

Loving

FEBRUARY MARCH 2025 • Issue 40

HOME

Say it with
FLOWERS

Embrace the warmer season with stunning florals
and stripes from our Spring/Summer collection

Celebrating 40 ISSUES





APPLE OF GRENADA PINK AND GREEN WALLPAPER *Perfectly Partnered with* **SO SWAMPED AND CAMBRIDGE CREAM PAINT AND QUARTET STRIPE GREEN WALLPAPER**

Trend TALK

“The playful designs of the Spring / Summer collection are perfect for mixing and matching to express your own creative flair in any room of the home.”



MARYANNE / HEAD OF DESIGN

Let me start by wishing our community a fabulous new year! We are hoping some room makeovers are on your resolution list this year, as in this issue we are excited to introduce you to our latest collection of home furnishings.

The Spring / Summer 2025 designs pay homage to the trend themes of Craft Work, Expressing Yourself, Nature and Nostalgia. Our Lancashire based design studio credits these as the key inspiration behind bringing the 2025 collection to life through a range of wallpapers, murals and perfectly paired paints. The playful designs of the Spring / Summer collection are perfect for mixing and

matching to express your own creative flair in any room of the home. The designs, colour ways, textures and patterns are designed to calm the senses and help take you seamlessly from one area of the room to another.

In this issue we explore fun new ways to be playful with colour through accenting, celebrating 40 issues of our Loving Home magazine and touch on the importance of planning ahead for a decorating project with mood boarding. Not ready to decorate this month - no problem! Why not try baking this month's recipe, a Lemon and Elderflower Loaf, made by our Senior Brand Manager, James.

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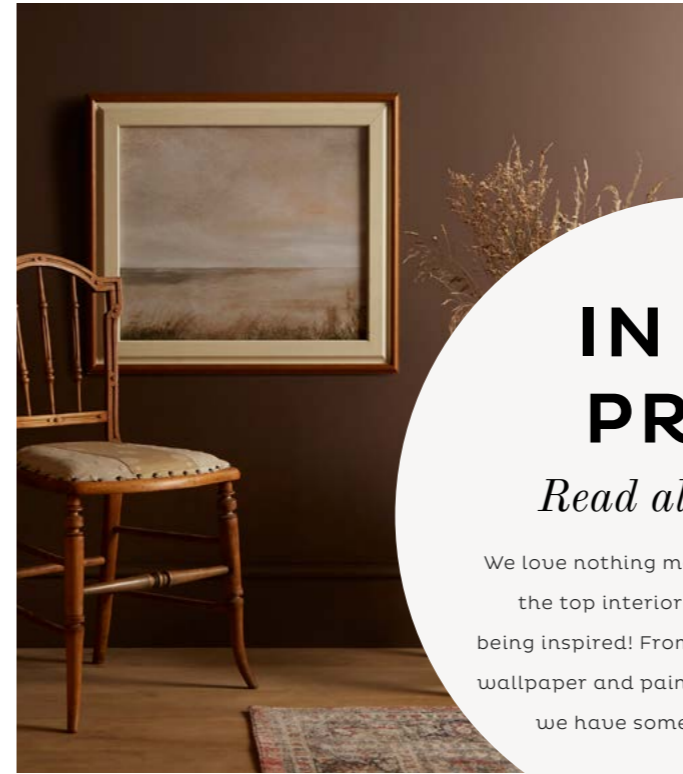


DESIGNS ON A DIGITAL FUTURE
LANCASHIRE BUSINESS VIEW



In The Press

BODENHAM SPRING SAGE MURAL
HOME BEAUTIFUL

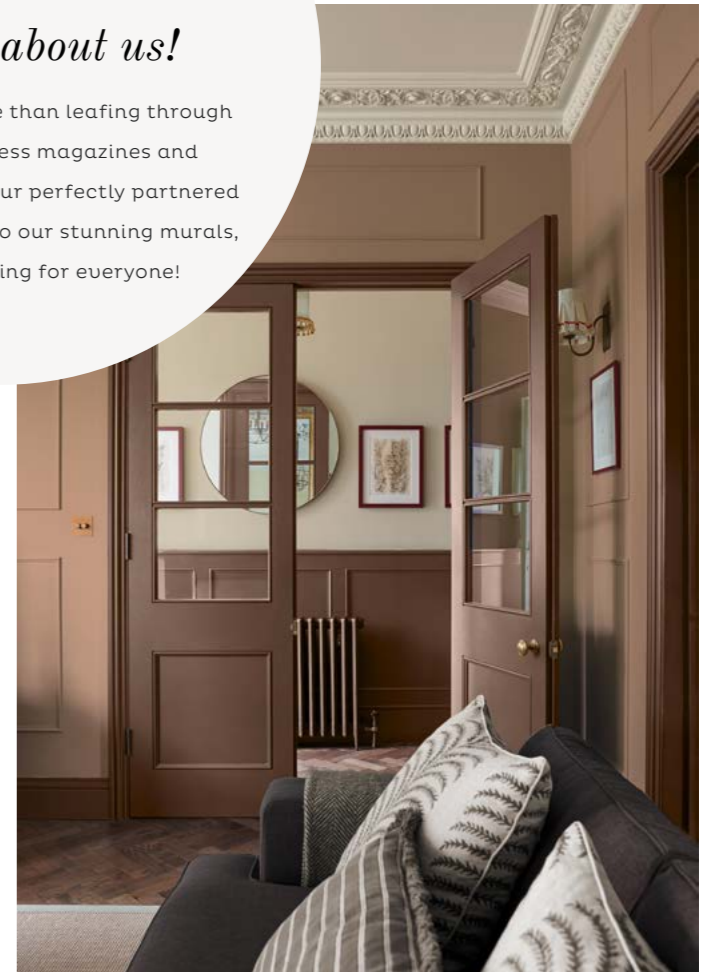


ELDERTON PAINT
THE TIMES

IN THE PRESS

Read all about us!

We love nothing more than leafing through the top interior press magazines and being inspired! From our perfectly partnered wallpaper and paint to our stunning murals, we have something for everyone!



HOT MOCHA PAINT
SHEERLUXE



FAMOUS PAINT
THE GUARDIAN

Embracing Spring **F L O R A L S**

The Spring / Summer 2025 designs pay homage to the trend themes of Craft Work, Expressing Yourself, Nature and Nostalgia. Our Lancashire based design studio credits these as the key inspiration behind bringing the 2025 collection to life through a range of wallpapers, murals and perfectly partnered paints. This valentines show your home some love – and say it with flowers (from our new collection of course!)

This drop celebrates whimsy and imagination; celebrating individuality, empathetic design and a connection to nature. You can see this in the fun geometric silhouette of Trellia and the beautiful floral patterns of Botanists Scroll, Oshibana and Foxglove Stripe – showcasing how you can embrace the beauty of nature from within your home.

Set to be a huge trend for 2025, a variety of stripe patterns stand out in this collection and are available in a selection of light and dark colourways.

Fresh soft pinks, sages, powdery blues and greens make up the majority of the Spring / Summer collection while still including some reassuring navy notes and bold colours that might feel familiar!

The playful designs of the Spring / Summer collection are perfect for mixing and matching to express your own creative flair in any room of the home. The designs, colour ways, textures and patterns are designed to calm the senses and help take you seamlessly from one area of the room to another.



BOTANISTS SCROLL VIVANT WALLPAPER *Perfectly Partnered with* **ANGEL DUST PAINT,**
BOTANISTS SCROLL VIVANT ROLLER BLIND AND TRELLIA ORANGE WALLPAPER



LAUREL LEAF STRIPE PINK AND GREEN WALLPAPER *Perfectly Partnered with* **PALM HOUSE PAINT**



FOXGLOVE STRIPE BLUSH WALLPAPER *Perfectly Partnered with* **MUNCHKINS NOSE PAINT AND PETAL STRIPE PINK ROMAN BLINDS**

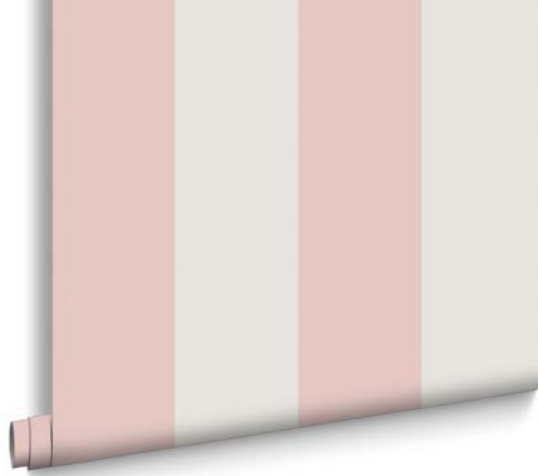
“It shouldn’t feel like a subscribed choice when shopping this collection, it should be a fun way to match luxury wallpaper, with paints and textured soft furnishings to make any room into a haven.”

Order a few samples and really experiment on how your imagination can interpret our gorgeous new Spring / Summer collection.

MARYANNE / HEAD OF DESIGN



GILDED LEAF OLIVE WALLPAPER *Perfectly Partnered with* ULUWATU PAINT



WALLPAPER
Quartet Blush
grahambrown.com



WALLPAPER
Oshibana Day
grahambrown.com

SHOP *the* LOOK OSHIBANA

~ DAY ~



LAMP
Wilfred Table Lamp
insidestory.com



Ellie
grahambrown.com



CHAIR
Gabe Olive Velvet Armchair
grahamandgreen.co.uk

CURTAIN
Floral Boheme Stripe Pink & Green
grahambrown.com



BED FRAME
Edwardian Iron/Metal Bed Frame
obc-uk.net



OSHIBANA DAY WALLPAPER *Perfectly Partnered with* **QUARTET BLUSH WALLPAPER,**
ELLIE PAINT AND FLORAL BOHEME STRIPE PINK AND GREEN CURTAIN



CRAFTWORK TRAIL GREEN WALLPAPER *Perfectly Partnered with* **CROCKERY PAINT, GARDEN VINE PINK ROMAN BLINDS AND LAUREL LEAF STRIPE APPLE GREEN CURTAINS**



CURTAINS
Laurel Leaf Stripe Apple Green
grahambrown.com



WALLPAPER
Craftwork Trail Green
grahambrown.com



Crockery
grahambrown.com

RUG
Aftas Natural Jute Rectangular Rug
laredoute.co.uk



SHOP *the* LOOK
CRAFTWORK

~ TRAIL GREEN ~



LAMP
Maria Wooden Floor Lamp, Natural Oak
johnlewis.com



BLINDS
Garden Vine Pink Roman Blind
grahambrown.com

Spring-Ready FABRICS



“Each design has been perfectly chosen to transform your home into a sanctuary of style of botanical wonder this Spring.”

Our Spring / Summer fabric collection brings a vibrant, nature-inspired refresh to your home with an array of stunning botanical designs and timeless florals. From the intricate Botanist's Scroll bursting with vivid florals to calming, delicate stripes such as Petal Stripe. In varying colourways, each fabric tells its own story of organic beauty and refined style.

This collection offers a harmonious palette of fresh greens, calming blues, soft pinks, and uplifting botanical patterns that seamlessly work together to create a cohesive, revitalised look.

Whether your seeking bold and beautiful or calm and graceful, this collection effortlessly blends modern sophistication with nature's timeless charm. Each design has been perfectly chosen to transform your home into a sanctuary of style of botanical wonder this spring.



LAUREL LEAF STRIPE APPLE GREEN CURTAINS *Perfectly Partnered with* **CROCKERY PAINT, PETAL STRIPE APPLE GREEN ROMAN BLIND & CRAFTWORK TRAIL GREEN WALLPAPER**

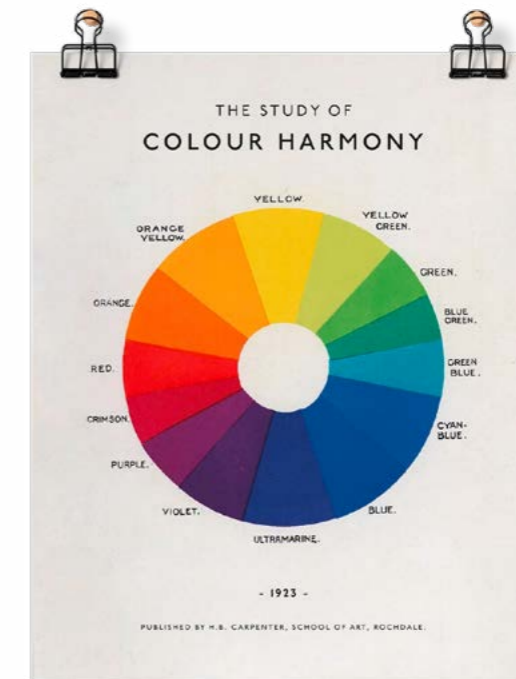


COLOUR ACCENTING

Sometimes it's ok to clash...

So you've heard colour drenching was a huge trend in 2024, but what's on the horizon for 2025? Colour accenting has been a growing trend over the years as home decorators get more confident implementing colour inside their homes. For those looking to add a real showpiece we have a few tips on how to execute this trend in your scheme.

We've shown you how to create a playful look with our Kasbah Blue Paint hue, a striking cobalt part of our new 2024 colour launch. Open the dresser door and you are greeted with the warming shade of Sundance paint. The easiest way of selecting colour for this trend is to look at something that's a design theory staple for decades - the colour wheel. Selecting two shades that sit opposite from each other to curate your look. Bold decorators could use this theory to add in accenting colours through painted pieces of furniture, choosing clashing colours for walls and trim or perhaps, for the ambitious, using two colours on a single wall! The most important piece of this trend is of course to - have fun with colour!

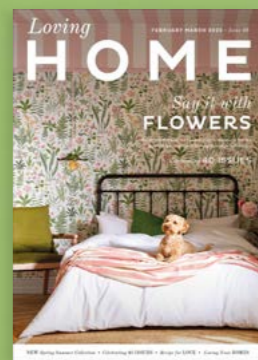
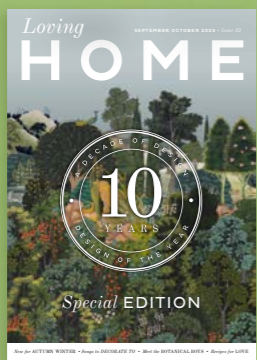
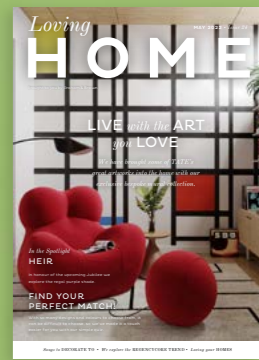
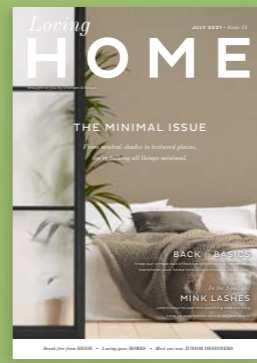




Celebrating
LOVING HOME

With most things this saying usually rings true, time flies when you are having fun! The talented team at Graham & Brown have a simple mission statement, to help our community create a 'Loving Home'.

It's been our absolute pleasure bringing you 40 issues over the past four years. We've seen some incredible transformations of our customers' homes, introduced you to our new collections and perhaps even inspired you to try a new recipe! We hope our editions bring you as much joy to read as they do to create.



Scan to view the collection



CREATING THE *vision*

First, grab a coffee and consider what kind of creative direction you want to take: bold and colourful floral patterns or neutral tones. It's good to have a general idea! Then, visit Grahambrown.com to choose your selection of paint, mural, wallpaper, and fabric samples. Once your samples arrive, it's time for the fun part... mood boarding - here's a step-by-step guide on how to do it yourself!



STEP ONE - PICK THE WALLPAPER FIRST

- Start by finding a wallpaper you love. It could be a bold pattern, a calming texture, or something that really sets the tone for the room. Think about whether you want it for a whole wall or just as an accent.
- Once you find a wallpaper you like, grab a sample to see how it looks in the actual space. You can play around with a few options on your mood board later to see what fits best.

STEP TWO - PICK YOUR PAINT COLOURS

- After settling on your wallpaper, choose from four of our perfectly partnered paint colours that complement. You want the paint to complement your wallpaper and not clash.
- You can go for a neutral shade that lets the wallpaper be the main feature or choose an accent colour from the wallpaper to bring into the room. Grab some Peel and Stick samples and test them out next to your wallpaper sample.
- Move your Peel and Stick samples around the home different lighting affects the colours greatly!

STEP THREE - CHOOSE YOUR FABRICS

- Now, pick some fabrics that go with both your wallpaper and paint. Fabrics can be chosen for products such as Romans, Rollers or Curtains. We offer different samples for rollers, as these are different substrates to your cotton Roman and Curtain sample.



- Try mixing textures (like velvet, linen, or cotton) and patterns that match your moodboard. You can pull colours directly from the wallpaper or go for contrasting textures that add interest. We've perfectly partnered them to make it easier for you.

STEP FOUR - CREATE YOUR MOOD BOARD

- Gather all your samples (wallpaper, paint swatches, and fabrics) and start putting them on a board. This will help you see everything together and get a feel for how they interact.
- Arrange your pieces in a way that feels balanced. You can move things around and mix and match until it feels right. Don't forget to throw in any photos or magazine clippings that match your vision!

STEP FIVE - ADJUST AND FINE-TUNE

- Take a step back and look at your mood board. Does it feel cohesive? Does everything flow together? If something feels off, it's okay to swap out a fabric or adjust a paint colour.
- Keep tweaking until you're happy with the look. This is your visual guide to help you with the rest of your design journey!



HOW TO PAINT PRETTY

Candlesticks

with @sarahfaydesigns



YOU WILL NEED

- **Plain candles** (either pillar or votive candles work best)
- **Acrylic paints** (suitable for candle painting, but you can use regular acrylics)
- **Paintbrushes** (small ones for detailed work and larger ones for broader strokes)
- **Painter's tape** (optional, for clean edges)
- **Paper towels** or wet wipes (for cleaning)
- **Palette** (for mixing paints)
- **Water** (to thin acrylic paints, if needed)
- **Mod Podge** or **clear acrylic sealer** (optional, to seal your design after it dries)

For more inspiration follow [Sarah Fay Designs](#) 



STEP ONE

PREPARE THE CANDLE

- Make sure your candle is clean and free from dust. Gently wipe the surface with a dry cloth or paper towel.
- If you're working with a candle that has a textured surface, it's better to smooth it out a bit (optional, if you prefer a more uniform surface).

STEP TWO

DESIGN YOUR PATTERN

- You can freehand your design or use painter's tape to create clean lines or sections.
- For beginners, starting with simple patterns or motifs (like flowers, dots, or stripes) is a good way to ease into it.

STEP THREE

SKETCH THE DESIGN (OPTIONAL)

- If you want to ensure precision, lightly sketch the design on the candle's surface with a pencil or fine-tipped chalk. It's easier to adjust or erase mistakes this way.

STEP FOUR

MIX YOUR PAINTS

- You may need to thin your acrylic paint with a little water to ensure it glides smoothly on the candle surface.
- If you want to use multiple colours, prepare your palette ahead of time.



STEP FIVE

START PAINTING

- Begin painting the candle using your brushes. If you're creating a detailed design, start with the finer details first, and move to larger areas afterward.
- Let each layer of paint dry completely before adding another to avoid smudging.

STEP SIX

USE MULTIPLE LAYERS

- You may need to apply several coats of paint to get the depth of colour you want.
- Allow the paint to dry in between layers.

STEP SEVEN

ADD DETAILS

- After the base coat is dry, you can add extra details like patterns, dots, or accents.
- Small brushes work best for intricate designs. Keep a steady hand, or use painter's tape to create geometric shapes.



STEP EIGHT

LET THE PAINT DRY

- Allow your painted design to dry completely. This usually takes about 15-30 minutes, depending on the thickness of the paint layer.

STEP NINE

FINISHING TOUCHES

- Once everything is dry, you can carefully peel off any painter's tape if you used it.
- If there are any mistakes or uneven edges, you can touch up the paint at this point.

STEP TEN

ENJOY YOUR ARTWORK

- Your hand-painted candle is now ready to use! Light it up (but keep in mind the paint might slightly darken when exposed to the flame). Or, keep it as a decorative piece.

WE LOVE A *transformation*

WE LOVE TO SEE HOW OUR COMMUNITY USE GRAHAM & BROWN PRODUCTS TO TRANSFORM THEIR HOMES!

@claiekennedy sampled different tones of blue for her bathroom makeover project. After careful deliberation, she decided to go with our gorgeous Wanderlust paint, which is a beautiful dusky blue perfect for creating a calm, serene environment in a bathroom.

Claire painted the bath panel, the arch and all the woodwork for this makeover and commented on how fantastic the coverage was to achieve this look!

Take a look below for a before and after transition of this fantastic space. Feel inspired...? Order your peel and stick samples today!



before



after

WANDERLUST PAINT



PASSION FOR PATTERN Florals & foliage

Launching this February, Graham & Brown's spring/summer wallpaper collection combines lush patterns with rich hues to bring the tranquillity of nature into your home.

(From top, left to right) Craftwork Trail in Sky Blue; Laurel Leaf Stripe in Pink and Green; Apple of Grenada in Pink and Green; Oshibana in Day; Foxglove Stripe in Powder; Botanist Scroll in Mauve, all £95 a roll

Passion for PATTERN

INCLUSION IN HOMES & GARDENS
MAGAZINE

We loved seeing our beautiful new Spring / Summer Collection featured in Homes & Gardens Magazine.

Seen it on SOCIAL

We love to see how our community styles Graham & Brown in their own homes! Shop our favourite Instagram looks below and make sure to tag us @grahambrown to be featured!



@21_holmfield has created the most fabulous furry friend bathroom using our Fable Forest wallpaper and Military Operation paint.

Our Wanderlust paint has never looked better @flossies_place!



@at_the_mcgillens beautifully decorated her office space with our Cottage Garden Verdant wallpaper alongside our Aloha and Sakura paint.



@ourhouseontherecent used our Rhapsody paint and Edo Toile Navy wallpaper to create this gorgeous statement lounge in their home!



Recipe for

JAMES' ELDERFLOWER AND LEMON LOAF

Ingredients

125g Salted Butter	175g Self-raising Flour
175g Caster Sugar	4tbsp Milk
1 Lemon	100g Icing sugar
2 Medium Eggs	4 tbsp Elderflower Cordial
OPTIONAL	Edible flowers for garnish

Method

- 1 Preheat to 180°C (fan) Grease a 1kg loaf tin and line with baking parchment.
- 2 Cream together caster sugar and butter until fluffy and light. Then beat in your two eggs and half the zest of one lemon.
- 3 Add your flour and mix until well combines. Then add your milk and mix together.
- 4 Spoon into your tin and bake for 45-50 mins until a skewer comes out clean.
- 5 Once slightly cooled remove from the tin then, mix icing sugar and the elderflower cordial to form a runny icing.
- 6 Prick a few small holes on the top of the loaf and then drizzle over your icing the holes will mean some of your delicious flavours will help keep your loaf moist.
- 7 Garnish with lemon zest and optional flowers, then wait until completely cool to slice and serve!

To Drink

ELDERFLOWER MARGARITA

A MORE DELICATE AND BALANCED TAKE ON THE TRADITIONAL MEXICAN MARGARITA.

Ingredients

Tequila 50ml	OPTIONAL
Fresh Lime Juice 25ml	Salt for glass rim
Elderflower Cordial	Freeze dried flowers to garnish

Method

- 1 Combine all ingredients into a cocktail shaker and stir to combine.
- 2 Generously fill with ice, and shake hard for 30 seconds.
- 3 Wet the edge of your glass and dip into sea salt.
- 4 Pour into your favourite glass.
- 5 Garnish and enjoy!



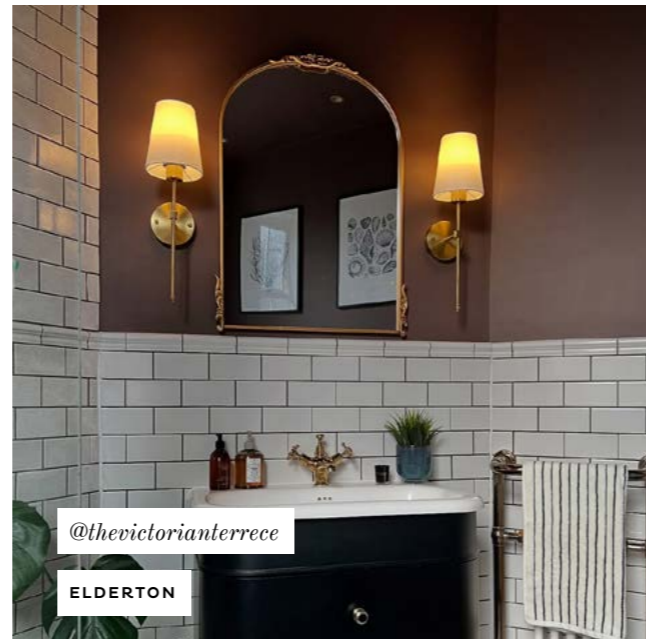
SONGS TO DECORATE TO

Inspired by Flowers

- Life is a flower* **ACE OF BASE**
- Build me up buttercup* **THE FOUNDATIONS**
- Flowers* **MILEY CYRUS**
- Daisies* **KATY PERRY**
- Flowers in your hair* **THE LUMINEERS**
- Hey there Delilah* **PLAIN WHITE T'S**
- The Lakes* **TAYLOR SWIFT**
- Birds of a feather* **BILLIE EILISH**
- Cherry* **HARRY STYLES**
- That's so true* **GRACIE ABRAMS**



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



@thevictorianterrece

ELDERTON



@capietra

AMALFI WHITE WALLPAPER



@sarahcarolineinteriors

BODENHAM HERITAGE GREEN MURAL



@thishousewemade

GLENWHAN WILDFLOWER WALLPAPER



@at_the_mcgillens

WALLFLOWER NIGHT GARDEN BEDDING



@charmwoodtowers

MATRIX ORANGE MURAL & CANVAS PAINT



@sevenpalmtrehouse

LUCY & BUDDHA

LOVING *your homes*

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

#grahamandbrown #lovinghome

GRAHAM & BROWN
EST. 1946

TUMERIC

RESISTANCE ULTRA DURABLE MATT EMULSION

GRAHAM & BROWN
EST. 1946

JERBA

RESISTANCE ULTRA DURABLE MATT EMULSION

GRAHAM & BROWN
EST. 1946

PALM HOUSE

RESISTANCE ULTRA DURABLE MATT EMULSION

GRAHAM & BROWN
EST. 1946

CELIA

RESISTANCE ULTRA DURABLE MATT EMULSION

