

Loving

SEPTEMBER OCTOBER 2024 • Issue 38

HOME

Are you ready to fall in
LOVE?





COLOUR OF THE YEAR 2025

Elderton



DESIGN OF THE YEAR 2025

Rivington Folly Dusk



RIVINGTON FOLLY DUSK BESPOKE MURAL *perfectly partnered with*
GOWNS AND CROWNS PAINT

Trend TALK

“The Design of the Year has been created and crafted by humans and every section has a story to tell.”

MARYANNE / HEAD OF DESIGN



Each Autumn, we declare the Design & Colour of the Year 2025 see's the celebration of our cultural roots and British heritage, drawing our inspiration from local treasures. And so it was born... we are proud to revel the 2025 Design of the Year Rivington Folly, and Colour of the Year Elderton. An ode to our Lancastrian home and embodying the symbiotic relationship between the natural world and the manmade, the design has taken inspiration from Rivington Terraced Gardens, locally known as the lost garden.

With that in mind the in-house design studio has focused on our Craft Work trend, taking the time to create one off pieces, reusing old techniques and breathing life into each design. When utilised in the home, this trend allows you to express your individuality in creative and personal ways without having to use the spoken word. Inspired by the minimaluxe trend, and the idea that less is more, focusing on investment pieces that we cherish forever. The Design of the Year has been created and crafted by humans and every section has a story to tell. The Craft Work trend encompasses things that no algorithm can produce, its tactile and

tangible with warmth and recognition.

Finish the look with Elderton, our Colour of the Year 2025. A perfect neutral toned brown, the Colour of the Year 2025 has been conscientiously curated to ensure a timeless design scheme. Elderton takes its name from the humble Elder Tree. A traditional native shrub or tree, the Elder is a stunning plant with some varieties having almost deep brown leaves which is where our Elderton hue comes from. This timeless and charming shade is a well-balanced natural brown which will never go out of style. Created to partner perfectly and ground the Design of the Year 2025, Rivington Folly Dusk. It can be using in any room in the home, for the best results favour colour drenching, drawing the paint up onto the ceiling for a warming enveloping room, or sweeten the space by pairing with a delicate neutral like Honey Pot.

Keep reading to find out how you can experience Design & Colour of the Year at our pop-up showroom in the heart of London 6th-14th September and have an opportunity to ask the experts for your decorating needs. See you there!

In this ISSUE

TREND TALK	5
IN THE PRESS	7
DESIGN OF THE YEAR 2025	8
SHOP THE LOOK: <i>Rivington Folly Dusk</i>	12
IN THE SPOTLIGHT: <i>Elderton</i>	14
NEW IN FOR AUTUMN / WINTER	18
GRAHAM & BROWN AT <i>Noho Showroom</i>	22
IN THE STUDIO WITH <i>Victoria</i>	24
RECIPE FOR LOVE	28
LOVING YOUR HOMES	30

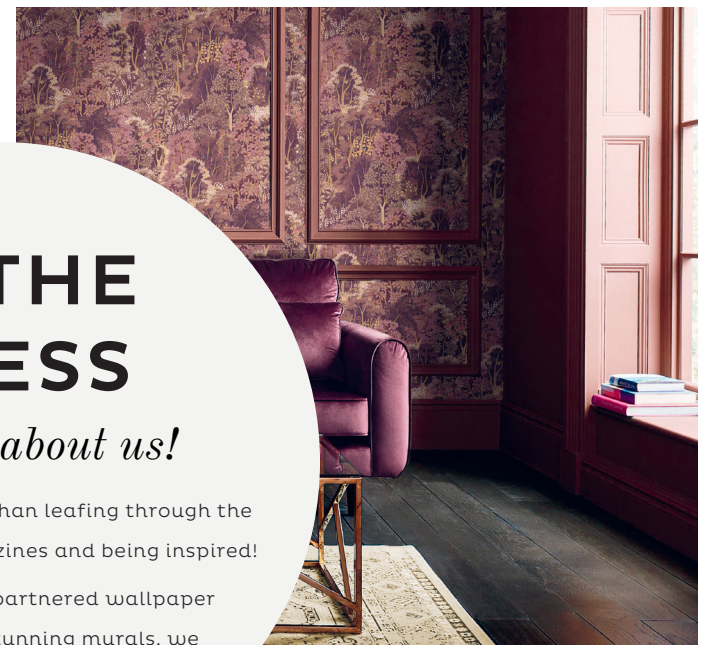


ABOUTM TWILIGHT MURAL
THE SUNDAY TIMES (UK)



In The Press

ALOHA PAINT
GOOD HOMES MAGAZINE (UK)



NEW EDEN MULBERRY WALLPAPER
DOMINO (US)



DAINTREE PALM BLUSH WALLPAPER AND DOLLY BIRD PAINT
HOUSE BEAUTIFUL (UK)



KIMONO BLUSH BESPOKE MURAL
IDEAL HOME (UK)

Welcome to RIVINGTON FOLLY

Design of the Year 2025



Proudly announcing Graham & Brown's Design Of The Year 2025, Rivington Folly. An ode to our Lancastrian heritage and embodying the symbiotic relationship between the natural world and the manmade. The architectural structure of Rivington's skyline and history heavily influenced the arrangement of this design, with ancient trees drawing up through the landscape and enveloping the space. A versatile hand-drawn piece of art by our very own Graham & Brown designers has transformed their artistic portrayal of the Rivington Folly into an elegant wallpaper design that complements a variety of decor styles.

This image of trees and arches is sure to make a statement alike to the origins of the natural landscape used to stimulate. The contrast between the dark trees and the light arches adds depth and dimension to the composition, making it a captivating piece of art that would enhance any space.

Recommended by us truly, we have paired our Colour Of The Year 2025 'Elderton' paint to define and perfectly compliment this colourway of our Design Of The Year 2025.

RIVINGTON FOLLY DUSK BESPOKE MURAL & RIVINGTON FOLLY DUSK WALLPAPER
perfectly partnered with ELDERTON PAINT & OPULENCE COCOA NOIR FABRIC



AVAILABLE IN ADDITIONAL COLOURS
at grahambrown.com



ANTIQUE MIRROR

*Gallery Interiors Carved
Louis Mirror Gold*
olivias.com



CONSOLE TABLE

Dark Grey Console Table
interiorthirteen.co.uk



Elderton
grahambrown.com

WICKER BASKET

Wicker Foraging Basket
basketbarn.co.uk



SHOP *the* LOOK
RIVINGTON FOLLY
D U S K



DINING TABLE

Effy 4 Seater Round Dining Table
dunelm.com



DINING CHAIRS

Jade Set Of 2 Dining Chairs
dusk.com



*Gowns and
Crowns*
grahambrown.com



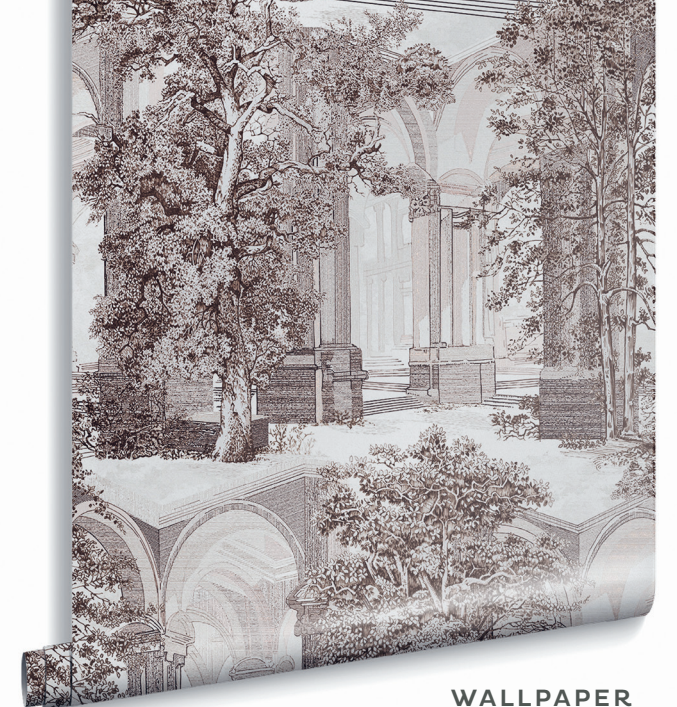


Proudly Graham & Brown's Colour of the Year 2025, Elderton takes its name from the humble Elder Tree. A traditional native shrub or tree, the Elder is a stunning plant with some varieties having almost deep brown leaves which is where our Elderton Hue comes from. This timeless and charming shade is a perfect neutral toned brown which will never go out of fashion. Created to partner perfectly with our Design of the Year 2025, Rivington Folly.

To help you finish the look we recommend colour drenching for a warming enveloping room, or make things sweeter by pairing with our Honey Pot Neutral Paint.



VELVET CURTAINS
Opulence Cocoa Noir
grahambrown.com



WALLPAPER
Rivington Folly Dawn
grahambrown.com



FABRIC
Opulence Cocoa Noir
grahambrown.com



PARTNERED PAINT
Honey Pot
grahambrown.com





New in for **AUTUMN WINTER**

Bodenham Heritage Green is a charming illustration that captures the serene beauty of a forest adorned with vibrant trees, portraying the flourishing greenery of an old English forest. With its intricate details and tuneful colour palette, this artwork originates versatility.

Mysterious and modernistic, the twilight colourway representation of blue and white tapestry trees is reminiscent of the enchanting English countryside, with a warp of peculiarity.

BODENHAM TWILIGHT MURAL *perfectly partnered with* **RHAPSODY & BREATHE PAINT**



“A charming illustration that captures the serene beauty of a forest adorned with vibrant trees, portraying the flourishing greenery of an old English forest.”



Bodenham Heritage Green is a charming illustration that captures the serene beauty of a forest adorned with vibrant trees, portraying the flourishing greenery of an old English forest. With its intricate details and tuneful colour palette, this artwork originates versatility. A strong partner to a variation of our Graham & Brown paint colours; in particular, Dorian Grey, Sweater Weather, Cambridge Cream or Uluwatu - a combination of neutral and green shades for your pick of choice.

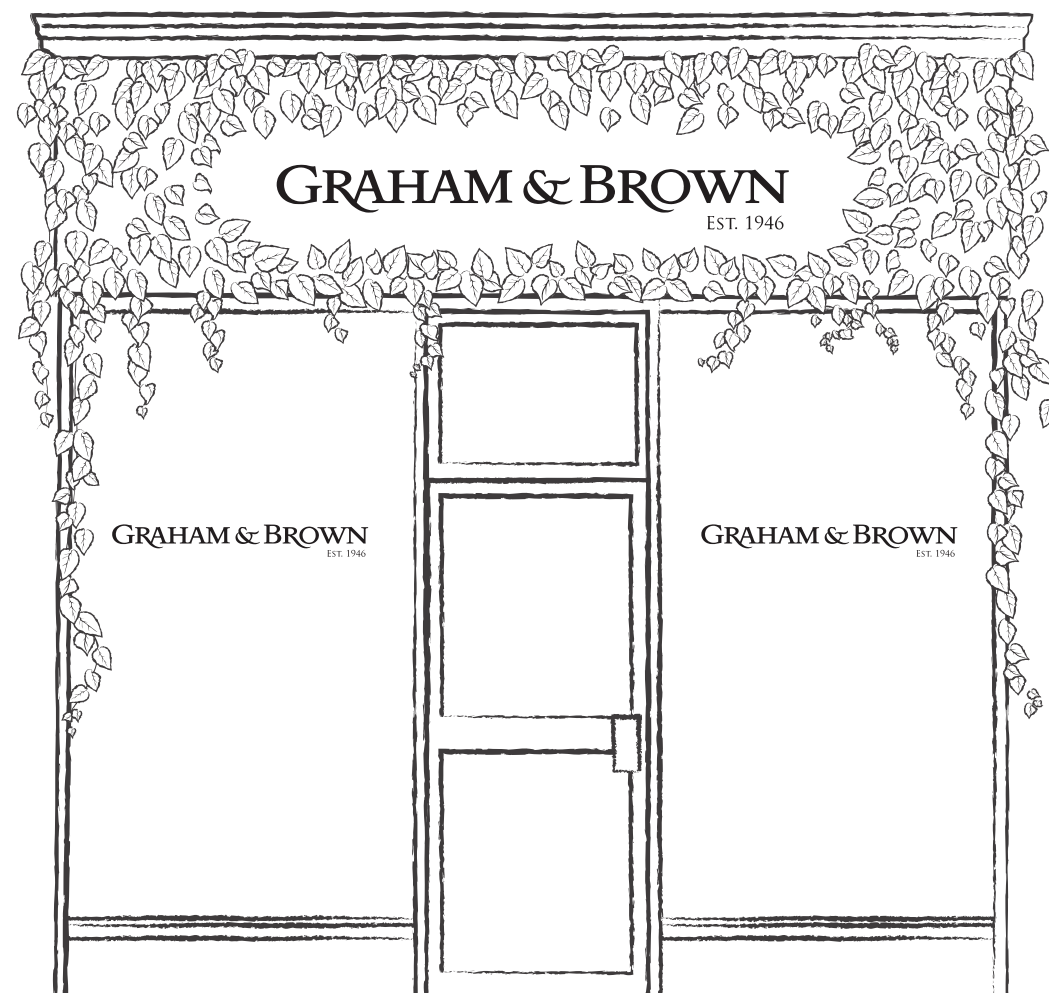
This stunning serene scene of yellow trees designed with intricate details of the forest, creates a captivating visual effect that would make a beautiful addition to any space. Perfect for adding a touch of nature-inspired elegance to your home or office, this artwork is sure to impress with its unique and peaceful ambience.

VISIT US AT OUR *Pop-up Showroom*

We're super excited to announce we're hosting a London pop-up showroom from Friday 6th to Saturday 14th of September. Located on 67 Great Titchfield Street, London, W1W 7PT, we'll be open from 9am to 6pm daily.

We'll be celebrating the launch of our new Design & Colour of the Year 2025. You'll be able to view the new designs along with our full paint collection and Autumn / Winter wallpaper and mural collection launch. We will be giving away free samples for the duration of the pop-up, so make sure you come and visit.

No need to book an appointment, just stop by. We look forward to meeting you and helping you create your loving home!



Are you ready to fall in LOVE?



PERFECTLY PARTNERED

Bloem Mood - Mural
Linum Ruby - Curtains
Roger Red - Paint

Create your **LOVING HOME**
at grahambrown.com

GRAHAM & BROWN
EST. 1946



IN THE STUDIO WITH *Victoria*



WHERE DID THE INSPIRATION COME FROM?

In keeping with our trend "Craft Work" Doty combined the exquisite details of our studios hand sketched tree studies and the intricate etchings of Piranesi. We were particularly attracted to Piranesi's style as he had focused on fictious labyrinths and fantasy dreamscape classical landscapes.

HOW LONG DID THE DESIGN TAKE TO COMPLETE?

It took over 4 weeks to hand draw from start to finish. From the beginning stages of the outline drawing to every little detail featured in the design. We then passed this over to the digital design team who spent time converting into a mural and wallpaper!

WHAT TECHNIQUE WAS USED TO CREATE THE MURAL?

I worked with a range of fine liners to capture every detail of the hand drawn design. Bringing the idea to life after taking inspiration from historic buildings around Lancashire where our Head Office is based!

WHAT'S YOUR FAVOURITE PART OF THE DESIGN PROCESS?

My favourite part of the design process for me is getting the right composition, I love to see how all the different sections come together and form the design.





Recipe for CHOCOLATE CAKE

Cake Ingredients

200g golden caster sugar
200g unsalted butter, softened plus extra for the tins
4 large eggs
200g self-raising flour
2 tbsp cocoa powder
1 tsp baking powder
½ tsp vanilla extract
2 tbsp milk

Method

- 1 In a large bowl, beat together the caster sugar, unsalted butter, large eggs, self-raising flour, cocoa powder, baking powder, vanilla extract, milk and a pinch of salt until pale and then pour into a greaseproof tin baking tin.
- 2 Bake for 20 mins or until a skewer inserted into the centre of the cake comes out clean, then leave to cool.
- 3 For the buttercream, put the chopped milk chocolate into a heatproof bowl and melt in the microwave, stirring every 30 secs. Leave the melted chocolate to cool for 5 mins.
- 4 Mash the softened butter and icing sugar together with a fork, Sift in the cocoa powder with a pinch of salt and pour in the melted chocolate and milk. Mix again until smooth, then decorate!

Buttercream Ingredients

100g milk chocolate, chopped
200g butter, softened
400g icing sugar
5 tbsp cocoa powder
2 tbsp milk



LET'S DECORATE

Chocolate Shard Ingredients

50g dark chocolate
25g milk chocolate
25g white chocolate

Method

- 1 Melt the dark chocolate and pour it onto a tray lined with baking parchment or foil. Now melt the milk and white chocolate and drizzle them over the dark chocolate before it sets.
- 2 Shake the tray gently to level the mixture then leave to set somewhere cool. Chop into shards.

To Drink

ELDERTON ESPRESSO MARTINI

Ingredients

1 1/2 ounces (3 tablespoons) Kahlúa
1 ounce espresso
1 1/2 ounces chocolate liquor

Method

- 1 Brew the espresso and let cool.
- 2 While cooling add a chocolate rim to your glass then add the ingredients into a shaker with ice.
- 3 Pour, serve and enjoy!

SONGS TO DECORATE TO

Northern Soul

Nothing But a Heartache

THE FLIRTATIONS

If That's What You Wanted

FRANKIE BEVERLY & THE BUTLERS

Love Factory

ELOISE LEWIS

Tainted Love

GLORIA JONES

Beggin'

FRANKIE VALLI & THE FOUR SEASONS

Some Kind of Wonderful

THE SOUL BROTHERS SIX

See Saw

ARETHA FRANKLIN

Crazy Baby

THE COASTERS

Girls Are Out To Get You

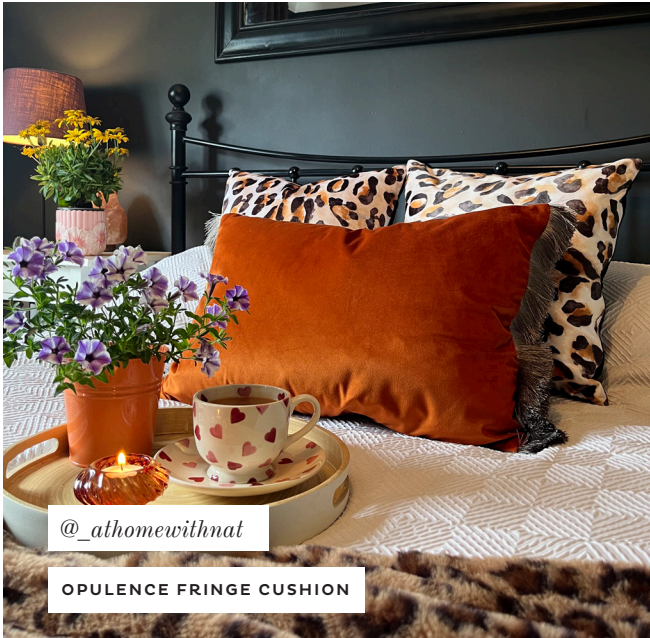
THE FASCINATIONS

This Beautiful Day

LEVI JACKSON



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



@_athomewithnat

OPULENCE FRINGE CUSHION



@jgrante

SKETCH FOREST MORNING MURAL



Jess @studiovanaken

STATELY MANOR MURAL



@bgnx_comme

NUIT LUSH WALLPAPER



Tori @thisenglishhouse

COGSWORTH & TAUPE TWIST PAINT



@chateautroiscloches

TURNER THE BROOK CROSSING MURAL



@nicolahuthwaite

PLOVER PAINT

LOVING
your homes

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

#grahamandbrown #lovinghome

