

Loving

AUGUST 2020 • Issue 5

HOME

In the PINK

*Bright.
Vibrant.
Muted.
Subtle.*

Rethink pink this summer.

A TRIP THROUGH THE YEARS

As our Wallpaper & Colour of the Year 2021 is soon to be revealed we look back at previous patterns and colours that have held the title.

We welcome guest writer

**MICHELLE
OGUNDEHIN**

The former Editor-in-Chief of ELLE Decoration UK gives us a snippet of her new book 'Happy Inside'.



POPSICLE, ADELINE & STIRLING GREEN
BLOOMSBURY NEO MINT

Trend TALK



“Not only does pink work to eliminate stress, but it keeps us rosy by soothing our thoughts”

What comes to mind when you think of self-care? Perhaps it's reading a good book, or going for a walk in the fresh air? Whatever it is, with the hustle and bustle of everyday life, it's easy to forget to look after the most important thing – yourself!

Looking after your mental health isn't only beneficial for us now but also our future selves. That's why in this issue of Loving Home, we're going to pink outside the box (sorry!) when it comes to self-care, decorating and why the colour pink is more than meets the eye.

Although this hue can be typically associated with romance, this charming shade promotes calmness and clarity of thought which is something a lot of us may need in these unusual times.

Not only does pink work to eliminate stress, but it keeps us rosy by soothing our thoughts and illuminating the space around us. This month we see US journalist Ashley Poskin transforms her dining room with pink in mind – this is a beautiful example of pairing pink with yellow, a trend we are continuing to see this season.

Michelle Ogundehin tells us how to use home décor to sustain our wellbeing from her new book Happy Inside. Also, as we approach our 75th Diamond anniversary, we look back at our Wallpaper and Colour of the Year's dating back to 2015. We might even have a sneak peak at some new murals for you, as well as sharing all your home decorating projects! From paint to wallpapering you never fail to use our products in the most wonderful way!

Let's dive into it!

JODY
STYLIST

In this
ISSUE

TREND TALK	3
IN THE PRESS	5
HAPPY INSIDE	6
SONGS TO DECORATE TO	9
HIGHLAND ROSE	10
<i>Shop the look</i>	11
STARTED WITH A NORTHERN ROSE	12
AN INVITATION	22
LOVING YOUR HOMES	24
<i>Rose Gold & Blush trend</i>	25
BESPOKE MURAL PREVIEW	26



as seen in **MAISON & JARDIN**

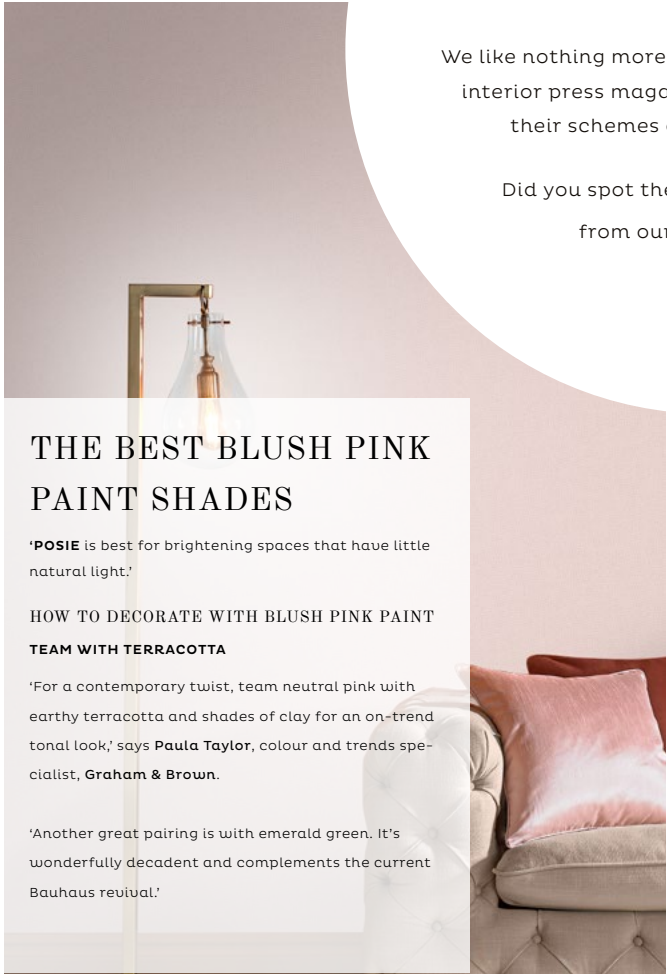


as seen in **MAISONS COTE SUD**

IN THE PRESS
Read all about...us!

We like nothing more than leafing through the top interior press magazines and being inspired by their schemes and gorgeous imagery!

Did you spot these pattern and colours from our product range?



THE BEST BLUSH PINK PAINT SHADES

'**POSIE** is best for brightening spaces that have little natural light.'

HOW TO DECORATE WITH BLUSH PINK PAINT
TEAM WITH TERRACOTTA

'For a contemporary twist, team neutral pink with earthy terracotta and shades of clay for an on-trend tonal look,' says **Paula Taylor**, colour and trends specialist, **Graham & Brown**.

'Another great pairing is with emerald green. It's wonderfully decadent and complements the current Bauhaus revival.'

as seen in **LIVING ETC**



as seen in **HOME STYLE**

SIENNA DURABLE MATT EMULSION
as seen in **REAL HOMES**





Happy Walls HAPPY INSIDE



Guest Writer
MICHELLE OGUNDEHIN

Internationally renowned as an authority on interiors, trends and style, Michelle Ogundehin is a writer, author and TV presenter. She is an influencer with expertise and the multi award-winning former Editor-in-Chief of ELLE Decoration UK. *Happy Inside* is her first book.

Happy *Inside* is a game-changing look at the power of home to support, and sustain, your wellbeing. It's an approach to living which underlines that happy homemaking, far from being frivolous, is absolutely fundamental to becoming your best self. In short, master yourself by mastering the space in which you live. In this way your home can become your most powerful ally, if not your secret superpower.

But where to begin? Well, naturally, it's all about the decoration! Specifically, the determination of your perfect palette – the colours, materials, fabrics and finishes that you choose to surround you. However it's a common mistake to try to design an interior around a key possession. But starting with a specific thing, whether glorious lamp or marvellous chair, is like searching for an entire outfit to match a pair of earrings. It's always better to begin with the envelope of your home, the walls, floors and ceilings that will wrap around your treasured belongings. And here, as an edited extract, are four more key principles of the #happyinside way to decorate...



Always start with your flooring.

Often overlooked, or left until last, floors should be the first thing that you think about. They will be in your eyeline from all viewpoints, underpinning everything in your home both visually and quite literally.

Plus, they are generally one of your bigger investments, so better to get this sorted before you buy anything else – you can sit on a box on a wonderful floor and it will look magnificent, but anything on a cheap floor will be instantly compromised.

Add relief and texture.

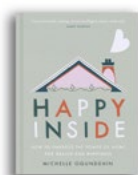
Walls are our biggest opportunities for decorative play, so imagine each one as a blank canvas that could be framed and coloured using a rich mix of wallpaper, texture and paint. And don't forget trims too. Any white box of a room can be transformed with the addition of an over-sized skirting board; a ceiling rose to accent a pendant lamp; or even an additional decorative casing wrapped around an otherwise plain window frame.

Don't be a slave to centring and symmetry.

When something is perfectly symmetrical, your brain thinks it has the measure of it in a single glance, so the eye tends to gloss over it. To counter this, always factor in a little 'otherness'. Perhaps a picture, or hanging planter, hung to one side of a window but not the other. The idea is for your gaze to be pulled to deliberately linger longer on the decorative virtuosity of your walls.

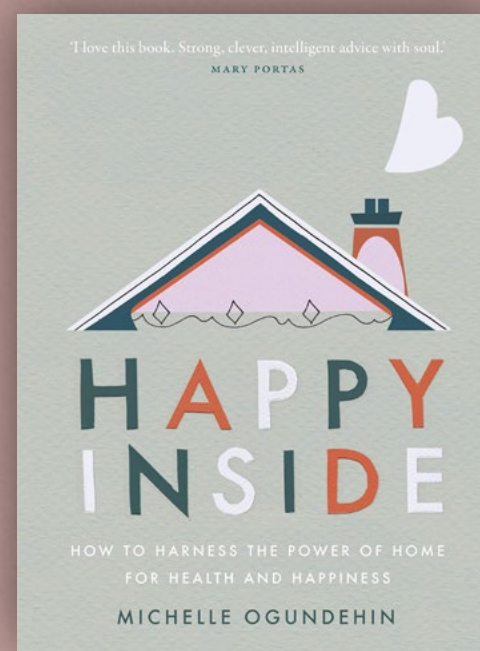
It's all about the views.

Looking from room to room helps us to understand our home as a series of interconnected zones. After all, rooms are usually experienced in motion, not as static stage sets. And if you pay careful attention to the way in which one colour scheme segues into the next, then your home will always have a wonderfully restful, #happyinside sense of flow.



Read more in Michelle's new book *'Happy Inside'* click to buy or enter the competition opposite for a chance to win your copy now.

Loving **H O M E**



FOR YOUR EXCLUSIVE
CHANCE TO WIN A COPY
OF 'HAPPY INSIDE', SHOW
US YOUR HAPPY HOMES ON
SOCIAL MEDIA USING THE
HASHTAG BELOW.

#GBHAPPYINSIDE

*competition ends on 7/9/20

Please see our terms and conditions for full details.

SONGS TO DECORATE TO

August Playlist

So What **PINK**

About You Now **SUGABABES**

Take your Mama **SCISSOR SISTERS**

Sweet Home Alabama **LYNYRD SKYNYRD**

She's so Lovely **SCOUTING FOR GIRLS**

Beauty School Dropout **GREASE**

A Rose by Any Name **BLONDIE**

Pink Houses **JOHN MELLENCAMP**

Blush **WOLF ALICE**

The Sweet Escape **GWEN STEFANI**



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

H I G

H L A

N D R

O S E



PAPER

Ubud Blush
grahambrown.com



CUSHION

Dusky Pink Lavish
grahambrown.com

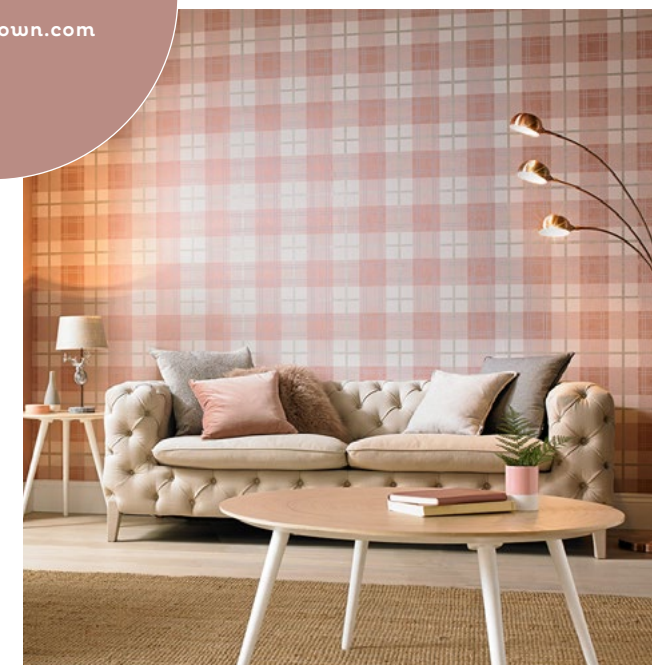
HIGHLAND ROSE

grahambrown.com



CUSHION

Gatsby Pink Fringed
grahambrown.com



PAPER

Tartan Pink
grahambrown.com

IN THE SPOTLIGHT

Inspired by the *deeper tones* within Tartan Pink wallpaper, Highland rose has a *beautiful* blend of yellow and red pigments, creating a *dusky rich* shade.

This contemporary pink will stand the test of time, as its *liveable* tones create a comforting, *hygge* atmosphere. Paired with rose gold for a *sleek* modern feel or with other tones of pink for a super trendy instagrammable look .



PAPER

Anthriscus Blush
grahambrown.com

With the reveal of our Wallpaper of the Year and Colour of the Year 2021 looming, let's look back to where it all began!

Each year a team of our expert designers gather to pinpoint the upcoming trends of the year. These passionate designers each have their own style and flair for interior design – and just like that, Wallpaper of the Year was born. Wallpaper of the Year isn't only a stand-out trend driven design that we love, but what we believe to be a reflection of our brand and what we represent – an innovative and stylish outlook on interiors with huge character!

NORTHERN ROSE

2015

In 2015, our first ever Wallpaper of the Year was announced as Northern Rose. Selected for its quintessential British and vintage charm, this design embodies the beauty of an English garden in the summer months. Northern Rose closely falls in line with the kind of patterns you'd likely find adorning the walls of homes in the '50s. Post-war life paved the way for the swinging '60s, so you can imagine the experimental colours and patterns of homes celebrating their sudden liberation! Combining sky blue and pink and green florals, Northern Rose will always have a place in our hearts.



IT STARTED WITH A
Northern Rose

WE TAKE A LOOK BACK THROUGH THE YEARS AT OUR STAND OUT DESIGNS



MARbled

2016

With marble being one of the biggest interior trends of 2016, it was only right that our Wallpaper of the Year was just that. Taking a different approach on the colour spectrum, a charcoal and rose gold marble effect encapsulated the trends of 'going against the grain' which we saw building from 2016 to 2017. Looking to naturally occurring textures in wood, marble and plants, we used these elements to bring the beauty of the outside into your home.



ROSE GOLD REFLECTION

2017

In 2017, we were quite simply won over by this geometric design. With superbly stylish rose gold metallic elements paired with marble accents, one of our favourite things about this design is its versatility. The triangle print mixed with quirky colour combinations ensure it complements a range of tastes.

Geometric designs and metallic hues were huge trends from 2017 so this design was always going to be a popular choice! We feel that Reflections really has some true staying power and will still look just as beautiful in years to come.



HELLO



DORIS!



PIERRE & PENELOPE

2018

2018 was the year we decided to step it up a notch and introduce the perfect partner for Wallpaper of the Year! It was that year we created our Perfectly Partnered message to give our customer a gorgeous full room solution, offering complimenting paints to sit alongside our wallpapers. Our Wallpaper of the Year was Pierre Pink; a beautifully hand painted blush magnolia floral. This typically femme-floral design boasts a hidden strength, with magnolias symbolising purity and dignity.



To sit alongside Pierre Pink, we have Penelope. Inspired by Greek goddess, she was celebrated for her faithfulness and patience. This beautiful tone is uncomplicated, dainty and undoubtably the perfect partner for Pierre Pink.



TORI & TIRU

2019

In 2019, Tori opened our eyes to a truly striking colourway. In Japanese, Tori means bird and is a celebration of the artistry and skill of Eastern art. In Eastern art, birds are an important form of imagery and symbolism, signifying longevity, luck and love. Depicting a Chinoiserie bird trail with spring blossoms, delicately hand painted in our studio, Tori features a subtle glistening shimmer of silk, on a luxurious fibrous textured paper in a deep regal teal colourway.

Tiru took our Colour of the Year title. This serene teal paint colour was inspired by the Graham and Brown 2019 Kabuki trend. Kabuki is a classical Japanese dance-drama, which showcases a bold, avant-garde colour palette.

PERFECTLY PARTNERED IN *our customers homes*



BLOOMSBURY & ADELINE

2020

2020 set our imaginations wild with Bloomsbury Neo Mint as our Wallpaper of the Year. Designed to evoke the Victorian Boho aesthetic with its unconventional, eclectic and artistic style, the name Bloomsbury is synonymous with the group of intellectuals formed in 1907 who epitomised the Bohemian artistic lifestyle. Blooming lovely!

The perfect partner for Bloomsbury Neo Mint was Adeline. This deep rich bottle green hue was inspired by our Archivist trend. Adeline, whose natural qualities work perfectly with most other colours, has taken its name from the first name of the famous writer Virginia Woolf who was a main figure within the Bloomsbury group that she started with her sister.

We teamed up with Sophia from @thiscolourfulnest and created possibly the most blooming beautiful landing we have ever seen!

PERFECTLY PARTNERED IN *our customers homes*



An invitation from
GRAHAM & BROWN
EST. 1946

WEDNESDAY 9th SEPTEMBER 2020

STREAMING FROM 10.00 - 10.30am (UK Time)

Join us live from the Graham & Brown design studio as we
discuss the key interior trends for the coming year, and
announce the Graham & Brown Wallpaper of the
Year and Colour of the Year 2021.

GRAHAMBROWN.COM



See you there!



@anonymously_me_x

DOTS PINK



@studio.sab

CANVAS



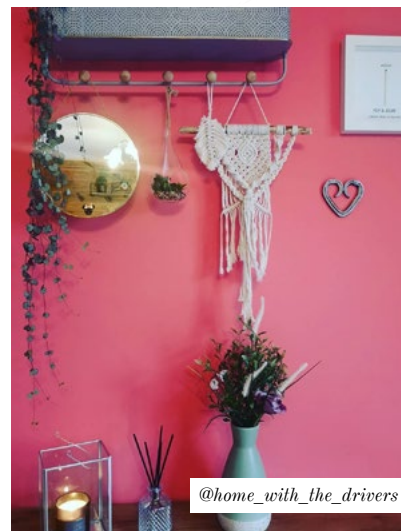
Sarah J, Warwickshire
GB.com customer

EVA

LOVING YOUR HOMES

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

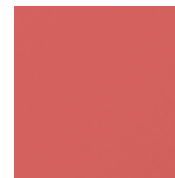
#grahamandbrown #lovinghome



@home_with_the_drivers

WE LOVE THIS USE OF WATERMELON

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breathes a breath of summer air
into your home.



£4.50 - £70
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@ahousebythetrees

BALLOON RACE ORIGINAL



FLOURISH DUCK EGG



'AMAZING PAPER AND QUALITY'

I can't even begin to describe how much I love this paper.

It is whimsical and bright and so very beautiful. Our wallpaperist
raved about the ease of matching the pattern and the high
quality of the paper.

Lime Rock Inn, Rockland MAINE
GB.com customer



@inside.number2

BOTEH MIST



ROSE GOLD & BLUSH



A colour combination that is becoming a classic.
Sleek, Muted and Stylish, rose gold and blush creates
a beautiful liveable asset. @themarklandhome has
paired our *Betula Blush & Rose Gold* wallpaper with
beautiful marble and rose gold accessories, picked out
the detail of gold flecks into the wallpaper.



BETULA BLUSH & ROSE GOLD

£40 per roll

grahambrown.com

EXCLUSIVE PREVIEW

Bespoke Murals

Pssst! Come and look!

In Spring we launched our online bespoke tool for our wall murals. This means you can size our murals to the exact measurements of the walls in your home – pretty good, right? We have absolutely loved seeing our murals come to life in your homes and we thought it would only be fair to give you even more designs to choose from!

In our collection launching this season, join us as we take you from a tropical paradise to floral havens. Dive into rich hues and striking details with Botanique Jungle and choose the perfect setting for your home with our five unique colourways. Prefer a more subtle décor? Sit back and unwind with our stunning Vintage Cloud design, boasting gorgeous pastels and soft painted detailing.



VINTAGE TROPICAL BLUSH



VINTAGE CLOUD DREAM



BOTANIQUE JUNGLE DAWN

MAKE A STATEMENT IN *your home*

Each mural holds intricate detailing and has been carefully designed and selected by our trend experts. We believe the pieces in this collection are timeless and will create a statement in your home for many years to come.

All designs will be available in a range of substrates; each carefully selected to bring a key feature and benefit to your chosen design. Look out for our new collection coming soon this season, we're so excited for you to see what we have been working on.

