

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.”

Never 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

In this
ISSUE

FOREWORD	3
IN THE PRESS	5
FLORENZIA	6
ALIZARIN	14
INTRODUCING BEDDING	18
AUTUMN WINTER	22
<i>Shop the Looks</i>	24
LOVING YOUR HOMES	30
PLAYLIST	31



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



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

IN THE PRESS
Did you spot us?

We like nothing more than leafing through the top interior press magazines and being inspired by their schemes and gorgeous imagery. We especially love to see some of the beautiful designs and colours from our product range, designed in our very own in-house studio!



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.





LIGHT
Wood 3 Tier Pendant
habitat.co.uk

WALLPAPER
Florenzia Dusk
grahambrown.com



PAINT
Alizarin
grahambrown.com



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



WALLPAPER

Florenzia Dusk

grahambrown.com

PAINT

Majestic

grahambrown.com



SOFA

3 Seater Velvet

beliani.co.uk



CUSHIONS

Alizarin & Midnight Opulence

grahambrown.com



DRIED FLOWERS

Hydrangea Bouquet

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



PAINT
Alizarin & Turmeric
grahambrown.com

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



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



BORNEO POWDER

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.

A U T
U M N
W I N
T E R

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



VASE
Ribbed White Porcelain
maisonsdumonde.com

PAINT
Terrazzo & Eva
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



CUSHION
Midnight Blue Opulence
grahambrown.com



DINING CHAIR
Rattan and Chrome Turner
vonhaus.com



WALLPAPER

Entwine Sage & Country House Sage

grahambrown.com



LAMPSHADE

Ruolan Raffia 3 Tier Pendant

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



PAINT

Sage

grahambrown.com



RUG

Chevron Knot Jute

johnlewis.com



SIDEBOARD

Indi

dunelm.com





CUSHION
Dusky Pink
grahambrown.com



WALLPAPER
Tesronto Day
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



THROW
Norris Pebble
dunelm.com



PLANT
Bird of Paradise, Nicolau
patchplants.co.uk



PAINT
Glassheart
grahambrown.com



2017
@oneroomdeep



2018
@my_place_in_pendle



2022
@northernstyling



2021
@melaniejadedesign

**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



2020
@layeredhome



2019
@comfortabledwelling



2020
@thiscolourfulnest

FLORENZIA

Songs to Decorate to

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



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

