

Loving

MAY 2021 • Issue 13

HOME

Brought to you by Graham & Brown

MORE IS MORE

*This month we are taking
interiors to the max!*

In the Spotlight
DUBAI

What shouts maximalism more than
bright pink or orange?!

CHARITY TALK

We have pledged to raise £75,000 to donate to
charities that are close to our colleagues hearts.



DRAWING ROOM GREY

Trend TALK



“From gorgeous vintage wallpaper to updated luxury cushions, this really is a fun new project you can get stuck into.”

As we all know, here at Graham and Brown we don't like to do things by half and in many cases more is more. In this issue of Loving Home, we take a look at how we can take our interiors to the next level and really express our personalities through our decorating choices.

we are taking a look at the maximalist trend “grandmillennial” that has swept the interior market off its feet. Giving a new, bold look to what once may have been considered outdated and as always, providing plenty of ways for you to create this look in your own

homes. From gorgeous vintage wallpaper to updated luxury cushions, this really is a fun new project you can get stuck into. Then heading over to our colour spotlight where we have our sights firmly fixed on Dubai, a fun, bright hue and of course, all the ways you can use it.

We then take you through one of our favourite interior trends of the moment, maximalism, and how you can use pattern and colour to create a clashing feast for the eyes. From how to begin with a theme, right through to picking the perfect wallpaper and perfectly partnered paint.

JODY
STYLIST

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In The Press



as seen in **ELLE DECORATION**



as seen in **INSPIRED LIVING, US**

IN THE PRESS

Read all about...us!

We operate in so many countries across the world - and there is still nothing more exciting than the press and leading publications sharing the love for all things Graham & Brown. Wherever you are in the world, keep an eye out for us when flicking through the glossies.



ROGER RED as seen in **THE TIMES**



as seen in **ART&DECORATION, FRANCE**



as seen in **IDEAL HOME**

Taking your interiors to **THE MAX**

The maximalist inspired 'grandmillennial' trend has taken the world of interior design by storm for the past year – but what exactly is it?

The term 'grandmillennial' was first coined in late 2019 by Emma Bazilian for House Beautiful, to describe millennials who prefer the traditional over the contemporary. The so-called 'grandmillennial' has a taste for what others may find outdated, embracing the retro elements of interior design and welcoming them into the modern home. They encourage the use of hand me down furniture and champion faux-pas such as skirted sofas and rattan furniture. The result is enchanting, vintage-inspired spaces with an abundance of comfort and history.

The trend owes its popularity to the warmth and comfort it radiates, reminding many of us of our grandparents' homes. The old furnishings revive fond memories from the past that may have otherwise been lost in time. The

'grandmillennial' home is like an old storybook that has been sitting on a dusty shelf for decades just waiting to be opened and tell its story.

The trend's promotion of hand me downs is also a bonus if you are looking out for the planet and want to reduce waste – There is nothing a screwdriver and a lick of paint can't fix. This is also a bonus if you are looking to redecorate on a budget. Have a rummage through your local charity shop for second hand furniture. You never know what gems you may find!

When it comes to achieving this look, forget 'less is more' – 'more is more'! Clashing different patterns and textures is not just encouraged, it's mandatory.



DRAWING ROOM CHARCOAL partnered with CANDY APPLE



BOUQUET partnered with BATTLE

Some key features of the trend include, but are not limited to, both bold and ditsy floral patterns, fine china sets, wicker or rattan furniture, needlepoint or crochet cushions and blankets, and absolutely anything with ruffles. The list goes on and on, but if you are in doubt just ask yourself this: 'would this item fit in at my grandmother's house?' - If the answer is yes then it is definitely 'grandmillennial'.

Since the trend is so versatile, you can attain it in a number of different ways and take it as far as you are comfortable with. If you want to add a only a dash of 'grandmillennial' to your home, then try pairing mismatching patterns such as our Venetian Plum wallpaper and our Timepiece cushion. Match this with the shade Velvet Fig for a deep, moody look or, for a brighter look, try the shade Exposed.

Our Bouquet wallpaper features hand-painted vintage flowers making it another perfect pick for the 'grandmillennial' look. Coordinate with the shade Warm Moon for a more neutral look or Battle for a hint of colour and suddenly your walls are 'grandmillennial'!

SHOP THE LOOK

Green floral grandmillennial



PAPER *Bouquet*
grahambrown.com



BATTLE
grahambrown.com



WARM MOON
grahambrown.com

CUSHION *Dusky Pink Luxe*
grahambrown.com



TEAPOT
Wedgewood Paeonia Blush
selfridges.com



CHAIR *Drew Pritchard Foxley*
barkerandstonehouse.co.uk

SHOP THE LOOK

Purple venetian grandmillennial



PAPER *Venetian Plum*
grahambrown.com



CANDLE *Fornasetti Nuvola*
selfridges.com



FLOWERS *Capsia Dried*
anthropologie.com

VELVET FIG
grahambrown.com

EXPOSED
grahambrown.com

CUSHIONS

Mulberry Purple, Timepiece
grahambrown.com



ORNAMENT *Cheetah*
barkerandstonehouse.co.uk



SHOP THE LOOK

Mustard quirk grandmillennial



PAPER *Drawing Room Grey*
grahambrown.com



FRAME *Ribbed Poster Frame*
johnlewis.com



LAMP *Stained Glass Sunflower*
litfad.com



CUSHION *Jade Luxe*
grahambrown.com



THROW *Blue Cat Person*
amara.com



BURNT SAFFRON
grahambrown.com



1946
grahambrown.com



MIRROR *Brown Rattan*
barkerandstonehouse.com

If you are feeling more adventurous then look no further than our Drawing Room Grey wallpaper. Featuring vintage chandeliers, this paper was made for the 'grandmillennial'. Pair with the shades Burnt Saffron and 1946 to create the perfect base for an extravagant 'grandmillennial' room.

In terms of furniture, the 'grandmillennial' home isn't complete without at least one collection of miscellaneous items. It could be anything from a selection of fine china in a vintage display cabinet to a variety of needlepoint canvases across the wall. But whatever you choose, make sure it reflects your personality – there is no point collecting something that doesn't tell a story about you.

Remember, the only rule with maximalism is that there are no rules! How far with you go with the 'grandmillennial' style is up to you. You can simply add some vintage flare to your walls with one of our quirky wallpapers or you can go all out with ruffled furniture and teapot collections. But at the end of the day just remember to make the space yours – 'grandmillennial' is all about showing personality and telling stories through interior design.

DUBAI.



DUBAI



PAPER

Aquarium Deep Sea
grahambrown.com



PAINT

Terrazzo & Dubai
grahambrown.com

IN THE SPOTLIGHT

What shouts maximalism more than bright pink or orange?! Well, with Dubai you get the best of both worlds! Coral is widely perceived as a colour of positivity and vivacity. Warm, dynamic, and invigorating, it blends the femininity of pink with the optimism and energy of orange. Whether you go for high impact and use this shade as the lead role in your colour scheme, or pair it with different tones to create pops of intrigue within the room - Dubai is the perfect choice to add wow-factor.



CUSHIONS

*Navy Blue Luxe &
 Adeline Green Opulence*
grahambrown.com





AT HOME WITH

@interior_alchemy

PEGGY, TELL US A LITTLE BIT ABOUT YOURSELF...

I live in Bangor, NI with my husband Phil, two children - Sia (7) and Ben (5), two chickens (Joseph and Lola) and a new puppy called Teddy! I'm a stay at home mum but previously worked as a primary school teacher and CBT therapist.

HOW WOULD YOU BEST DESCRIBE YOUR INTERIOR STYLE?

Joyful maximalism! I love bold colours and art.

WHICH ROOM IN YOUR HOUSE IS YOUR FAVOURITE?

My favourite room is absolutely the bathroom since the makeover! It was dark grey and rather dull before, but now it feels light, airy and so very beautiful. It is a real treat to get ready for the day in such an oasis of joy and calm.

WHAT'S YOUR NEXT INTERIOR PROJECT IN YOUR OWN HOME?

I'm currently working on pulling the garden together! Like many of us, I learned the value of a relaxing outdoor space during lockdown.



Before Peggy's dramatically dark styled bathroom.

WHAT TIP WOULD YOU GIVE SOMEONE WHO WANTS TO TRANSFORM THEIR SPACE?

The fastest way to change up a space is to re-paint. Colour changes the whole feel of a space. Another technique I rely on is finding one piece that you really love - it could be wallpaper, a cushion, a painting - then allowing that piece to inform the rest of the design.

IF YOU COULD CHOOSE ONE GRAHAM & BROWN PRODUCT, WHAT WOULD IT BE AND WHY?

A mural! Honestly, my bathroom mural was literally the easiest, most satisfying makeover because it was a statement piece that did all the work!

After it went up, it dictated which colours would work best on the woodwork and walls. After that, it was minimal dressing and DONE!

After What a transformation! Using our **Vintage Tropical Blush Bespoke Mural** and co-ordinating paints **August** and **Mizumi** this bathroom is now a beautiful pink oasis!



VINTAGE TROPICAL BLUSH BESPOKE partnered with AUGUST and MIZUMI

How to **CLASH PATTERNS & COLOURS**

Maximalism is all about pushing the limits of interior design, but just how far can you go? Well, we've put together some tips on clashing patterns and colours to help you achieve the perfect maximalist space.

PICK A THEME

Before you start, make sure to have a theme in mind that you can stick to when designing your room. This will ensure that no matter how wild your design choices are, the room will come together in the end. Your theme could be based around a colour scheme, interior design style, or even a time period – using a wallpaper from our Through the Decades collection as a starting point!

MIX IT UP

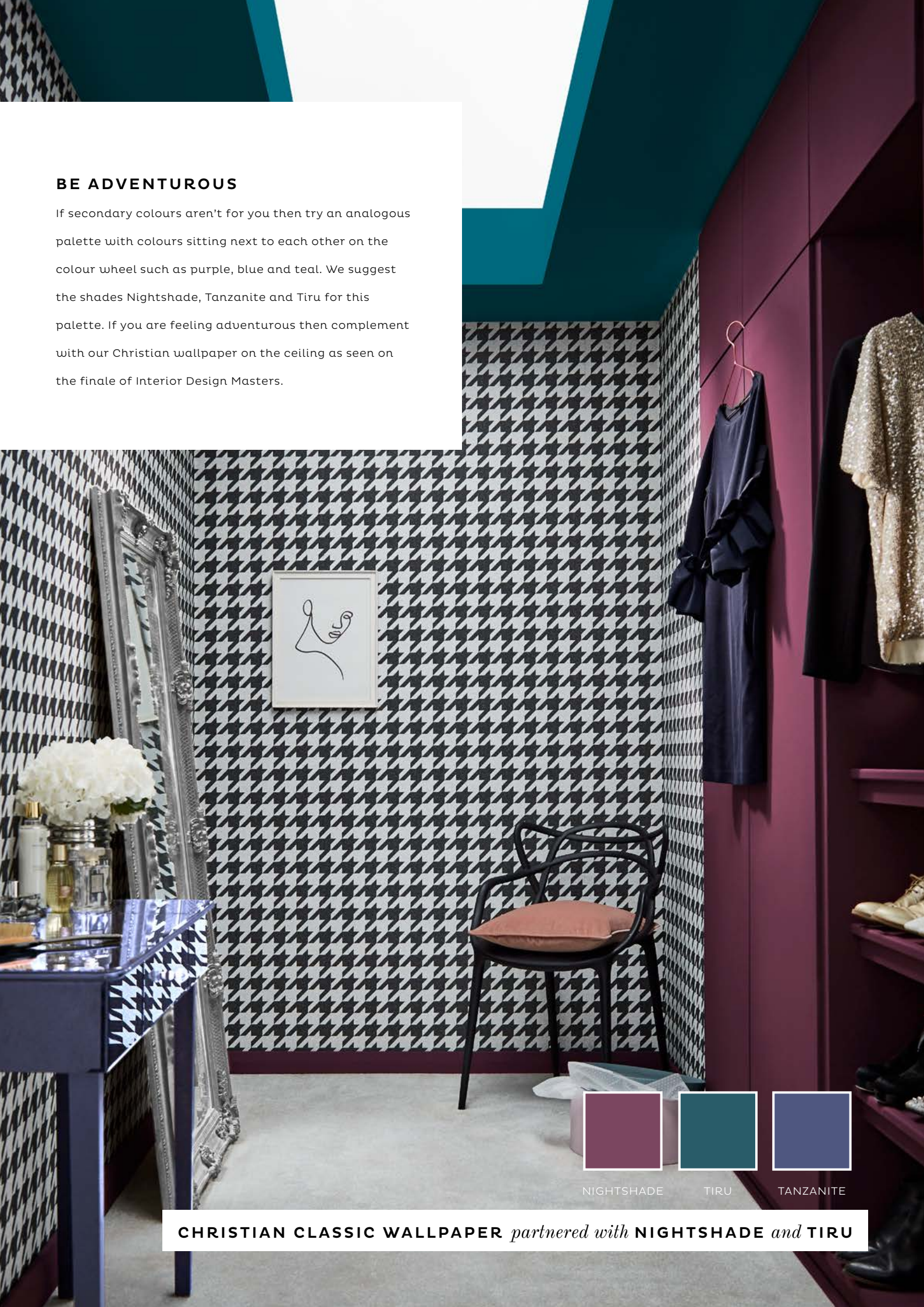
The simplest way to introduce clashing is by mixing paper and paint. We recommend starting with your wallpaper choice, then using the colour wheel to inform your paint choices. For example, the secondary colours, green, orange and purple, are a great option for providing contrast. Pair our beautiful Midnight Tropic wallpaper and the perfectly partnered paint shade Glasshouse along with shades Volt and lanthe to achieve this colour scheme.



MIDNIGHT TROPIC WALLPAPER *partnered with* **GLASSHOUSE** *and* **VOLT**

BE ADVENTUROUS

If secondary colours aren't for you then try an analogous palette with colours sitting next to each other on the colour wheel such as purple, blue and teal. We suggest the shades Nightshade, Tanzanite and Tiru for this palette. If you are feeling adventurous then complement with our Christian wallpaper on the ceiling as seen on the finale of Interior Design Masters.



NIGHTSHADE TIRU TANZANITE

CHRISTIAN CLASSIC WALLPAPER *partnered with* **NIGHTSHADE and TIRU**

PERFECTLY PARTNERED

You can also try matching wallpapers featuring the same colour schemes. This is made a lot easier with our perfectly partnered paints which can be used as a reference point. For example, our Perch White and Yasuni Lush Green papers are both matched with the shade So Swamped making them an ideal pair. Their shared tropical theme also make them a match made in heaven!



CUSHIONS

Tropical Leaves Black & Gold & Tropical Leaves Blush
grahambrown.com

ADD TEXTURE

You can also add texture alongside patterns to create even more depth. Achieve this by adding cushions such as our Tropical Leaves collection which all have a beautiful metallic finish. You can even add texture to your walls with our tactile flock wallpapers such as Polka Jet Flock.



PAINT

So Swamped
grahambrown.com

PAPER

Yasuni Lush Green & Perch White

grahambrown.com



TEXTURED PAPER
velvety polka dots & metallic paper

POLKA JET FLOCK WALLPAPER



GO BOLD

Finally, if you want to go for a bolder look then we recommend clashing patterns with other patterns. To accomplish this, try matching simple, monochrome designs with detailed, colourful ones to create contrast. For example, our Dots Black and White wallpaper can be used with more complex designs such as Kingdom Lion.

KINGDOM LION *and* DOTS BLACK AND WHITE WALLPAPER

Charity TALK

This year is our 75th year in business and to mark the occasion we have formed a charity committee, made up of colleagues from across our global business. We have pledged to raise **£75,000** to donate to charities that are close to our colleagues hearts. We have nominated 4 charities; one in each area where we are located, USA, UK, Holland, and France. We have launched a limited edition range of wallpapers from which the profits from sales will go to these charities. Through the committee, we are also encouraging and supporting colleagues to create events to raise money for their other chosen charities.



In each issue of Loving Home we will be highlighting our amazing colleagues fundraising efforts – last month we congratulated *Shirley Walker* who completed her 'Brave the Shave' challenge raising £1800 for Macmillan Cancer Support. *Well done Shirley!*

UPCOMING EVENTS

Friday 18th June

SENIOR MANAGEMENT
CAR WASH

Friday 23rd July

75KM WALK
IN 24 HOURS

Wednesday 1st September

RACE FOR LIFE
5K/10K

Sunday 12th September

VIRTUAL
RUN/WALK

Friday 22nd October

WEAR IT PINK

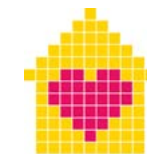
WE NEED **EVERYONE** TO GET INVOLVED IN
ORDER TO ACHIEVE OUR GOAL OF RAISING
£75K FOR CHARITY

If you would like to support us in reaching our goal
we would appreciate any donation, thank you.

DONATE HERE

£75,000
to celebrate

75
YEARS
GRAHAM & BROWN
EST. 1946



Visit **grahamandbrown75th.com** to
find out more, view our events calendar or donate!

SONGS TO DECORATE TO

May playlist

- Black Magic

LITTLE MIX
- When Doves Cry

PRINCE
- Typhoons

ROYAL BLOOD
- Midnight Sky

MILEY CYRUS
- Should I Stay or Should I Go

THE CLASH
- Cotton Candy

YUNGBLUD
- Don't Delete the Kisses

WOLF ALICE
- Sweet Dreams

EURYTHMICS
- Stop This Flame

CELESTE
- In For The Kill

LA ROUX



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



@interiorcurve



@sophierobinsoninteriors



@theelectricpenguin

LOVING
YOUR HOMES

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

#grahamandbrown #lovinghome



WE LOVE THIS USE OF
TIMEPIECE
perfectly partnered with
SPICED MULBERRY



A stunning way to make maximum impact is don't paper the walls, go for the ceiling! Paired with co-ordinating paint **Spiced Mulberry** this bedroom is the perfect balance of statement and serene.



@ourhouseatnumber27



@dunntheplaceup



@homewithsisi

