admire her resilience and determination to continue battling through every difficult problem thrown in her path as well as her honesty and transparency in sharing some of her darker moments and how she overcame these.



MARYANNE

Head of Design

I'm kind of in the school of thought that no one is perfect – there are numerous actions, inventions, creations and ideas that I admire which can come from the most humblest of places that inspire me to try and do better but not personalities.

Putting someone on a pedestal I have never found healthy – I'm more of a realist and quite pragmatic so I've also chose not to have unrealistic expectations from people (no one is perfect) – allow people to be human and for everyone to achieve a little bit of greatness in their life without having to constantly live up to it every second of the day.

What I do think is important is I respect my mum and my dad and I look up to them – they have always worked hard and even though we never had a lot of money when I was a kid – I was wealthy in love. Between them they worked 5 jobs to keep me and my brother clothed, cleaned, fed and warm – My mum had 3 jobs and my dad 2. They met when they were 17 years old and now 52 years later they still cuddle, laugh and see the funny side of everything, they are easy to talk to and the most loving people I have ever met. But a role model to me is someone I would like to be – someone I want my parents to be proud of – even though they probably already are as I am proud of my children – someone I want my kids to look up to – even though they probably already do – and someone I want my friends and colleagues to admire – and that role model is future me – the person I want to be for everyone and maybe I'll never be that person but I can keep trying.

JODY

Stylist

I have been so fortunate in my life to be completely surrounded by fantastic women, at home, at work & in my social life. But I really do have to give a special shout-out to my Mum, Wendy. As well as having the absolute superwoman role of being my mum, she was really the inspiration behind my love of being creative too. She is also a designer & growing up I would go to work with her & see all the beautiful things she had created. It did also mean that my fancy dress costumes were always top tier & you can imagine the quality of my pencil case at school



PAULA

Colour and Trends Specialist

I am inspired by Barbara Hulanicki. From the first time we started working with her she has always been very down to earth and tremendous fun. She has partied with the Stones and created history in the fashion world with her Biba brand and is still very relevant today.

I spent a few hours with her when she came to visit the House of Wallpaper a few years ago and thoroughly enjoyed her company and have been inspired to keep on rocking in the design world for a very long time to come.





Small spaces **BIG IDEAS**

If you're short on space it can be tempting to shy away from colour and wallpaper and just wash the walls in white or beige, but you may be surprised by just how much you can do with just a little bit of space.

One of the biggest misconceptions with decorating small rooms is that you cannot use dark colours, when in fact, deep shades can create a cosy cocooning effect. Instead of trying to disguise the fact the room is small, try and embrace it with a deep and intriguing shade like our famous Adeline green or rich, jewel tone Epoch.

If you don't want to go as far as painting all four walls in a bold colour or wallpaper then using it on your furniture can also be a great way to add depth. We recommend using our rich velvety blue shade Trouble with a sugary pink like Ellie to add light back into the room.



TROUBLE partnered with ELLIE



Top tip: Painting the inside of a cabinet to match the colour of your walls will create the illusion of the interior of the cabinet extending into the wall, producing a more spacious feel! Alternatively downstairs bathrooms are a fantastic example of how you can go big in a small space. Midnight Tropic is a vibrant and intriguing wallpaper, teamed with the deep perfectly partnered Glasshouse paint this striking combination makes the most of your small spaces.

Even with limited space, it's amazing how many creative ways you can design your home, so however you choose to decorate your small space, make sure your ideas are big!



MIDNIGHT TROPIC partnered with GLASSHOUSE



AT HOME WITH *Tara*



@OURLAYEREDHOME

PRODUCTS USED: Fleur, Princess to Be & Eva paint
partnered with Glasshouse Flora Emerald Wallpaper

**PLEASE TELL US A LITTLE (OR A LOT)
ABOUT YOUR HOME AND THE PEOPLE
WHO LIVE THERE.**

We live in a 1930's End Terrace in St Annes, about 5 minutes walk from the beach – our favourite place to be! It was a very magnolia canvas, with custard woodwork and hints of red throughout, not forgetting what we refer to as 'the carpet of doom' which ran through the house and had been there 20+ years – but we could see what she could be – she had potential! Being new parents, decorating wasn't a priority and after we got married in Aug 2019 we decided we would start making our house a home. Once the pandemic hit at the start of 2020 I really turned to our home as my creative outlet and began sharing more and more of my projects and ideas on Instagram. I've since gone from 1,000 followers to 41,000 and enjoy sharing every step of every project and inspiring others to 'give it a go'.

The main aim of everything I do to our home is to create an inspiring environment for Henry to grow up in – I want him to know anything is possible with a little creativity and imagination and there's no such thing as impossible.

And judging by how fast he coloured in some of my monochrome wallpaper the other day because he 'wanted it to be colourful' I'd say I'm succeeding... a monster of my own creation! For me, this 1930s home isn't just our home – it's my canvas, my sounding board, my hobby, my work and how I express myself and experiment. It's so much more than a home for our family, and I think [hope] that comes across and makes everyone who visits feel comfortable and welcome.



WE'VE LOVED FOLLOWING YOUR HOME PROJECTS, THEY ALWAYS BRING US SO MUCH JOY! WHAT WOULD YOU SAY YOUR PROUDEST DIY MOMENT SO FAR HAS BEEN?

Thank you so much! That's always the aim – spread a little joy! I feel like every DIY project I tackle makes me proud... 2 years ago I couldn't put a shelf up, but now I'm fitting entire utility rooms! At the end of last year I turned a FREE dining table from Facebook Marketplace into my dream dining table for just £90 [and a few days work] and I love it so much. But now that the utility is done, that is definitely my proudest DIY project. An unused space that became our 'Monica cupboard' [if you know, you know] is now a beautiful and practical room that I can't stop walking into just to enjoy it.

YOUR MOST RECENT MAKEOVER, THE UTILITY ROOM IS A COLOUR-LOVER'S DREAM! WHAT ARE YOUR TOP TIPS FOR DECORATING SMALL SPACES?

I'd say, don't be afraid, small spaces are the ideal place to go all out and be brave! Don't worry about a colour being too dark, or too bright – small spaces can take it. And don't forget that every surface is an opportunity – the ceiling is another space you can bring impact to! As our utility room is also our downstairs toilet, I've used colour to help zone the two different uses of the room. 'Fleur' zones the toilet and sink, carrying that colour diagonally across the ceiling, where as the 'Glasshouse Floral' paper zones off the utility/storage side of the room. Something I always tell people is that paint and paper carry SO much power to transform a space – but also, it's just paint and paper, so it can be easily changed if you change your mind – so just GO FOR IT.

AND, WHAT WAS YOUR BIGGEST CHALLENGE WHEN DECORATING THIS SMALL SPACE?

I think my biggest challenge was actually the lack of space! Decorating in such a small room with little space to move means you have to be really careful not to ruin your own work.

ARE THERE ANY HELPFUL, INSPIRING, BRILLIANT OR JUST PLAIN USEFUL SMALL SPACE TIPS YOU HAVE?

I think small spaces are all about STORAGE and FUN. Why only do one when you can do both? The first thing I thought about for our utility was 'what storage solutions I could bring?' – which included me installing rails for hanging, shelves, deeper cabinets etc, and then it was 'how can I inject some fun?' because I think small spaces are a perfect opportunity to solve problems with both practicality and beauty.

IN YOUR OPINION, IS WALLPAPER IN SMALL SPACES A GOOD IDEA?

Yes, yes, yes, a million times yes! For me, wallpaper is never not a good idea! But especially in small spaces, it's an opportunity to cover every wall with pattern, or colour, or both – gone are the days where 'a feature wall' is the norm... you're only limited by your own imagination, so have FUN!

HOW DID YOU DISCOVER YOUR PASSION FOR COLOUR AND DESIGN?

Like I mentioned before, my life has always been fuelled by creativity – I think my first memory is actually upcycling some clothes I had as a kid, adding buttons and trims or cutting up items I didn't like anymore. My style won't be to everyone's taste – but I hope that I can inspire people to give something a go, or tackle a project in their own way.

LASTLY, WHAT IS YOUR ADVICE FOR CREATING A HOME YOU LOVE?

Just that, create a home YOU love. Don't decorate for anyone else, for family, for potential future owners, decorate for YOU. Lives too short to live in a home that's decorated for someone else, and that doesn't spark joy in you every single day. Every day my home makes me smile, every day it inspires me, every day it makes me proud. It's a representation of our personality as a family and the hard work I've put in. If you're worried about 'selling one day' don't be... paint can be covered, wallpaper can be removed – but you can never get back those weeks, months or years you lived there in a home that you didn't absolutely love!





LOVING YOUR HOMES

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



SONGS TO DECORATE TO

March Playlist

Go Where You Wanna Go **THE MAMAS AND THE PAPAS**

Spring Affair **DONNA SUMMER**

Roar **KATY PERRY**

Respect **ARETHA FRANKLIN**

Good as Hell **LIZZO**

You Don't Own Me **LESLEY GORE**

Girl on Fire **ALICIA KEYS**

Born this Way **LADY GAGA**

Wings **LITTLE MIX**

Just Fine **MARY J. BLIGE**



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

