

Loving

HOME

JULY 2020 • Issue 4

Brought to you by Graham & Brown

The COLOUR ISSUE

*We're celebrating all things colour, from
where to start when building schemes to
showcasing your lockdown looks*

PAINT MYTHS DEMYSTIFIED

We debunk common paint myths and show you why
you shouldn't be afraid to pick up that paintbrush.

In the Spotlight

RHAPSODY

We look at one of our most popular
colours and how it's here to stay!

Trend TALK



“Showcasing the perfect partners to our stunning wallpapers!”

Our heritage is deeply rooted in our passion for colour and design. Not only in creating and manufacturing gorgeous wallpapers but also in developing our extensive paint collection. One of my favourite parts of my job is pulling together our four perfectly partnered paints for each and every wallpaper to help give you a starting point on how to style the rest of your room.

But putting wallpaper to the side for a very brief moment, join me in this very special issue of Loving Home where we'll explore all things colour! We're focusing in on the classic colour which has left grey in the dust and it's one of my favourite colours out there at the moment due to its sophistication and versatility – NAVY BLUE. It first stole our hearts paired with soft pinks and metal

accents however this shade is here for a while as it's no design fad and if you read on, I will show you why.

In this issue we're also going to combat the overwhelming decision of “where do I start?” when it comes to colour by touching on Colour Wheel Theory, creating different moods within spaces, flowing colour through your home and more. We'll debunk some of those paint myths which can cause problems for DIYers and, most exciting of all for me, we're taking a look at some of your recent projects and the positive effect they've had on our mental health during this strange period of time.

Anyway, enough from me. I really hope you enjoy this issue of Loving Home and keep sending in your decorating and upcycling projects... we all love seeing them!

ABBY
PRODUCT MANAGER

In this ISSUE

TREND TALK	3
IN THE PRESS	5
CHOOSING A COLOUR	6
PAINT MYTHS DEMYSTIFIED	11
RHAPSODY	12
<i>Shop the look</i>	13
KEEN AS MUSTARD	14
BEHIND THE SCENES	16
LOCKDOWN PROJECTS	18
<i>Your Lockdown looks</i>	22
SONGS TO DECORATE TO	23



as seen on the cover of **VILLA D'ARTE**



PROSECCO WHITE
as seen in **HOUSE BEAUTIFUL**



as seen in **SLEEPER MAGAZINE**

In The Press

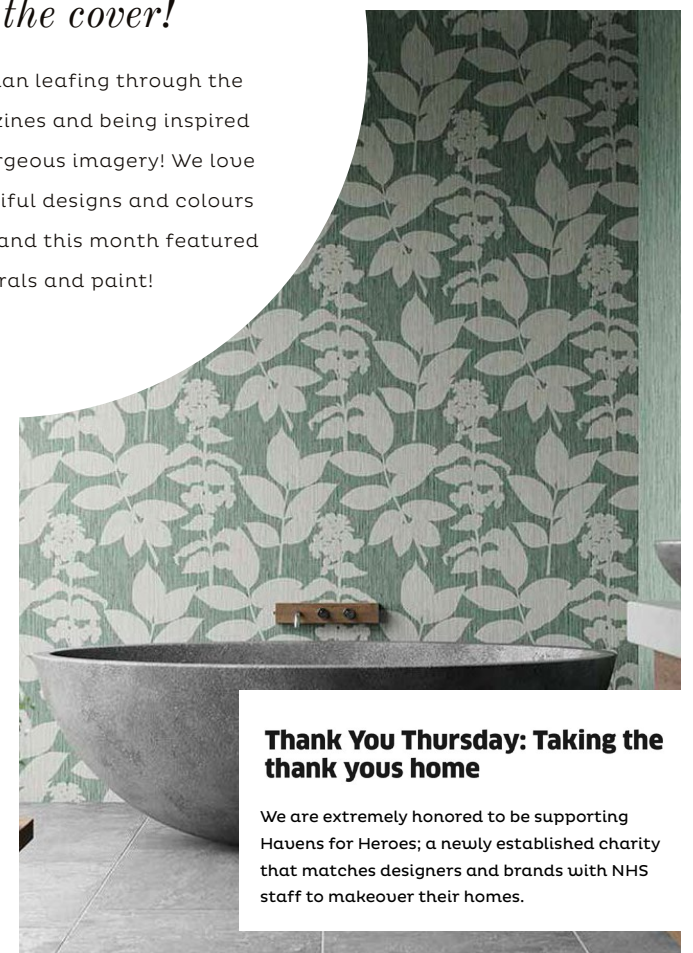


as seen in **HOMES&GARDENS**

WE'RE NOT ONLY IN THE PRESS...

We made the cover!

We like nothing more than leafing through the top interior press magazines and being inspired by their schemes and gorgeous imagery! We love to see some of the beautiful designs and colours from our product range, and this month featured our papers, murals and paint!



Thank You Thursday: Taking the thank yous home

We are extremely honored to be supporting Havens for Heroes; a newly established charity that matches designers and brands with NHS staff to makeover their homes.

ASPEN PINE WALLPAPER as seen in **THE METRO**

Honey, WHAT COLOUR SHALL WE PAINT OUR HOME?

THE OPTIONS ARE ENDLESS WHEN IT COMES TO BUILDING A PAINT SCHEME FOR YOUR PROJECT AND SO MUCH OF IT COMES DOWN TO PERSONAL TASTE. WITH SO MUCH CHOICE IT'S FAIR TO SAY THAT THE HARDEST PART IS KNOWING WHERE TO START.

Over the next few pages we will lay out some tactics to get you off to the best start, where you go from there is completely up to you!

So, get yourself a cup of tea and browse through this guide of where we are going to discuss colour wheel theory, how colour combinations can affect the size of a room and a few top tips from our paint manager Abby thrown in for good measure!



Contrast scheme FORTUNE COOKIE, TROPICAL ESCAPE & RHAPSODY



COLOUR WHEEL

Some people will be aware of this theory but I think if you're more logically minded and prefer knowing what is proven to work, this is a great way of planning your colour schemes. The colour wheel is the basis of colour theory because it shows the relationship between them all and can be used to generate schemes. It's best to begin with a starting point, this can be anything from your favourite colour to the colour of your new toaster.

Now onto colour schemes, there are three different schemes you can have - tonal, harmonious and contrast. Tonal uses the single colour and uses various saturation of that colour throughout the space. Whilst a harmonious scheme looks at the colours next to or close to your colour, this will give you a really easy to live with look. The third and final scheme is Contrast, this is when you choose colours that lie opposite to each other on the wheel. These combinations tend to inject life and are more daring than the other 2 techniques.



Tonal scheme SIENNA & MUTED BLUSH
@threeboysandapinkbath



Light has a massive effect on colour within a space. The two main factors that you have to consider when choosing a colour is the size of your room and which direction it faces. A great tip for when testing out colours is to paint an entire swatch of paper and stick it to the wall instead. This way you can move swatch around the room and test out how the colour changes throughout the day.

There are various misconceptions about how to make a room feel bigger, you automatically think go to lighter colours, however don't be afraid of the darker tones. These colours can actually blur the lines of corners which can help make a room feel bigger. For rooms on the smaller side consider a more tonal colour scheme. If you're lucky enough to have a large room (firstly, congratulations to you!) you have all the colours in our paint card to choose from, the dream! But sometimes you might want to make the space feel cosier and more intimate especially if it's a lounge or a bedroom, warm hues and tones keep the space feeling bigger and give that cosy atmosphere.

Direction is key, so get those compasses out!

One of the more challenging rooms are North Facing rooms, which hold no direct sunlight. Colours with yellow undertones will help what light gets in to bounce around the room making it feel airier. For East and West facing rooms it's best to think about when you'll be using the room the most. Light in West facing spaces is cooler in the morning and brighter in the afternoon so try blues and greens, while the opposite is true for East facing rooms so warmer colours are an excellent option for making the most of strong late afternoon light.

Last but certainly not least as South facing rooms are the easiest to pick a colour for! They're filled with warm light from dawn until dusk. You can really do anything! So, get creative and be bold with colour, it's incredible how much you can alter your space!

We are always here to help, so if you have any questions please drop us a message [@grahamandbrown](#)

PAINT MYTHS

demystified

We never know when or where we hear these myths, but sometimes they stick with us and rear their mischievous heads when we are about to undertake our latest DIY project. Here we explain what is true, what isn't and some of the science behind to explain them.

The myth **Prepping and cleaning the wall is a waste of time**

The truth Whilst it's the least fun part of the process, it's arguably the most important! Prepping and cleaning is KEY to achieving a flawless finish because dust, debris and uneven surfaces will affect the adhesion of the paint. Take the time in the beginning - trust me, you'll thank yourself later!

The myth **You can use the same paint for every surface**

The truth It may feel like you can paint anything on any surface but whether it will stick to the surface properly and therefore last is another story. Most paints are made with specific surfaces in mind for example we recommend that Resistance is for interior walls and eggshell or gloss for wooden trims and skirts / doors.

The myth **Water-based paints aren't as durable as solvent/oil based**

The truth This is simply not true anymore. Durability is affected by the ingredients within the paint - not whether it is water or oil based. In fact, technology has improved so much that water-based paints can perform much better than oil-based paints because they stay flexible for longer.

The myth **All paint needs two coats**

The truth Whilst the majority of paints are a two coat system, there are scenarios where you may need to use three. This can be due to the surface you're painting (if it's particularly porous or adhesion is low), the difference in colour transition or if you're using a particularly bright colour of paint.

Deep reds and yellows have a tendency to need that extra coat to help achieve full colour depth so always double check you're purchasing enough to give you that perfect colour.



The myth **Painting always makes the house smell**

The truth Probably one of the biggest paint myths of all, so we've decided to break this one down a little further...

The typical paint smell comes from oil-based paints and specifically their VOCs (Volatile Organic Compounds) being released into the air as the paint dries. These are not only harmful to the environment but can be to us as well, by breathing them in. With low VOC and low odour paints you can decorate until your hearts content without the horrible smell and without worrying about adverse health and environmental effects!

All of our range is water-based meaning they tick both low odour and low VOC boxes. They are also "breathable" meaning they allow moisture to easily flow through to the surface of the wall - reducing condensation, mould and mildew build up.

R H A P S O D Y .



RHAPSODY



PAPER

Sashiko Navy **£50** per roll
grahambrown.com



CUSHION

Symmetry Navy & Gold **£20**
grahambrown.com

IN THE SPOTLIGHT

Rhapsody is *rich, deep* and the answer to your navy blue dreams! Our best-selling blue has taken trends by storm over the past few years and doesn't show any sign of slowing down due to its *versatility* and *liveable* nature. Fancy some drama? Use Rhapsody over all four walls for a striking yet modern background. Or if you prefer your space a little more *subtle*, use on an accent wall or your woodwork. You really can't go wrong!



CUSHION

Navy Blue Luxe **£20**
grahambrown.com



PAPER

Paradise Midnight **£60** per roll
grahambrown.com



PAPER

Anthriscus Dusk **£50** per roll
grahambrown.com

Keen as Mustard

Mustard and its family of yellows seem to be the ray of sunshine that everyone's after for their homes right now. It has been stated that the colour yellow promotes happiness and optimism so is extremely popular at the moment to bring increased energy levels, increased mental activity and heightened awareness into your home.

Grey and white is classic go-to combo with mustard but you could also try some of these beautiful unexpected alternatives. See how blues and greens are mixed with mustard within one of our newest collections **Glasshouse** giving a mustard yellow a contemporary fresh feel. Then see how you can create the trend that Instagram cannot get enough of at the moment, mustard yellow and pinks. There really is a combination for everyone, so pick which yellow you'll be brightening up your home with this month.



Glasshouse in Mustard

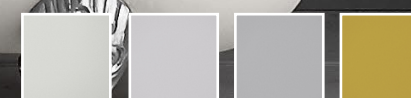
Meiyang in Saffron

TRY IT WITH



MYKONOS HARBOUR

‘YELLOW PROMOTES
happiness AND optimism’



Geo Damask in Yellow perfectly partnered with...
GLASS HEART, ALANNA, EXPOSED & AURELIA

WHEN BUSINESS AS USUAL BECOMES *unusual*

The safety of our colleagues comes first

It's safe to say that 2020 has been a challenging year for business, particularly those in the manufacturing sector, where working from home is not possible for many colleagues. From the outset, the safety of our colleagues, customers, and partners worldwide has been our highest priority, and we have taken many steps to ensure colleagues in our factory and distribution centre can work safely in regard to social distancing and increased levels of hygiene, even if this means compromises in usual levels of efficiency.

A recent International Wallpaper Week study shows that 86% of adults have completed a DIY project during lockdown and that 94% of those who have believe it has been good for their mental health and wellbeing. We have remained committed to providing our customers with the tools they need for their projects; our distribution centre has remained open to fulfil online orders, with strict social distancing and hygiene protocols in place, and our Customer Service teams are working from home to ensure you get the best possible experience during these challenging times.

We brought our scheduled factory shutdown forward initially, which gave us the time we needed to implement new increased safety measures and prepare our hardworking factory teams for a 'new normal' way of working. Demand increased as people

around the world turned to decorating to improve their home environments during a time of international uncertainty, and our factory re-opened and remains so to support this. We thank our customers for their patience and understanding, where extended delivery times have been unavoidable.

We continue to pay close attention to advice and Government guidance, ensuring we are reactive and revising our plans as necessary. Our factory shops recently re-opened for customers, with social distancing measures, one-way systems and hand sanitiser stations in place, which has been received very positively by our customers. And while the government advice remains that if you can work from home you should, our health and safety teams have worked tirelessly to implement increased safety measures in our offices in preparation for the day we can welcome all of our colleagues back to the site.

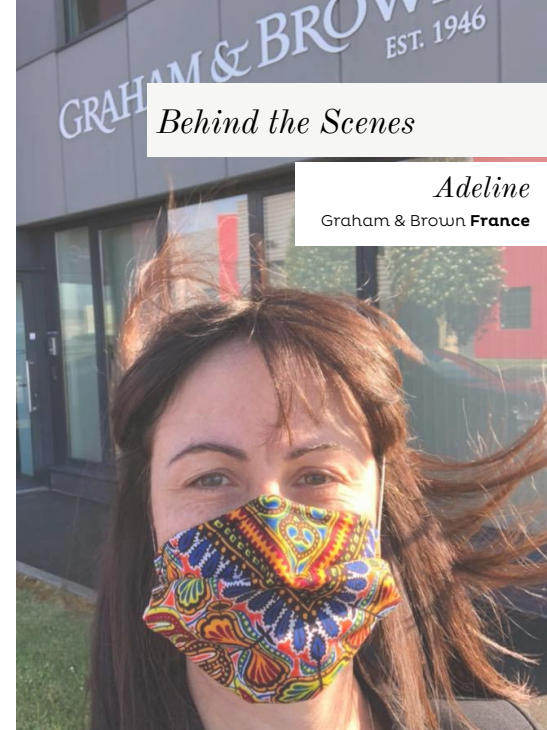
We thank our customers for continuing to support us through this time and we especially thank each one of our colleagues. There is no doubt that these past few months have been an anxious time, with many of us dealing with everything from no work (furlough) to different work to extra work, and it is with our collaborative culture and commitment that we have remained strong.

Stay safe and let's continue to look after one another.



“AMAZING *quality* WALLPAPER! WORTH THE MONEY! USED THE GLASS HEART PAINT AS RECOMMENDED BY GRAHAM AND BROWN AND THE 2 REALLY *compliment* EACH OTHER!”

Robyn about **DOTS BLACK & WHITE** partnered with **GLASSHEART**



Behind the Scenes

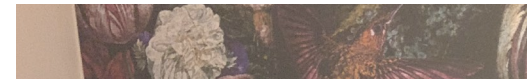
Adeline
Graham & Brown **France**



“THE SELECTION AND THE *service is excellent*, ARRIVED VERY QUICKLY EVEN IN THIS STRANGE TIME”



“IT WAS OUR FIRST TIME USING G&B PAINT AS *ordered online* DUE TO THE PANDEMIC. PAINT WAS SMOOTH AND *easy to apply* WITH A GREAT FINISH.”



Nicki
Graham & Brown **GB**



“SO HAPPY WITH THE *quality* OF THIS PAINT AND THE SERVICE FROM GRAHAM AND BROWN.”

Sarah W about **BOTANY**



Sonia
Graham & Brown Factory Shop



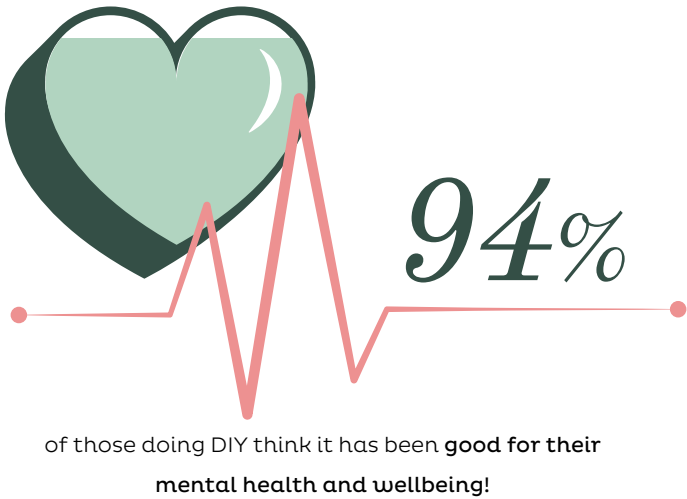


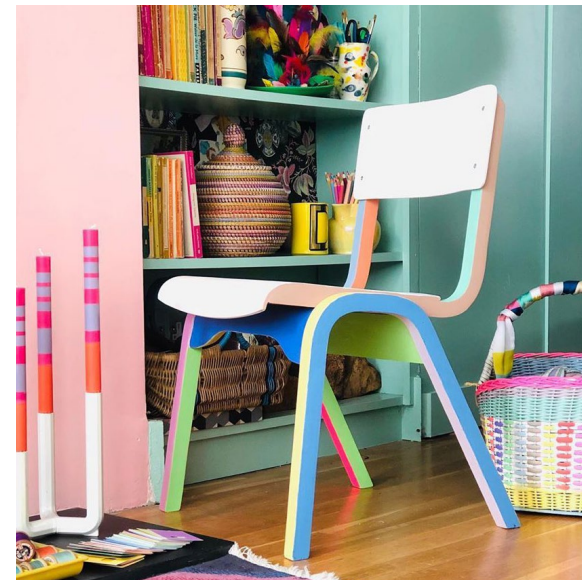
It's AMAZING what a bit of colour can do

For both your home and your mind. With some of us being in lockdown for nearly 16 weeks now, it has given us time that we have never had before.

During the unprecedented situation that led to a near global lockdown, we undertook research into what people had been doing while “stuck” at home for almost two months and how they were feeling. Unsurprisingly people’s attention turned to the walls that surrounded them, and actually found great comfort in completing decorating jobs, creating beautiful spaces and working with their families.

Here we look some inspirational decorating ideas, including your lockdown looks.





Think outside the box

Here @the_colour_file has shown us exactly what you can do with a pot of your favourite G&B paint colour. This is the perfect time to brighten and freshen up your home, but if re-decorating a whole room would cause a bit too much disruption why not take on a small upcycling project?

That chair you've had for years, the one where you're not even sure where it came from - yep that one! Or maybe a set of drawers that have moved with you from your very first house. It's amazing to see what a difference one change can make to a whole room. These are the projects to experiment with, to pick a colour you would have to think twice about painting a whole wall in. Also speaking from experience having these little projects and going through the progress is so relaxing. To shut your mind off from the outside world, concentrate on one thing really helps in these times. So, we highly recommend, only for your home style but your sanity as well!



Create a calm and serene space during the time, when it's needed more than ever for your home to become your sanctuary. We love this beautiful example by @whittneyparkinson using **BORDADO DUSK** styled perfectly with cream furnishings and gold fittings for her daughters bedroom.

64% OF PARENTS DOING DIY SAY THEIR KIDS GOT INVOLVED

Family time is all of the time now right?!

So we can imagine how hard it must be for everybody to be all under the same roof all the time. Our study shows that 66% of parents agreed that DIY tasks helped their kids' mental health and wellbeing, now that is what you call quality time! So why not grab those extra brushes and pinnys and have a go!



LOVING YOUR HOMES

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

#grahamandbrown #lovinghome



@niamh_courtney_interiors



@clarecalveleycreative



@house_number_109



WE ARE LOVING YOUR DOWNSTAIRS BATHROOM LOOKS

Lockdown giving us the time to go bold for our DIY projects and we are just living for these small yet mighty spaces in your homes!



@15terior



@gowan_deco



SONGS TO DECORATE TO

July Playlist

<i>Don't Stop Me Now</i>	QUEEN
<i>Sucker</i>	JONAS BROTHERS
<i>Good as Hell</i>	LIZZO
<i>Three Little Birds</i>	BOB MARLEY AND THE WAILERS
<i>Little of Your Love</i>	HAIM
<i>Just Dance</i>	LADY GAGA
<i>How Will I Know</i>	WHITNEY HOUSTON
<i>Good Vibrations</i>	BEACH BOYS
<i>Drive By</i>	TRAIN
<i>Go Your Own Way</i>	FLEETWOOD MAC



SEARCH **GRAHAM&BROWN** ON SPOTIFY
OR TAP THE CAMERA ICON IN THE SEARCH BOX
AND SCAN THE CODE ABOVE

