

Loving

FEBRUARY 2020 • Issue 1

HOME

Brought to you by Graham & Brown

MOODY FLORALS

*The grown-up take on the
traditional floral remains
a favourite on the catwalk
and at home*

CLASSIC BLUE

How to use the hue of the moment in
your next project

MADE *for* EACH OTHER

Behind the scenes of Graham & Brown's
latest advertising campaign



Trend TALK



“From cobalt to cerulean, the colour blue evokes wide open expanses and conjures visions of a fresh, tranquil space away from the hustle and bustle of urban life.”

Pantone announced their colour of the year for 2020 as ‘Classic Blue’, a dependable and optimistic shade of the beloved primary colour, perfect to take us into the new year and a new decade.

Blue as a colour group is well-known for promoting rest and tranquility, which makes it a versatile choice for anywhere in the home, where we seek refuge most.

From cobalt to cerulean, the colour blue evokes wide open expanses and conjures visions of a fresh, tranquil space where the boundary between outside and inside is blurred and a serene oasis away from the hustle and bustle of urban life. Sitting

between the crisp, contemporary vibe of ultramarine pigments and equally current navy shades (a key colour for the spring season), mid-tone blues can be modernised by pairing with crisp white.

The inky ‘Classic Blue’ has warm red undertones, making it effective even in dull lighting, but it shines most in spaces bathed with natural sunlight. Team up with warm metallics, such as copper, to accentuate the vibrance or soften the look with natural materials such as rattan, wood and weave.

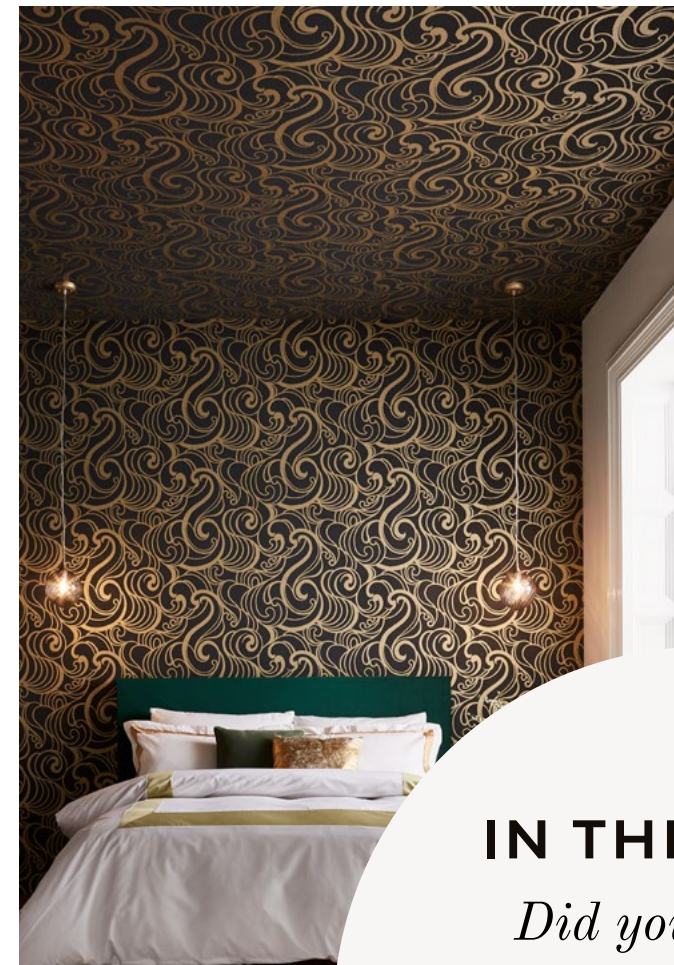
Some might say ‘Classic Blue’ is a safe choice, but when you consider its calming and peaceful properties, isn’t that the whole point?

Paula Taylor.

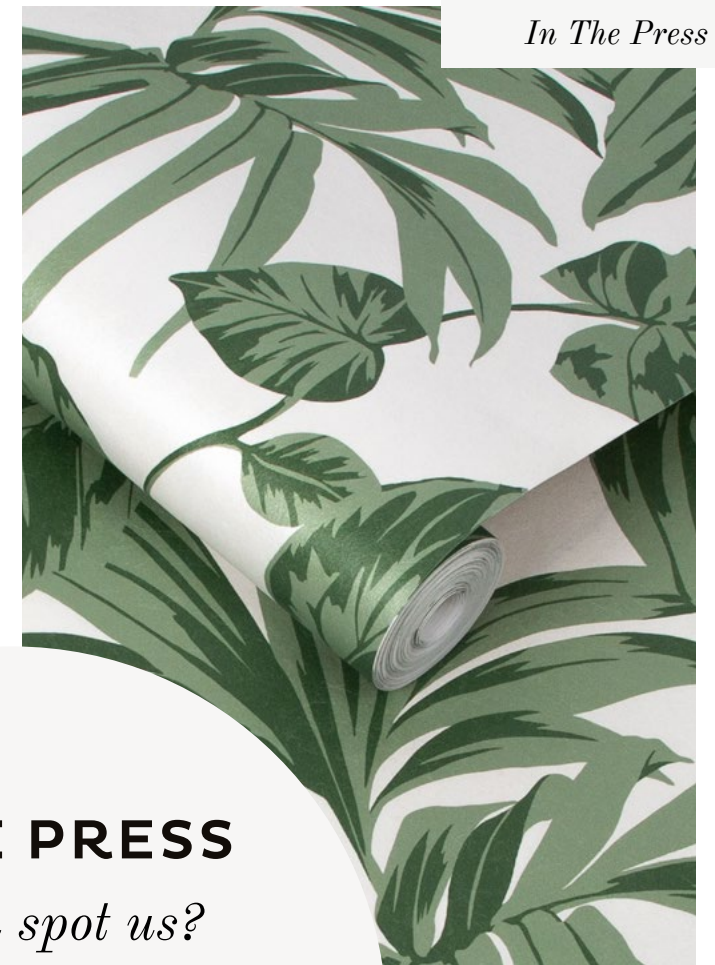
PAULA TAYLOR
COLOUR AND TRENDS SPECIALIST

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as seen in **GOODHOMES**



In The Press

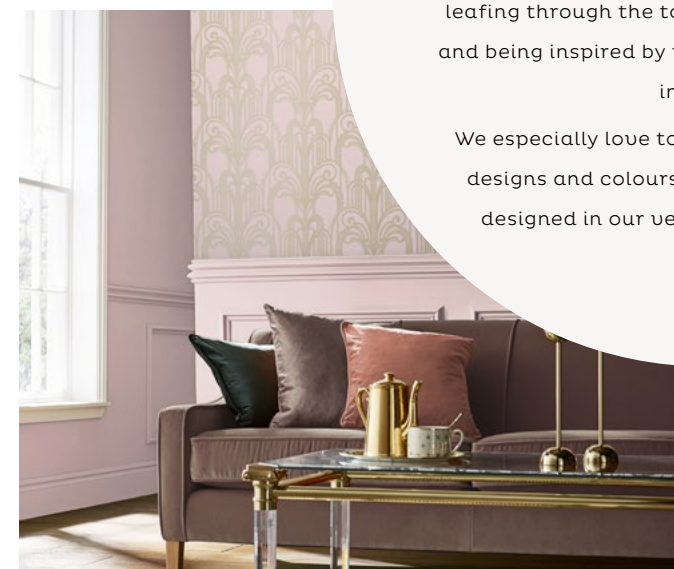
as seen in **GOODHOMES**

IN THE PRESS

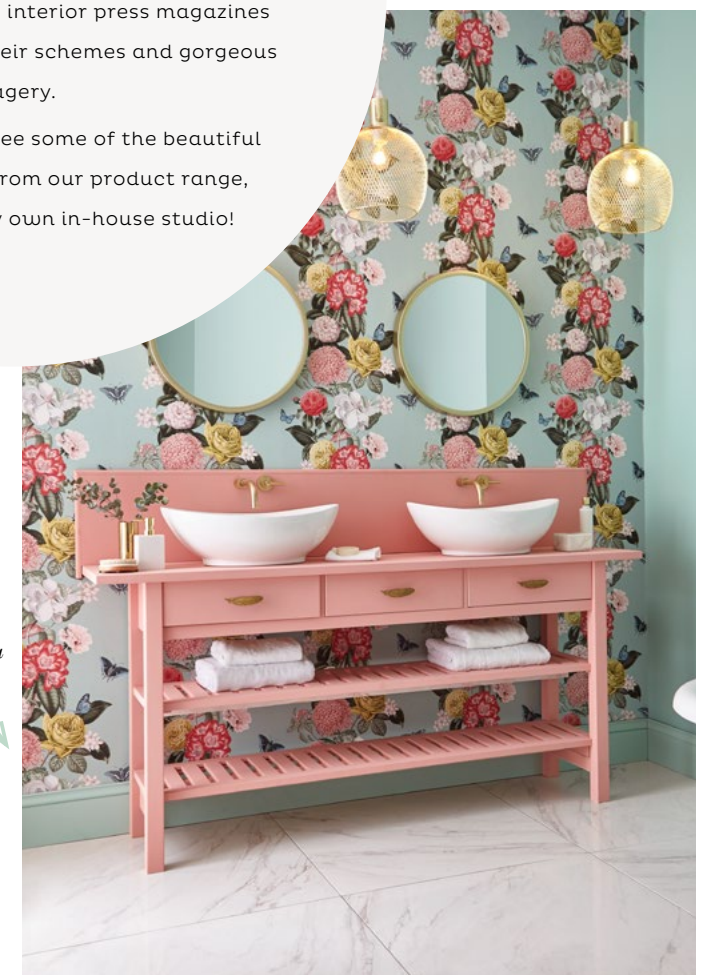
Did you spot us?

Mum, I'm famous! 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!



as seen in **THE ENGLISH HOME**



as seen in **IDEAL HOME**



Hey, that's a match!

DRIFTWOOD & STIRLING GREEN PAINT as seen in **STYLEATHOME**

These florals are a MOOD

Ah, the moody floral. Also known as the winter or autumn floral, it is the glamorous older sister of the (“groundbreaking”) spring floral yet it transcends conventional seasons with evergreen appeal.

It is a design trend that has dominated interiors and catwalks since at least early 2018 and it doesn't show signs of letting up going into 2020. There's a reason why Jess Cartner-Morley of *The Guardian* hailed it as the new Breton stripe in our wardrobes, as it combines classic design with modern subtlety; it has personality but manages to not be overbearing.

This means that it works extremely well across all four walls, with its deeper tones proving much easier on the eye than its sugary sweet pastel predecessors, which in excess are in danger of leaving you with a stomach-ache.

What sets it apart as a design group, however, is the sheer variety it encompasses, opening up a world of possibilities in terms of usage and accessorising. Characterised by blooms and foliage on deep coloured backdrops of navy, noir or bottle-green, designers have demonstrated that the possible realisations of the style are endless. Whether you favour large scale or smaller patterns, abundant blooms or more spacious airy designs, whichever you choose will make your room look effortlessly chic.





HOW TO ACCESSORISE A MOODY FLORAL INTERIOR

The trick to accessorising a moody floral wallpaper is to keep it classic, with gold or copper metallic accessories for warmer patterns, and silver or even crystal for cooler coloured designs.

When it comes to colour, Graham & Brown Stylist Jody Hudson observes, “We are seeing a lot of jewel tones being added with moody florals; regal teals, emerald greens, and rich pinks. Taking the trend down a new route of maximalist glamour.”

A lot of moody bloom designs are full of rich shades to pick out, but tread lightly with these bolder tones as it runs the risk of becoming chaotic ... unless chaotic is your thing of course. You do you!

If you're not ready to take the plunge of wallpapering all four walls, a great way to experiment with more pattern is with a complimentary floral cushion. A cushion in the same pattern as the wallpaper is especially gorgeous, creating a stylish layered effect in bedrooms and lounges. Seek complimentary plains too if you really want to ramp up the cosiness.

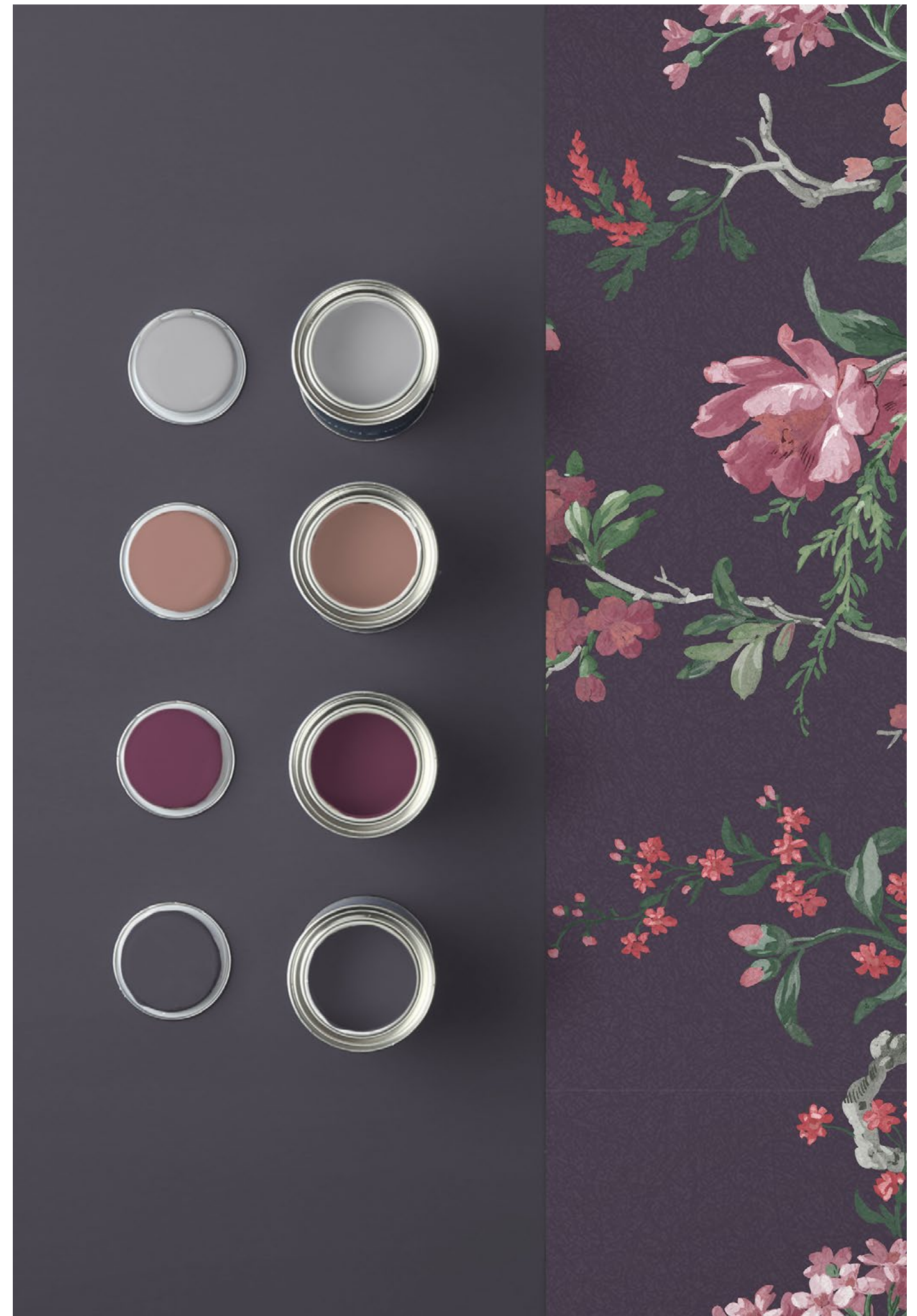
*If the classic floral is a Sunday afternoon tea, the moody floral is an **ESPRESSO MARTINI** on the way home from the office on a Friday night*

WHAT PAINT COLOURS SHOULD I USE WITH MOODY FLORAL WALLPAPER?

The paint colours you choose for your moody floral interior depend entirely on your personal taste. It of course makes sense to pull a shade from the wallpaper itself, which will feature light and dark tones, so consider the design as a whole – which colours stand out?

Some of us seek lighter shades that will create some balance against a feature wall and pick out the lighter flower petals in the design, while others will go full drama with deeper tones that continue the intensity of the backdrop colour. At Graham & Brown we make it easy by suggesting four co-ordinating paint colours for each of our wallpaper products, covering off lights and darks, as well as key accent colours.

Beiges, whites and blacks will maintain a sense of maturity and add a sense of calm in bedrooms and lounges. Whereas for the fearless, brighter hues matched to key accents in the wallpaper make the space more playful, working especially well in dining rooms and other spaces where you might entertain guests.



CLASSIC



KIMONO



PAPER

Zen Colball
grahambrown.com

PAINT

Kimono Resistance Ultra Durable Matt Emulsion
grahambrown.com



CUSHION

Indigo Blue Cushion
grahambrown.com



In the spotlight ...

The Pantone Colour of the Year 2020 was announced in December as Classic Blue, a calming and dependable shade, chosen for its ability to inspire a sense of peace and tranquility. This makes it perfect for use in the home, where we seek refuge and stability the most.



PAPER

Jungle Cobalt
grahambrown.com



CUSHION

Navy Blue Luxe Cushion
grahambrown.com





@houseofneon



LadyDIE, Jersey City, NJ



LOVING YOUR HOMES

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



@themarklandhome



@eli_at_home



Anon, Palm Springs, CA



SONGS TO DECORATE TO

February Playlist

Blue Suede Shoes

ELVIS PRESLEY

A Rose By Any Name

BLONDIE

Mr Blue Sky

ELECTRIC LIGHT ORCHESTRA

*I Wish I Was A Punk Rocker
(With Flowers In My Hair)*

SANDI THOM

Out Of The Blue

FOREIGNER

Roses

THE CHAINSMOKERS

Blue Monday

NEW ORDER

Fading Like A Flower

ROXETTE

Blue Velvet

LANA DEL REY

Sunflower

POST MALONE

#grahamandbrown #lovinghome



LIGHTS! CAMERA! *ACTION!*

BEHIND THE SCENES OF OUR LATEST ADVERTISING CAMPAIGN

TV ads are literally gone in thirty seconds. Thirty seconds in which you need to draw in the audience, engage them, and convey what your brand is all about and why it's relevant to them. It's fair to say that there's at least a month's worth of work for every ten seconds seen on screen, from concept to casting, from product to production. So much goes on behind the scenes.

Our customers tell us that they love our products. A very emotive response – but design and colour, especially when relating to personal choices and the home is very emotive. They tell us that they love how we try

to help them, by either providing perfectly partnered paints for their wallpaper choices, or the way our App allows them to see the product on their walls through augmented reality.

We wanted our message to reflect how stylish our customers are, how confident they feel in our products, and how attainable it is for our customers to curate and collect their look.

From this foundation and evolving from the previous campaigns of bringing walls to life the concept of “made for each other” was born. Our premium wallpapers and paints are designed and selected



at the outset, not forced together at the end. Allure the wallpaper featured, and Nightshade paint we're the perfect couple for the campaign.

With storyboards created the process of casting takes place our team of women looking for a strong, confident woman that we believe our customers would be drawn to to be the face of our campaign

... Oh and of course determining what she should wear – we did say a month of work for every ten seconds!

With a strong visual it's imperative to have a strong soundtrack to bring the whole emotion of the experience together – and in our case we were heavily influenced by the aesthetic of BBC's show *Killing Eve* – the final track is an edit of "Marco Polo" by The Heartbreak Kid.

With all this in place we hit production.

One day to get everything we need. The butterfly in the ad is real, as are the bees. No CGI there, but an expert in handling insects, and believe it or not – a vet – on standby throughout. We have no idea how she would've performed CPR on a bee but who are we to ask. We can say no animals (or insects) were harmed in the making of this commercial!

Emmie our model had to sit on the sofa for four hours solid. Not just to capture the moment the butterfly flew off lightly catching her earring, but also to complete the



still photographs for the accompanying print campaign.

With the footage in the bag, its back to the edit suite to pull the flow of the ad together, and adding the audio track – and some CGI magic – wallpaper wont move on its own, yet, and paint sadly won't apply itself to the walls or woodwork – but we are working on it ...

Some ideas don't work and end up figuratively on the cutting room floor (as none of the footages was shot on film) – but we'll keep those things quiet for now – we can't tell you all our

secrets! Although if you look closely in the ad, you will see a little Homage to our wallpapered Morris Minor, Doris.

Hopefully the end result conveys our passion for our products and our brand – and we hope our existing, and many more new customers – will agree too.

The Made for Each Other campaign is now running in major home interest titles and can be seen on *All4* and *SkyGo* in the spring.



SEE US AT

HOUSE OF HARTH, ISLINGTON SQUARE,
116 UPPER STREET, LONDON, N1

The world's first peer-to-peer furniture, accessories and art rental platform, House of Harth, opened its premier pop-up shop in November, showcasing a gallery of pieces to both borrow and buy.

Inspired to find a new sustainable approach to interior design, Harth was founded in 2018 by Henrietta Thompson and Ed Padmore. It is the first platform in the world that enables its members to borrow beautiful furniture, accessories and art directly from the industry's best brands, designers and artists, collectors, galleries and dealers. Harth also allows members to list and rent out their own pieces peer-to-peer.

The exhibition is an inspiring showcase of design, featuring the likes of Established & Sons, A Modern Grand Tour, Atelier Swarovski, Gufram, Ali Robinson, Richard Brendon, Joyce Wang Studios, Claire Gaudion, Utopia & Utility, Studio Knot, Novacastrian, USM and Att Pynta, while

paint and wallpaper throughout the space is provided by Graham & Brown.

Describing the maximalist space Emily Watkins, Harth Hero, writes, "Whether a focal-point feature in their own right, or a pared-back canvas for a room's story to sit atop, wallpapers and paints can propel a composition from not-worth-mentioning to a real talking point."

From the vibrant Bird Cage Rouge wallpaper to the show-stopping Kimono blue paint, Watkins continues, "Graham & Brown understand, perhaps better than most, the scene-setting (and scene-stealing) potential of colour and image on walls. A leading manufacturer of both paper and paint, Graham & Brown charts trends in yearly forums – that being said, the company's probably best suited to setting them."

The two-storey, immersive interiors experience is part of new culture and retail destination, Islington Square, and concludes at the end of February 2020.





Shop the LOOK



PAINT
Kimono Resistance Durable Matt Emulsion
grahambrown.com



WALL MIRRORS SET
from **£1008** / month
harth.space



FEATHER TABLE LAMP
from **£262.50** / month
harth.space

PAPER
Birdcage Rouge
grahambrown.com

A NOTE FROM OUR STYLIST...

“Think big, think more and over the top. Enough is never enough, not just with colour and pattern but also with shape and scale. This is your chance to express your feelings to the world through interiors. Nothing goes together but in the right way.

JODY HUDSON
STYLIST AT GRAHAM & BROWN



