

Loving

NOVEMBER 2021 • Issue 18

HOME

Brought to you by Graham & Brown

GET COMFY THIS AUTUMN

*Discover our beautiful new cushions,
essential for cosy nights in
this season*

In the Spotlight

MAJESTIC

A paint colour that lives up to its name.

EVERGREEN

As the leaves begin to fall outside, the latest
wallpaper collections remain full of life.



FIORE LINEN

Trend TALK



“Don’t let anyone tell you that you have too many cushions scattered on your sofa”

As we move into autumn our thoughts are never far away from the need to feel cosy, warm, and comfortable. This year the feeling is married with the enduring popularity of botanical and flora-inspired designs, as the world outside takes on new shades and we look to retain the lifegiving properties of nature in full-bloom.

A recent trend for baked neutrals and earthier shades comes through in the Fiore Linen design, which truly gives us the best of both worlds; large healthy leaves climb gracefully upwards on a warm putty background. The result evokes a feeling of tranquillity and homeliness, while giving a nod to a more sustainable way of living.

Elsewhere, oxygenating, fresh tones that we see in prints such as Nuit Lush, have become

incredibly popular as the daylight hours become more elusive, and we seek to brighten our interior lives. The Teien design takes this one step further by infusing elements of the Japandi trend for the ultimate calming and balanced atmosphere.

For those looking to create comfort in a more literal sense, our latest collection of cushions has you covered. Comprising new patterns and complementing plains, all on luxurious plush velvet; each one perfectly partners with paints and wallpapers in the extended range, with a particular standout inspired by our Wallpaper of the Year 2022, Restore. Don't let anyone tell you that you have too many cushions scattered on your sofa or bedspread, there's no such thing!

PAULA
STYLIST

In this ISSUE

TREND TALK	3
IN THE PRESS	5
EVERGREEN	6
IN THE SPOTLIGHT	20
SNUGGLE DOWN	22
LOVING YOUR HOMES	26
SONGS TO DECORATE TO	27



Memphis Mayhem Wallpaper
as seen in **IDEAT FRANCE**



Accrington Road Exterior Eggshell
as seen in **LIVING ETC**

IN THE PRESS

Read all about...us!

There's nothing we love more than leafing through the interior press as we cosy up indoors this autumn! From the Colour of the Year **Breathe** to the calming sage tones of **Accrington Road** in Exterior Eggshell, there was something for everybody's taste this month.



Breathe
as seen in **HOUSE TIPSTER US**



Glasshouse Flora Emerald Wallpaper
as seen in **REAL HOMES MAGAZINE**



August, Tuscan Sunshine & Potion
as seen in **THE SUNDAY TIMES**

EVERgreen

The biophilic trend shows no sign of waning even as the leaves outside begin to fall

As winter draws ever closer and the outside world starts to look a bit dull and uninviting, it's exactly the right time to consider a refresh of the inside world of our homes. Whether you favour a cosy space with a deeper colour scheme for the winter months, or a fresh palette to brighten up the shorter days, these new wallpaper collections have you covered.

A selection of biophilic designs, including Nuit and Fiore, usher in an 'oxygenating botanicals' trend this season. Defined by flourishing foliage, wild greenery, and organic, fresh tones, these designs provide a much-needed contrast to the outdoors as nature begins its hibernation and fallen leaves clutter our garden paths. "The enduring popularity of botanical and flora-inspired designs shows no sign of waning," explains Paula Taylor, Colour & Trend Specialist at Graham & Brown. "This connection with thriving natural elements is of ever-increasing importance to our health and wellbeing as Autumn hits its stride."

Hand-drawn in the Graham & Brown design studio, the prints feature rich plant life depicted in elegant trailing forms. Nuit offers a picture of serenity, with floral trails and blooming flowers encompassing the design, and delicate birds creating the illusion of a shifting scene.



Fiore features large scale leaves climbing upwards to form elegant curves, giving the illusion of nature rising to reclaim the manmade.

The Royal Fern design takes a different approach, with a large leaf motif printed in shimmering metallic ink on a chalky textured paper. "When crafting this design, we wanted to combine natural elements and influences with the opulence that metallic detail on fibrous paper brings," explains Hayley Harrison, Junior Designer at Graham & Brown. "I would say that the navy-blue colourway and the grey and rose gold would be perfect for a lounge or snug because the warmth in the design will create a cocooning effect in the evenings as natural light starts to fade."





Fable

FAIRYTALE

Plucked straight from a fairytale is the Fable collection, which will transport you to the depths of an enchanted forest and has been designed in a variety of on trend colour palettes. "Fable originated from the Cottagecore trend that is very popular in the interior's world right now," says Paula.

"The trend is centred around what you would imagine living in a cottage in the countryside would be like – nostalgic, romantic, historic. Conjuring images of rolling fields, meadows, fresh bread, and floral dresses; Fable embodies all these elements into one stylish folklore design."

Nothing says cosy like a Cottagecore bedroom or guest room, and the Fable design is also ideal for creating the ultimate cosy corner or reading snug, transporting you into a fantasy world where the problems of our day-to-day lives can melt away.



PAPER

Fable Forest

grahambrown.com

RUG

Indoor Outdoor Fringed Rug

coxandcox.co.uk



LAMPSHADE

*Syed Tasselled,
Dusty Pink Velvet*

made.com



BOWL

Ash Wood Low Serving Bowl

johnlewis.com



ARMCHAIR

Flora Scalloped Green Velvet

oliverbonas.com





“Strong
STORYTELLING
elements that is ideal
for a STATEMENT
interior.”

Taking the whimsical theme to the next level is the Lock & Key design; hand-drawn in the Graham & Brown studio, it has a strong storytelling element that is ideal for a statement interior.

Look closely and among the birds spreading their wings and the leaves in abundance, you will find intricate padlocks and keys, inviting you to unlock the healing powers of nature.

LOCK & KEY AQUA *perfectly partnered with* BORDADO

*“An effortlessly
TIMELESS feel that
harnesses that ZEN
feeling.”*

Celebrating the latest take on the Japandi minimalism trend are the Teien and Rendo designs. Japandi combines the simplicity of Japanese style and the functionality of Scandinavian design. This style embraces the Japanese concept of Wabi sabi which, in simple terms, means to find beauty in imperfection, and the Scandinavian concept of hygge which can be defined as any place that embodies comfort, cosiness and a general sense of wellbeing.

Teien, meaning “garden” in Japanese is a soft yet impactful design featuring beautiful florals sitting on lily pads surrounded by delicate, hand-drawn cranes, which, as Paula explains, “creates an effortlessly timeless feel that harnesses that zen feeling.”

While Rendo, Japanese for “interlocking”, features large scale woven geometrics printed on fibrous paper, and boasts an on trend and moody colour palette for a modern, elegant look.

“Rendo draws on the simplified structures and architectural references with a repetitive pattern that calms the senses and brings order to the chaos where comfort is found in the routine,” adds Paula.



TEIEN NAVY perfectly partnered with TERRAZZO and WHALE TAIL



RENDO GREEN & COPPER *perfectly partnered with ADELINÉ*



Luxury

ECLIPSE

Finally, the undeniably luxurious Eclipse design, which takes being inspired by the outside to a whole new level – literally! Packed with shimmer and shine, Eclipse replicates the scene of the moon passing through its lunar phases. It is full of movement and just like the moon itself, it will reflect the light into any room of the home.

“When designing Eclipse, I loved the idea of someone using it in a kitchen,” says Hayley. “I think the moody and dramatic nature of the darker colourways are perfect for entertaining guests and having a bit of a party. For the softer colourways, I’d recommend using it as a full room solution and bringing it up onto the ceiling to blur the lines of the room.”

As with all Graham & Brown wallpapers, each design is perfectly partnered with four coordinating paint colours, available in a range of luxurious finishes, helping you to find the right match for a full room design solution.



PAPER

Eclipse Pearl & Gold

grahambrown.com

SCONCE

Brass cone shade wall light

houseof.com



Angel Dust

grahambrown.com

THROW

Hana Pink Recycled Cotton

oliverbonas.com



Artisan

grahambrown.com

PAMPAS GRASS

Cream Pampas Grass

baytree-interiors.co.uk



HEADBOARD

Dusty Pink Velvet Double Bed

oliverbonas.com

MAJESTIC.



MAJESTIC



PAPER

Restore Midnight
grahambrown.com



G&B White
grahambrown.com

IN THE SPOTLIGHT

A name that speaks for itself!

Majestic is *luxurious* and *intense*, making it the statement blue you've been looking for. Slightly greener than the ever-popular navy, this deep petrol hue is calming, sophisticated and creative.

Pair with G&B white for a fresh and timeless look or combine with jewel tones such as Burnt Saffron to really embrace that "majestic" feel.



Burnt Saffron
grahambrown.com



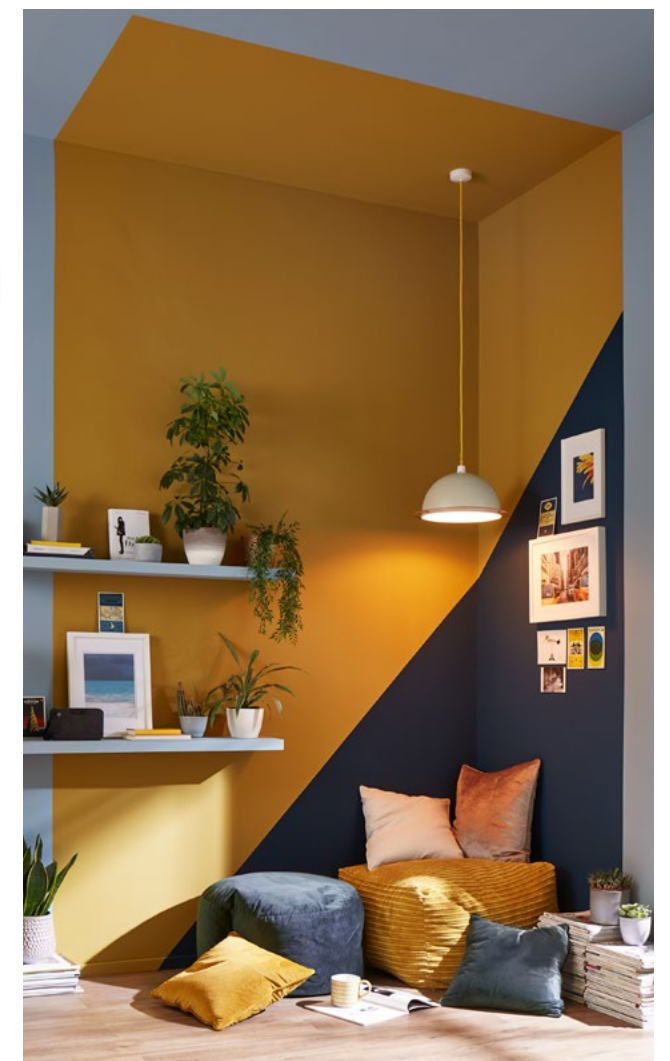
CUSHIONS

Midnight Blue Opulence & Restore
grahambrown.com



PAPER

Restore Midnight
grahambrown.com



PAINT

Breathe, Burnt Saffron & Majestic
grahambrown.com



SNUGGLE DOWN *this* AUTUMN

Reserve your spot on the sofa with the latest luxury cushion collection from Graham & Brown. The brand new collection features 6 irresistible new designs inspired by bestselling wallpapers and paints.

Any space looks fantastic with our cushions scattered among your soft furnishings, but there is something about a statement chair in a hallway which we love. The Glasshouse Flora Soft Grey Cushion is the perfect way to inject a spot of quirkiness into your home. Either go all out and pair with the matching wallpaper for a real statement or for a slightly more muted look, try one of the perfectly partnered paints.

INTRODUCING OUR

Restore Cushion

INSPIRED BY OUR WALLPAPER OF THE YEAR 2022



Restore cushion perfectly
partnered with *Midnight
Blue Opulence* cushion.

If you're looking for something a little more moody and mysterious, Midsummer Fern Navy is the perfect dark accent for your living room furnishings. Designed with lush green fern silhouettes and set against a deep rich navy backdrop, this cushion oozes opulence and striking style, which would suit any botanical themed space.

This season we couldn't not design a co-ordinating cushion for one of our best selling wallpapers, Glasshouse Flora. Combined with an intense palette of bold colours like deep navy and mustard yellow, this design is truly striking. Illustrated on luxurious velvet to add grandeur to this beautiful design.

All cushions are available on a soft velvet textile.

COMPLEMENTING CUSHIONS

To go along with this bold selection of printed cushions we have two new perfect-for-pairing cushions. Both within the on-trend blue palette, this comfy pair will no doubt add luxury and depth to your sofas.

Our Deep Blue Opulence Cushion (pictured with the Glasshouse Soft Grey Cushion on p22) is a masculine blue shade with glimmers of grey. Based on our paint Boyfriend Jeans this cushion is the perfect understated plain for accompanying more complex designs. For a richer blue Midnight Blue Opulence is the perfect navy blue cushion. Featuring deep blue tones with ever so slight hints of green, this cushion in particular compliments our Wallpaper of the Year inspired Restore cushion.





@the_velvet_home
ACCRINGTON ROAD



@annalisaandriani
RESTORE SKY BESPOKE MURAL



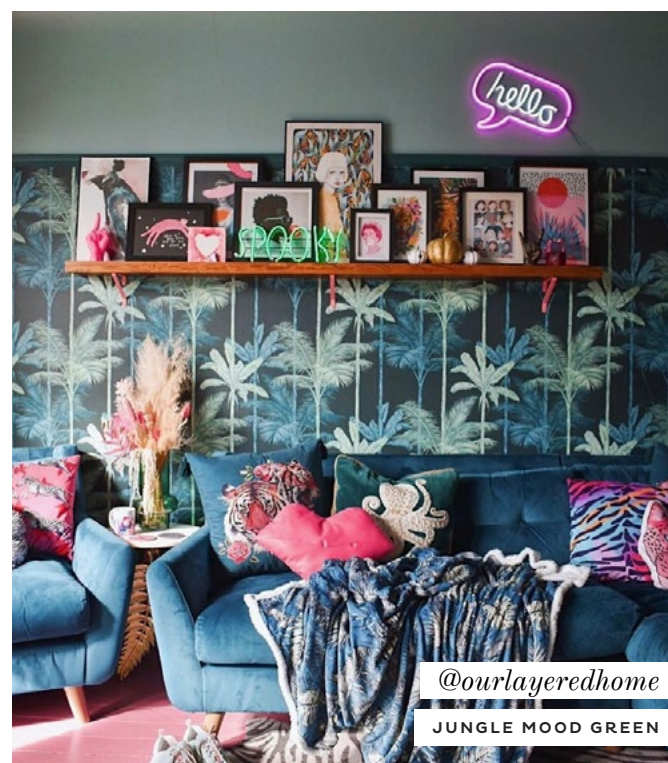
@homewithhelenandco
JUNGLE BLUSH GREEN

LOVING YOUR HOMES

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



@thecolourfulnest
BLOOMSBURY NEO MINT



@ourlayeredhome
JUNGLE MOOD GREEN



@jh.carpentry
STEEL



@house_on_the_crescent
DOTS BLACK & WHITE

SONGS TO DECORATE TO

November Playlist

Pillow BEBE REXHA

Roll Away Your Stone MUMFORD & SONS

Comfortable H.E.R

Harvest Moon LORD HURON

Cardigan TAYLOR SWIFT

Rolling in the Deep ADELE

Lovely BILLIE EILISH FT KHALID

Pillow Talk ZAYN MALIK

Brimful of Asha CORNER SHOP

California Dreamin' MAMAS & PAPAS



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

