

*Loving*

SEPTEMBER OCTOBER 2022 • *Issue 27*

# HOME

Brought to you by Graham & Brown



*Special* EDITION

*Introducing* BED LINEN • *Songs to* DECORATE TO • *New In for* AUTUMN/WINTER



*“We have recycled artistic elements whilst at the same time respecting the bespoke and traditional artisan techniques.”*

**N**ever before has our focus been so much on energy saving and renewable alternatives. With the dawning realisation that our supply of natural resources and precious materials is dwindling, we look to reworking and upcycling to help forge towards a more sustainable future.

Embracing the Japanese “wabi sabi” ethos we celebrate the beauty in the imperfect and the transience of nature. The perfectly imperfect, the unusual and the unfashionable are now taking centre stage. Objects, places and people that were once overlooked and unappreciated are now standing up and being counted. With this in mind our Absolutely Flawsome trend challenges us to re-evaluate our perception of “perfect” with a desire to be different and unique.

We have unearthed the Design of the Year Florenziabydelvingdeepintoourvastarchive. Marvelling at the handcraftsmanship in the beautiful style it has been hand printed onto

fabric, our design team have reimagined it with a loose textural overlay to create a more relaxed style with a unique twist. We have recycled artistic elements whilst at the same time respecting the bespoke and traditional artisan techniques.

The process to rework this old style master to a modern design that works across wallpaper, mural and soft furnishings has inspired the design team to explore some unique colour compositions. The vibrant shots of colour have breathed new life into an inclusive, friendly and welcoming colour palette.

The “sabi” from wabi sabi can be interpreted as rust so it is not surprising that the Colour of the Year, Alizarin, which takes its name from the natural dye found in the root the madder plant, has a statement red rust pigment. The warmth of the colour is affectionate and all embracing, it’s a naturally uplifting and inspiring colour which stands up for itself and makes no excuses for not being grey!

**MARYANNE**  
HEAD OF DESIGN

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NUIT LUSH WALLPAPER  
as seen on **DÉCOR MAG FR**



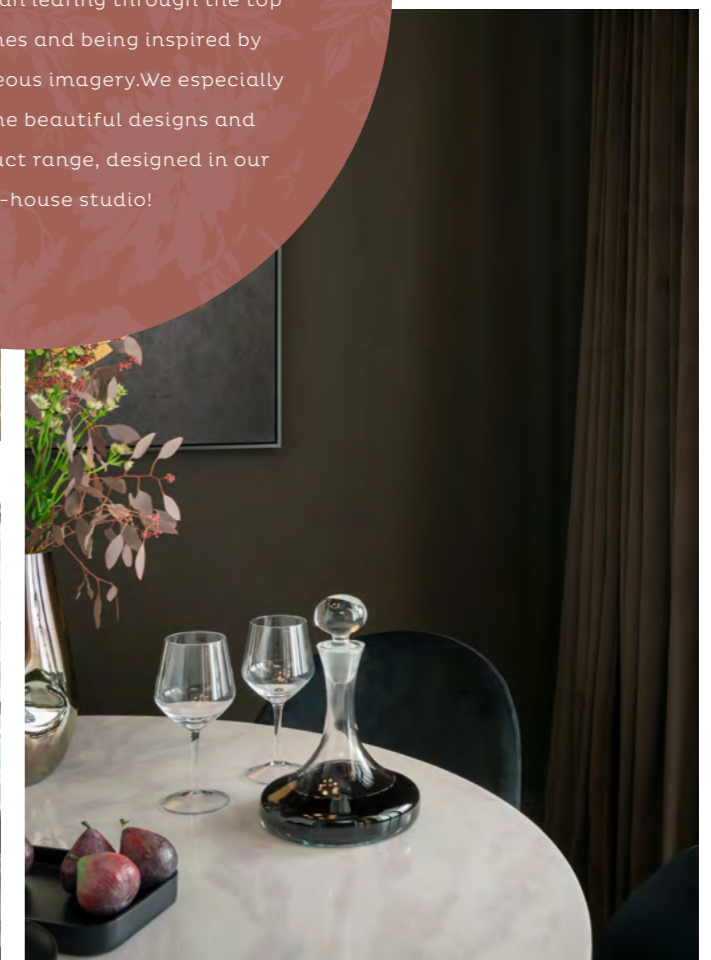
GRANT BATHING BESPOKE MURAL  
as seen on **HOMES & GARDENS**



VOLT EXTERIOR EGGSHELL PAINT as seen on **HOUSE & HOME US**



PARADISE JUNGLE BESPOKE MURAL  
as seen on **THE SUNDAY TIMES**



LAVISH DEEP BROWN CURTAINS  
as seen on **PRESS ASSOCIATION**

DESIGN OF THE YEAR

# FLORENZIA

The highly anticipated month of September has finally arrived, so we can now proudly introduce our Design of the Year 2023 Florenzia Dusk.

Our talented team of designers have breathed new life into artwork carefully selected from our archives.





**WALLPAPER**  
*Florenzia Dusk*  
grahambrown.com



**PAINT**  
*Alizarin*  
grahambrown.com



**LIGHT**  
*Wood 3 Tier Pendant*  
habitat.co.uk



**CHAIR**  
*Set of 4 Danish Teak Dining Chairs by Funder Schmidt + Madsen*  
1stdibs.com



**SOFA**  
*Hardy Corner Bench in Tan*  
woods-furniture.co.uk



**PLANTER**  
*Brass Planter*  
kayuhome.co.uk



**DINING TABLE**  
*Zodiac 1.2m Round Wooden in Black*  
interiorsecrets.com.au



FLORENZIA DUSK perfectly partnered with ALIZARIN



FLORENZIA CURTAINS

Our Stylist Paula states "Now refined and ready for the walls of 21st century homes, we celebrate this design once hidden but now reclaimed. Fitting perfectly with our Absolutely Flawsome trend for 2023, Florenzia symbolizes the restoration of historical beauty."

With every Graham & Brown design, comes a perfectly partnered paint. As all good things come in twos, we are delighted to also announce our Colour of the Year, Alizarin. Like Florenzia, Alizarin Paint is inspired by history. First discovered in 10th century Asia, Alizarin is named after the pigments found in the root of a Rubia plant species.

Historically used as dye throughout the world, this rich red takes you on a journey to exotic lands. Once disguised underground, our Colour of the Year celebrates the hidden beauties of the earth and invites archives of the past, to grace the walls of the present.

**CURTAINS**

*Wallace Midnight*

[grahambrown.com](http://grahambrown.com)



**WALLPAPER**

*Florenzia Dusk*

[grahambrown.com](http://grahambrown.com)

**PAINT**

*Majestic*

[grahambrown.com](http://grahambrown.com)



**SOFA**

*3 Seater Velvet*

[beliani.co.uk](http://beliani.co.uk)



**CUSHIONS**

*Alizarin & Midnight Opulence*

[grahambrown.com](http://grahambrown.com)



**DRIED FLOWERS**

*Hydrangea Bouquet*

[yourlondonflorist.co.uk](http://yourlondonflorist.co.uk)





COLOUR OF THE YEAR

ALIZARIN

# ALIZARIN.

WITH RUSTED UNDERTONES OF SCORCHED RED, THIS PAINT IS PERFECT FOR AN AUTUMN AND WINTER INTERIOR.

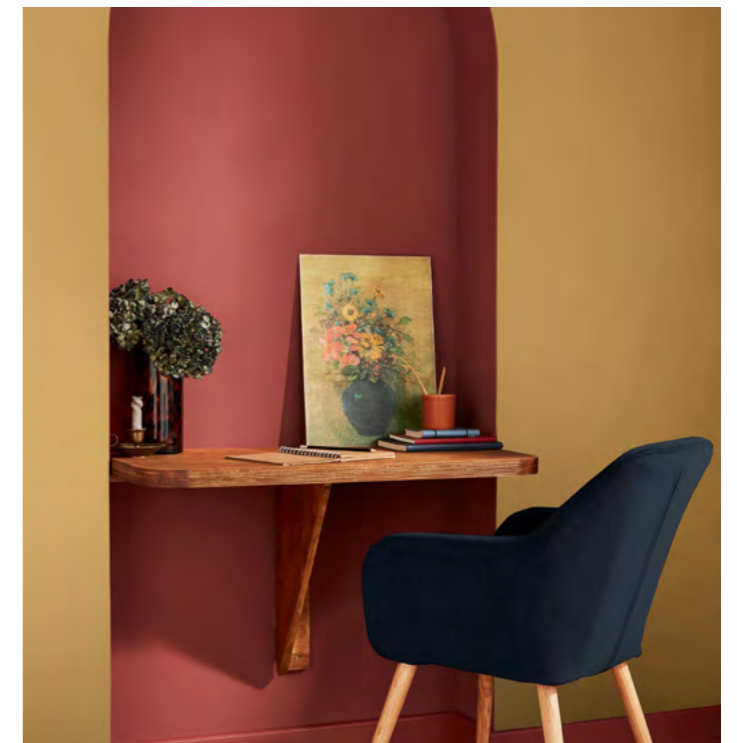
The exotic nature of Alizarin paint is fantastic for the cooler months. Inject a pop of colour into larger rooms, by colour blocking feature walls and pairing with another one of our new paint colours Tumeric.

You can also go maximalist with colour drenching techniques. Alizarin is flexible and works with a range of our wallpapers and of course perfectly partnering with our Design of the Year, Florenzia Dusk.



**WALLPAPER**  
*Florenzia Dusk*  
grahambrown.com

*“Colour of the Year, ALIZARIN, is ideal for creating a cosy atmosphere”*



**PAINT**  
*Alizarin & Turmeric*  
grahambrown.com



**FABRIC**  
*Florenzia*  
grahambrown.com



*The perfect COLOUR BLOCK pairing.*

**CUSHIONS**  
*Florenzia Dusk & Alizarin Opulence*  
grahambrown.com

*The ULTIMATE warm welcome to your home and garden.*

**EXTERIOR EGGSHELL**  
*Alizarin*  
grahambrown.com

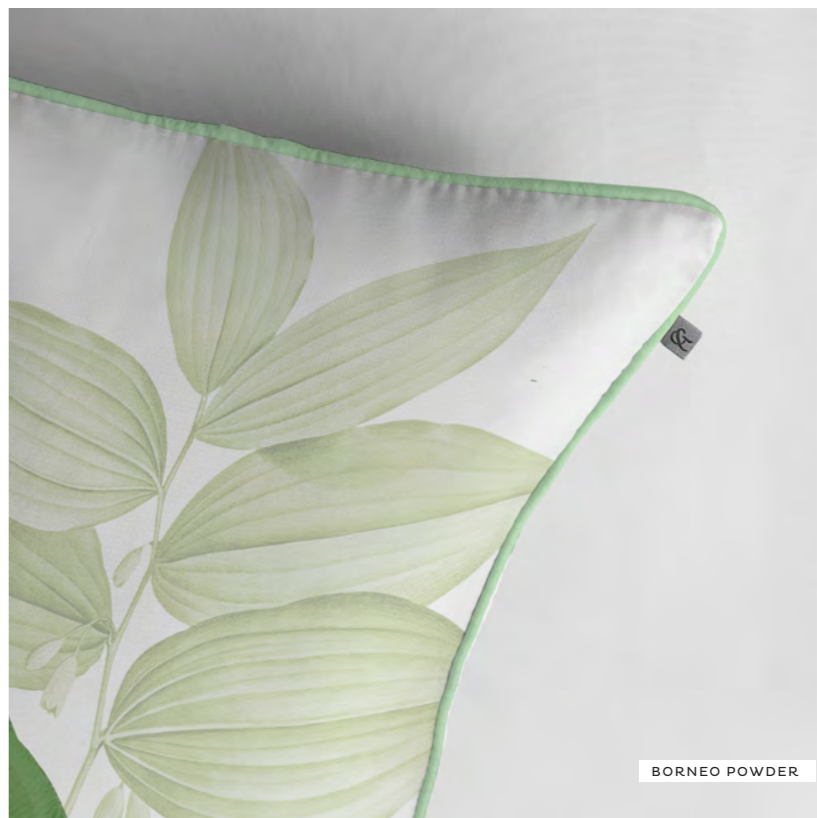




REST EASY,  
WE'RE HOME



RESTORE MIDNIGHT BED LINEN perfectly partnered with BREATHE & GOWNS AND CROWNS PAINT



## INTRODUCING BED LINEN

We've selected eight of our very best designs, including our Design of the Year 2023, for our new luxury bed linen line.

*From bold and bright florals to lush jungle landscapes, these designs are bound to bring your bed to life.*

All of our bedding has a thread count of 300 and is 100% BCI sourced cotton sateen so you are guaranteed a great nights sleep. Available in double, king and super king sizes, you can refresh every bedroom in your home with ease.

# AUTUMN / WINTER

As we head into the colder months, our homes become much needed safe spaces for us to hide away from the stress of the outside world.

Our latest wallpaper collection is curated to reflect our trend predictions for the year ahead and each design has four perfectly partnered paint colours, as well as curtains, blinds and cushions, so creating a sanctuary in your home has never been easier.



ANIMAHAL NAVY perfectly partnered with TERRAZZO & TURMERIC



**WALLPAPER**  
*Coppice Forest*  
[grahambrown.com](http://grahambrown.com)



**VASE**  
*Ribbed White Porcelain*  
[maisonsdumonde.com](http://maisonsdumonde.com)

**PAINT**  
*Terrazzo & Eva*  
[grahambrown.com](http://grahambrown.com)

Coppice Forest embraces the great outdoors with a vast growth of rich green leaves crawling upwards. Inspired by our 'Why on Earth?' trend, this design is a homage to all the beauty nature has to offer. Stylist Paula Taylor describes the trend as

*'a reflection of how inspiring and unexpectedly adaptable nature can be, and the beauty of the structures it creates'*

We recommend using this design around a window with a view to extend the charm of nature past the window panes and into the home.

**ROMAN BLIND**  
*Coppice Forest*  
[grahambrown.com](http://grahambrown.com)



**CUSHION**  
*Midnight Blue Opulence*  
[grahambrown.com](http://grahambrown.com)



**DINING CHAIR**  
*Rattan and Chrome Turner*  
[vonhaus.com](http://vonhaus.com)

## WALLPAPER

*Entwine Sage & Country House Sage*

[grahambrown.com](http://grahambrown.com)

## LAMPSHADE

*Ruolan Raffia 3 Tier Pendant*

[johnlewis.com](http://johnlewis.com)

Featuring new shade Sage as a backdrop, Entwine is an effortlessly calming design with elegant metallic details. This entrancing design relates to our 'Euphoria' trend which

*'embraces the need to shut down and escape from the outside world but stimulates the senses in a very personal way'*

To embrace the escapism of this trend, style with perfectly partnered Country House Sage for a tranquil green space.

## BLANKET

*Bronte by Moon Herringbone Throw, Beige*

[johnlewis.com](http://johnlewis.com)

## PAINT

*Sage*

[grahambrown.com](http://grahambrown.com)

## RUG

*Chevron Knot Jule*

[johnlewis.com](http://johnlewis.com)

## SIDEBOARD

*Indi*

[dunelm.com](http://dunelm.com)





#### CUSHION

*Dusky Pink*

[grahambrown.com](http://grahambrown.com)



#### WALLPAPER

*Tesronto Day*

[grahambrown.com](http://grahambrown.com)

Our 'Breathing Space' trend takes a much softer approach on escapism with spaces becoming spa-like sanctuaries.

Paula Taylor describes this trend as having

*'transparency and lightness, creating a clear space for meditation and to unwind from the sensory overload of the outside world'*

The pastel colour palette of our Tesronto Day design encapsulates this trend perfectly. With a crisp white backdrop and dainty flowers, this relaxing design will work wonders in a bedroom.



#### SIDE TABLE

*Kartell Prince Aha Stool in White*

[barkerandstonehouse.co.uk](http://barkerandstonehouse.co.uk)

#### THROW

*Norris Pebble*

[dunelm.com](http://dunelm.com)



#### PLANT

*Bird of Paradise, Nicolau*

[patchplants.co.uk](http://patchplants.co.uk)



#### PAINT

*Glassheart*

[grahambrown.com](http://grahambrown.com)



**2017**  
@oneroomdeep



**2018**  
@my\_place\_in\_pendle



**2022**  
@northernstyling

# LOVING YOUR HOMES

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

#grahamandbrown #lovinghome  
#wallpaperoftheyear2023

A WALLPAPER & COLOUR OF THE YEAR  
LOOK BACK SPECIAL



**2021**  
@melaniejadedesign



**2020**  
@layeredhome



**2019**  
@comfortabledwelling



**2020**  
@thiscolourfulnest

## FLORENZIA

*Songs to Decorate to*

<i>Red</i>	TAYLOR SWIFT
<i>99 Red Balloons</i>	NENA
<i>Red Eye</i>	VANCE JOY
<i>Nightcalling</i>	RED RUM CLUB
<i>Little Red Corvette</i>	PRINCE
<i>Californication</i>	RED HOT CHILLI PEPPERS
<i>Turning the Town Red</i>	ELVIS COSTELLO
<i>Holding back the years</i>	SIMPLY RED
<i>Beautiful Day</i>	3 COLOURS RED
<i>Red</i>	DANIEL MERRIWEATHER



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

