

Loving

HOME

FEBRUARY 2022 • Issue 21

Brought to you by Graham & Brown

In the Spotlight

TERRAZZO

This rich navy shade is as deep as blue can get.

A WAY WITH COLOUR

We explore creative ways for you to use paint in your home.

ARE YOU READY TO FALL IN LOVE?

Dive in, get cosy and explore our new wallpapers.



Trend TALK

“We have become more selective and precious about the furnishings we choose for our home; we are more focused on the long-lasting pieces.”

In this issue of Loving Home, we will be showcasing some of our favourite designs from our latest collection and delving deeper into the trends that have helped shape our creativity and mould the patterns you see in front of you. We will also be unveiling our exciting new Peel and Stick sample swatches as we continue to bring ease to the customer's DIY journey.

This month we are celebrating the Biophilic trend and the joy that comes from welcoming fresh natural tones into the home. Our increased connection to nature has inspired our talented design team and led to the creation of three new wild and flourishing designs. The next designs featured highlight

the minimalist mantra of the Function trend. We have become more selective and precious about the furnishings we choose for our home; we are more focused on the long-lasting pieces rather than the fashion fad designs we see on social media, linking in with our ongoing aim to live cleaner and more sustainable lives.

As ever images of your loving homes that you share, inspire us every day and this month is no exception. Recently we have seen everything from beautiful, calming nurseries decorated using our playful yet elegant 'Kingdom Camel' to bold downstairs bathrooms to name a few.

PAULA
COLOUR AND TRENDS SPECIALIST



TERRAZZO partnered with PALM WHITE CURTAINS & ROMAN BLINDS

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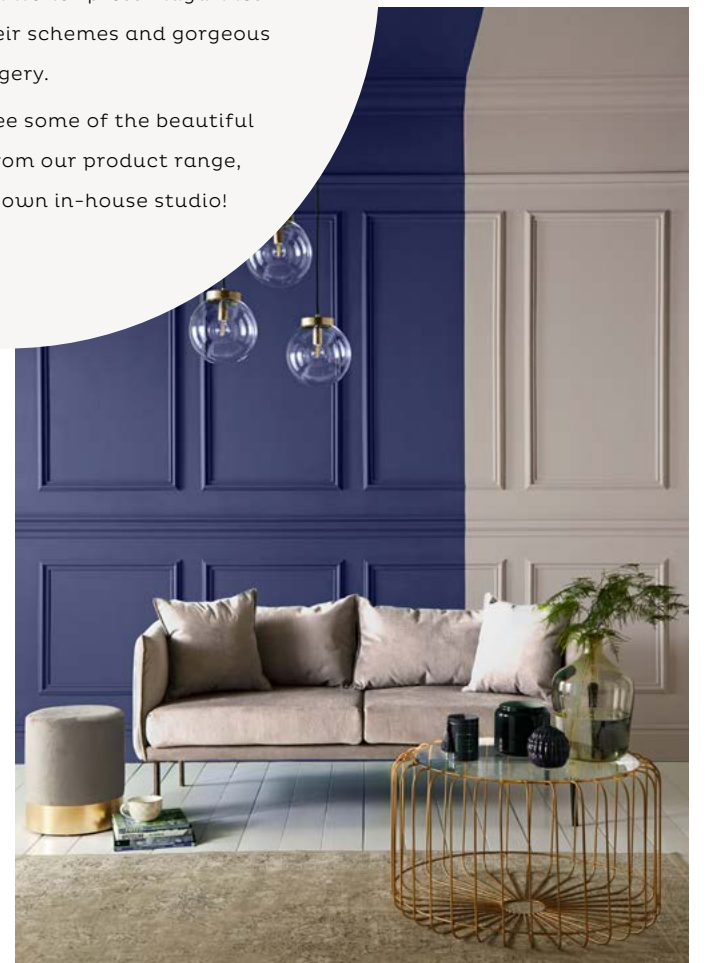
GLASSHOUSE ROMAN BLINDS
as seen in **COUNTRY HOMES & INTERIORS**



RESTORE MIDNIGHT WALLPAPER
as seen in **HOUSE BEAUTIFUL**



RESTORE EMERALD WALLPAPER as seen in **MAISON & JARDIN**



TANZANITE PAINT as seen in **WONEN.NL**

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!

In The Press

The resilience of **NATURE**

Taking inspiration from the Biophilic trend, Graham & Brown has launched three new trailing naturalistic designs, Edulis, Tigerlily and Borneo. Each new design has four perfectly partnered paints to create a full room solution.

Paula, Colour & Trend Specialist at Graham & Brown, says “The natural elements of Edulis show our need to connect with nature. This biophilic trend we call Reclaim saw us locked away as nature gently took back the cities. Now we marvel at the resilience of nature and see how plants could be the key to saving the planet.”

We may just still have time to turn back the tide and to slow down. Edulis is all about edible plants, going back to basics, foraging, growing your own and finding a deeper connection with nature. Gardens have become an extension of the kitchen, office, gym and become an essential entertaining area. Designer Zoe, adds “The foraging nature of this design teams perfectly with a natural rustic feel. Natural textures of woods and rattans would work perfectly with this design. Foraged tree stumps make an excellent table, branches make a great statement centrepiece. The design should be paired with natural colours; green would be the obvious go-to but also consider grey blue tones to compliment and keep the room looking fresh. Each plant used in the design is edible and natural, creating the perfect synergy for kitchen design and bringing natural ingredients into the culinary environment”



EDULIS SKY partnered with TURTLE SHELL AND BREATHE ROLLER BLIND

BORNEO SANCTUARY

Taking the biophilic trend down a more exotic path is the Borneo design. The layered detail of the foliage with Borneo teams beautifully with soft natural tactile pieces.

Cushions and throws with a handmade feel pair naturally with light woods, keeping the mood light with soft tones and accentuating nature by accessorising with plants. This would work well as a sanctuary in the bedroom or a great relaxing family zone.



PAPER

Borneo Powder & Haptic Straw
grahambrown.com

ROMAN BLIND

Palm Stone grahambrown.com



*CHAMPAGNE
FLUTE*
grahambrown.com



CUSHION

Dusky Green Opulence
grahambrown.com

SIDE TABLE

West Elm Cosmo Side Table
johnlewis.com





PAPER
Tigerlily Midnight
grahambrown.com



CUSHIONS
Midnight Blue & Jade Luxe
grahambrown.com



THROW
Paloma Knitted Cotton Throw
habitat.co.uk



LAMP
Hector Mini Floor Lamp
johnlewis.com

CANDLE HOLDER
Biba Flamingo
houseoffraser.co.uk



SOFA
Squishmeister Sofa Burnt Yellow Vintage Velvet
loaf.com

EXOTIC florals

Tigerlily Midnight is the definition of opulent interiors. A spicy blend of burnt orange and rouge hues juxtaposed against a jewel toned teal backdrop. These delicate but exotic florals, introduce elegant pops of colour into a living space.

When styling, consider selecting key colours from within the design, this will help you achieve perfectly partnered home interiors. Velour finish fabrics like our Opulence Jewel curtains bring a hint of luxury, especially when partnered with gold accessories. We love the combination of teal green and spiced orange, a fantastic contrast in colours that works seamlessly to create a stylish home.

The unpretentious order of MINIMALISM

Drawing from the Function Trend, we have also launched two new ergonomic designs, Marcia and Fractal. Here you will find diffused lines, layering details and rounded elements, which each play their part in creating a homely and unassuming space.

The Fluid geometry of Marcia and Fractal embrace the efficient ethos of our Function trend. With Function, we think smartly about providing clean solutions, we are mindful about precious elements such as water and fresh air combined with the economical use of materials in order to save space. It is no longer the minimalism of the past with sharp unfriendly edges, these new designs are welcoming, with smoothed, spherical edges.

The Marcia design elegantly combines sleek geometric shapes with a moody colour palette. Deep and intriguing, this unique design uses clean lines and shapes to create a sophisticated contemporary look. Similarly, Fractal's intriguing yet liveable geometric design forms a beautiful hexagonal pattern with an endless supply of intertwining lines, perfect for adding a soft elegance to any room.



FRACTAL GREY partnered with ANGEL DUST AND WALLACE DUSKY MAUVE CURTAIN

CONTEMPORARY COOL

Marcia Black offers a smokey symphony of noir and grey hues. The structured charcoal elements within the design introduce a calming atmosphere that is balanced with darker layers of black. Delicately topped with silvery geometric outlines, this wallpaper is both masculine and contemporary. Styling is easy, work with black and grey interiors to coordinate with Marcia Black. Alternatively, bring colour back the space by selecting colourful soft furnishings that will act as a fun feature look!



PAPER

Marcia Black

grahambrown.com



CURTAIN & ROMAN BLIND

Adorn Khaki & Campanile Black

grahambrown.com



CUSHION

Grey Luxe

grahambrown.com



SOFA

Costello 3 seat sofa in olive cotton matt velvet

sofa.com



TERRAZZO



TERRAZZO



PAINT

Terrazzo & Gowns and Crowns
grahambrown.com

IN THE SPOTLIGHT

This rich navy shade is as deep as blue can get.

With slight red undertones this shade has a royal and regal demeanour.

Use alongside perfectly partnered design Teien Navy and Linum Navy curtains for an encapsulating moody scheme or add a fresher touch with the shade Gowns and Crowns as an accent colour



THROW

Cosy Hygge Faux Fur Throw
grahambrown.com



PAPER

Teien Navy
grahambrown.com



PAINT

Terrazzo & Gowns and Crowns
grahambrown.com



CURTAINS

Linum Navy
grahambrown.com

Creative **WAYS** **TO USE PAINT** **AROUND THE** *home*

Creative wall painting ideas can transform any room. With paint, unique techniques, and original ideas the interior design in a home can be changed beyond recognition.

Whether this is to create personalized living spaces which reflect modern trends in decorating and contemporary lifestyle, or to create an atmosphere that better reflects the resident's personality.

James Greenwood, Graham & Brown's Brand and Interiors Expert, has shared his tips...



Top Tip

PERFECT SYMMETRY

Although paint is a great choice for a simple and fast makeover, it can also be used in creative ways to create spaces with more depth and intrigue.

Contrasting paint can be used to bring balance and harmony into your home. Try taking the paint up the walls and across the ceiling to create symmetry and the illusion of taller walls. We recommend using a deep and daring shade like Terrazzo to truly make a statement.



Top Tip

STRIKING TRANSITIONS

Using two contrasting paint shades you can create zones within the home. We love using a pop of colour around archways to create a transition from one area to another. As our homes become increasingly multifunctional, this technique is useful at creating division between spaces for work and rest.



BREATHE

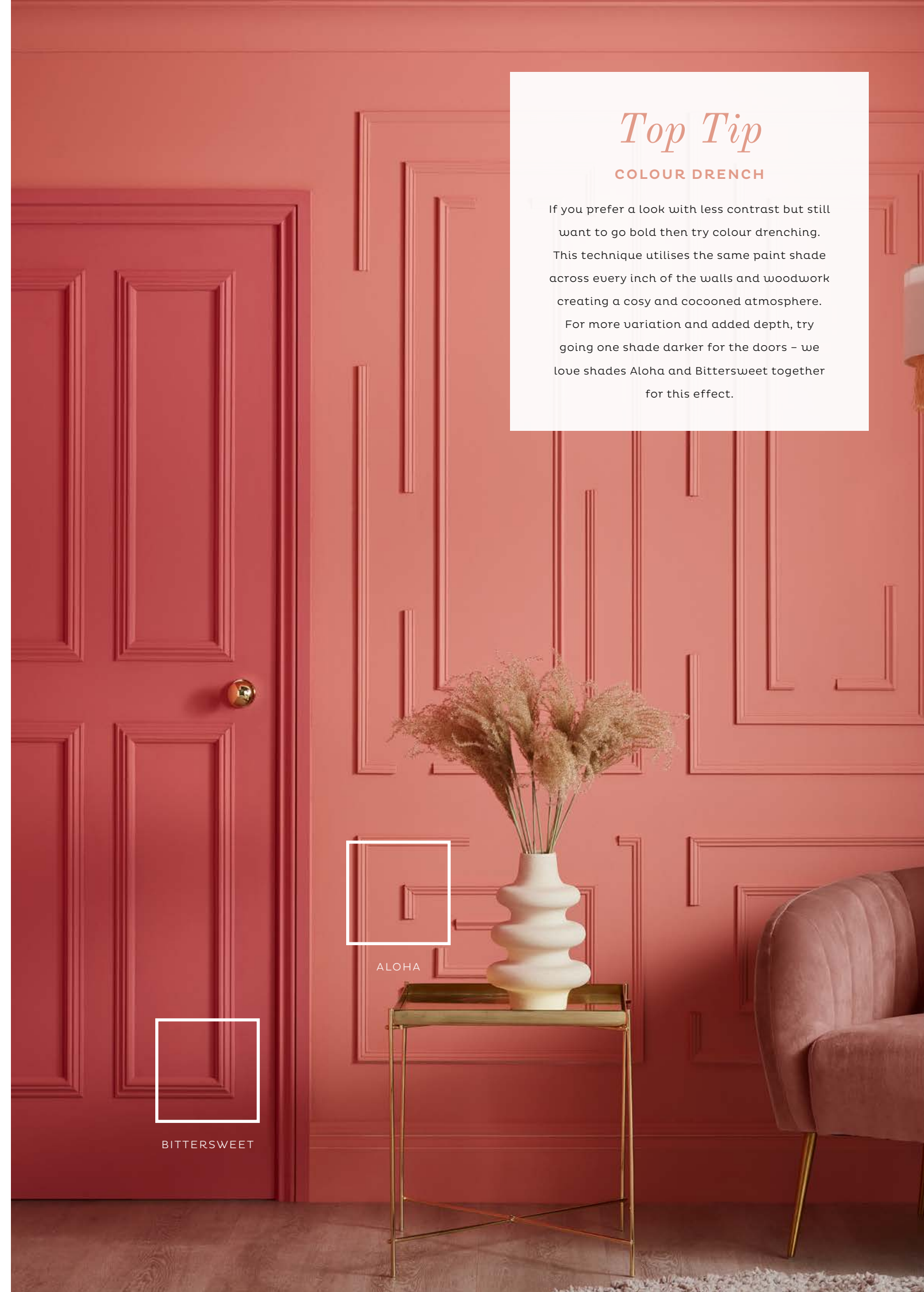


BIRDHOUSE

Top Tip

COLOUR DRENCH

If you prefer a look with less contrast but still want to go bold then try colour drenching. This technique utilises the same paint shade across every inch of the walls and woodwork creating a cosy and cocooned atmosphere. For more variation and added depth, try going one shade darker for the doors – we love shades Aloha and Bittersweet together for this effect.



ALOHA

BITTERSWEET

UNLEASH YOUR *wild* SIDE

WE'RE THRILLED TO SEE OUR
BLOOMSBURY EMERALD WALLPAPER
AND CO-ORDINATING PAINTS FEATURED
ON CHANNEL 5'S DREAM HOME
MAKEOVERS WITH SOPHIE ROBINSON.

Did you spot us on this week's episode? Interior Designer Sophie Robinson transformed a dining room in a Kent Victorian Cottage using our very own Bloomsbury Emerald wallpaper and perfectly partnered paints Friday Club and Vampire.

Vintage lover Julie wanted to brighten up her entertaining space, saying 'I wanted to keep all the victorian features but add colour, life and some va va vroom!' Bloomsbury, which was Wallpaper of the Year in 2020 embodies all these features - the medley of florals above the rich emerald green backdrop was exactly what Julie was after. We love to see what transformations can be made to your loving homes and how bold our customers can be!



Sophie used Muted Blush,
a soft alternative to white
on the ceiling



before

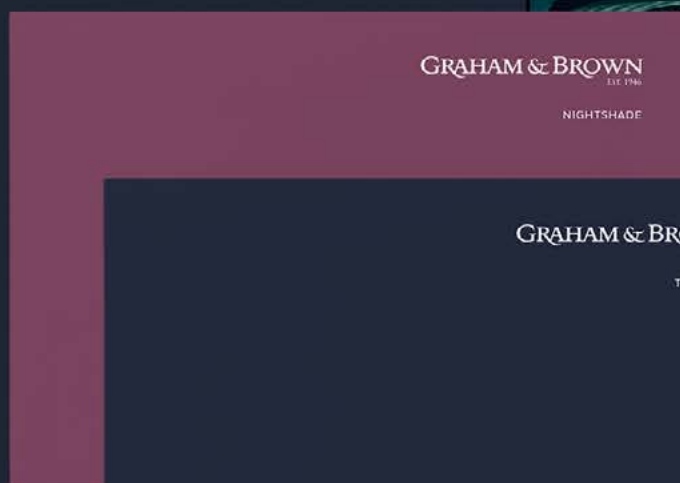


after

BLOOMSBURY EMERALD partnered with
FRIDAY CLUB, VAMPIRE & MUTED BLUSH

STUCK ON YOU

Eco-friendly, fully recyclable and made with *real paint* for 100% colour accuracy...what's not to love about our peel & stick paint swatches?



TERRAZZO

Our new peel & stick paint swatches are now available! Made with our Resistance Ultra Durable Matt Emulsion for 100% colour accuracy, what you see is what you get.

Our peel & stick samples are perfectly safe to use on any surface without causing any damage or leaving any marks. From walls to wood, if you can paint it you can peel & stick it. We launched peel & stick paint samples as yet another way to care for our planet, so we've ensured every single one is recyclable. The backing can be recycled along with plastics and the sample itself can be recycled with paper.

TESTER POT OR PEEL & STICK?

Tester pots are useful for covering larger areas and for smaller DIY projects, but peel & stick paint samples are a great alternative if you're looking for a more eco-friendly option. Peel & stick samples are also great for convenience; You can test them out in every nook and cranny of your home without leaving any mess behind.

Although peel & stick samples are a great new option, sometimes you just can't beat the traditional tester pot. So don't worry, they will continue to be available in our full range of colours alongside our peel & stick samples.





@justahomeaccount

ULUWATU

LOVING YOUR HOMES

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

#Grahamandbrown #Lovinghome



@huisjewit47

TRANQUIL COPPER



@thecrownprints

KINGDOM CAMEL



@kylieevshome

MIDSUMMER FERN LUSH



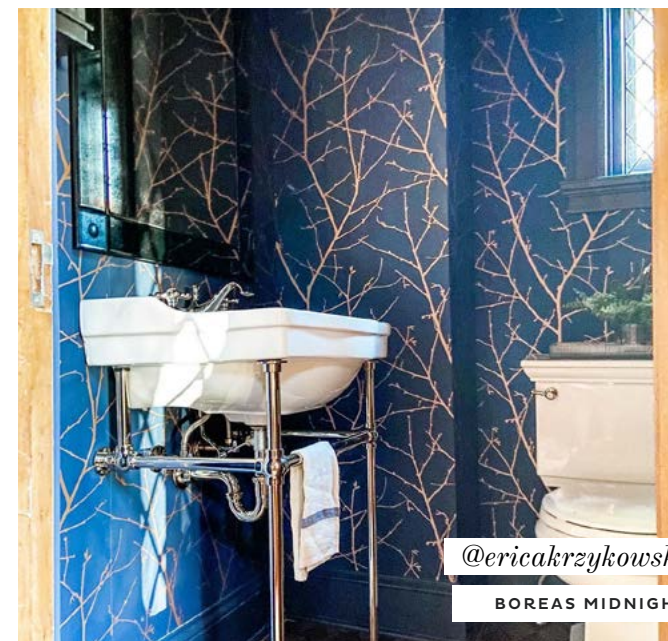
@paytrakoz

ALLURE



@kjgreenhome

RHAPSODY



@ericakrzykowski

BOREAS MIDNIGHT

SONGS TO DECORATE TO

February Playlist

Don't matter now **GEORGE EZRA**

Walk **FOO FIGHTERS**

Red light spells danger **BILLY OCEAN**

Bros **WOLF ALICE**

Vienna **BILLY JOEL**

You got the love **CANDI STANTON**

*Won't let the sun go
down on me* **NIK KERSHAW**

Right down the line **GERRY RAFFERTY**

It's all coming back to me **CELINE DION**

Somebody else's guy **JOCELYN BROWN**

*What makes you think
you're the one* **FLEETWOOD MAC**



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

