

Loving

FEBRUARY 2024 • Issue 35

HOME



NEW-TOPIA

A familiar but new colour palette for our new collection.

In the Spotlight

ARIZONA SKY

Inspired by the Red Rock Desert.



FLOWER PRESS GLASTONBURY WALLPAPER *perfectly partnered with* **RUSTIC WEFT GLASTONBURY WALLPAPER & ALIZARIN PAINT**

Trend TALK

“Expect to see grounded colour palettes with delicious chocolate tones.”

JAMES / SENIOR BRAND MANAGER



As we leave 2023 in the rear view mirror, lest we forget the turbulence that kept interrupting our day-to-day, and the doom scrolling we found ourselves absorbed in through news & social media. In 2024 we think about new beginnings, resolutions perhaps? At Graham & Brown, we've embraced our trend prediction 'Utopia' and let this inform some of our new designs we welcome to our collection this year.

Expect to see grounded colour palettes with delicious chocolate tones as pictured left with our Flower Press Glastonbury with vibrant cherry reds singing against the decadent background. We explore more neutral tones with our Toast & Praline colourways and of course

introduce designs in your favourite colours blues, greens & navy's.

We look at a fresh new hue for 2024 Arizona Sky, a complex red-rock dessert inspired tone. An 'almost' red that will lead us into valentines day. Our keen office bakers have merged valentines & pancake day for our Loving Recipe in this edition with a "Be My Valentine" cocktail, if you enjoy a tippie perhaps wait until the afternoon for your pancakes & punch!

We also have some new Bespoke Wallpaper Murals by one of our favourite guest designers Clarissa Hulse with some truly beautiful recolours of her most popular designs - we love seeing everything Clarissa creates in her studio!

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PARADYS TURMERIC BLINDS
EVENING STANDARD (UK)



JARDEN BOTANICO NAVY WALLPAPER
BRABEAU (HOLLAND)



VIRIDIS PAINT
FINANCIAL TIMES (UK)

IN THE PRESS
Read all about us!
We love nothing more than leafing through the top interior press magazines and being inspired! From our perfectly partnered wallpaper and paint to our stunning murals, we have something for everyone!



NEW EDEN EMERALD WALLPAPER
PERIOD LIVING (UK)



NEW EDEN NAVY WALLPAPER
JAN LIVING (HOLLAND)



AMHERST'S GARDEN BRONZE WALLPAPER
FALL MARKET TABLOID (US)



SHADOW PLAY TIAMAT WALLPAPER *perfectly partnered with* **RUSTIC WEFT TIAMAT WALLPAPER & NOVEL PAINT**

The Utopia trend kicks off our exciting new product launches for February, we think of our homes as our safe spaces, heavens and happy places. We realise the importance of mental wellbeing and have curated a stunning collective of wallpaper & fabrics that are designed to calm and ground interior spaces.

Featured on the left our Shadow Play design is an intriguing organic design, playfully growing up the wall in a silhouette. Adding further depth an intricate loose linen effect runs across the structured leaves, blurring any sharp lines and softening the design to the eyes. Perfectly complimenting this design our Rustic Weft semi plain adds an effect unachievable with paint. A basket weave-esque adds depth and is the perfect partner to the Shadow Play design.

Other designs that fit into Graham & Brown's Utopia collection include Flower Press, a large-scale floral as featured on the inside cover. Maryanne, Graham & Brown's Head of Design, really put emphasis on creating a familiar but new colour palette for the collection, really welcoming delicious chocolate tones in harmony with cherry reds, warming clay hues and heavenly neutrals. And of course our in house favourite, emeralds, greens & navy's.



CURTAINS
Rustic Ikat Clay
grahambrown.com



WALLPAPER
Shadow Play Clay
grahambrown.com

SHOP *the* LOOK
ALL FIRED UP

~ CLAY ~



Arizona Sky
grahambrown.com



CUSHION
Fringe Chocolate
grahambrown.com



SIDE TABLE
*Ethnicraft Mahogany
Roller Max Round
Side Table*
Amara.com



VASE
*Liang & Eimil Inger
I Gold Vase*
olivias.com

SWIVEL CHAIR
*Eichholtz Catene Swivel
Chair in Boucle Cream*
pavilionbroadway.co.uk



*A colour that will imitate those of
the burnt red rock deserts ...*

IN THE SPOTLIGHT

ARIZONA SKY

IN THE SPOTLIGHT

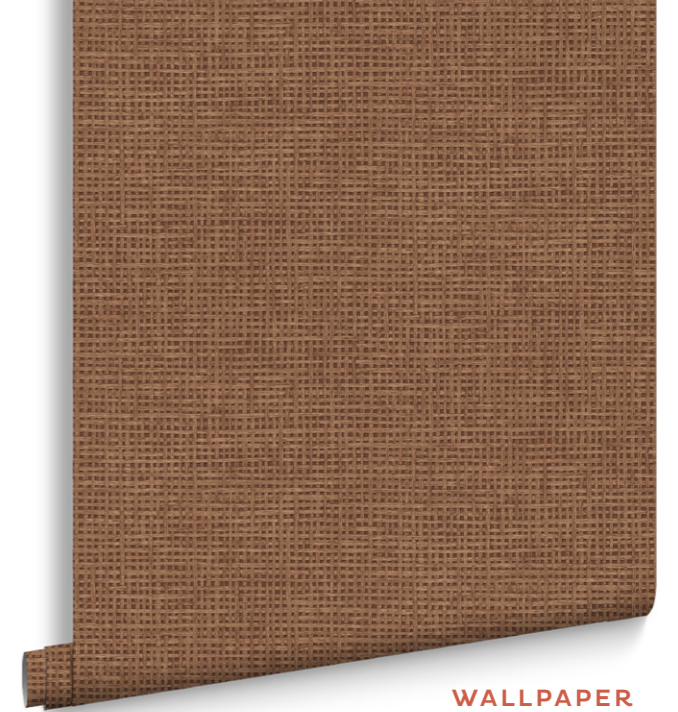


CURTAINS
Serenity Deep Amber Plain
grahambrown.com

*Perfectly partner with ARIZONA SKY,
PIMENTO & TARTAN for a tonal scheme ...*



FABRIC
Rustic Ikat Clay
grahambrown.com



WALLPAPER
Rustic Weft Clay
grahambrown.com



CUSHION
Fringe Opulence
grahambrown.com



WALLPAPER
Rustic Weft Clay
grahambrown.com



ARIZONA SKY PAINT *perfectly partnered with* **PIMENTO PAINT**

After a cold harsh winter, we welcome the spotlight on this sensual new shade - Arizona Sky. Inspired by travels to the red rock desserts in Arizona, this Clay like hue morphs orange and reds together to create this sumptuously complex colour. Traditionally terracotta tones had been condemned to the 90's but this is an invigorating colour we welcome back into 2024 and beyond.

With it's red undertone Arizona Sky alludes to passion & creates energy. Complimented with top notes of Orange that researchers believe encourages more activity and invigoration.

Don't be afraid of incorporating colour into your interior projects, the versatility of the colour makes it feel at home in living & entertaining spaces. Adding warmth to larger areas that can sometimes feel cold. Play into the red hues and partner with our Pimento red - or take some of the drama out and complement with our Tartan neutral.

In Perfect Harmony...

Stone textures have been a key part of interior design, incorporating these quality materials such as marble and granite has been part of the high end interior design community for some years, and is synonymous with luxury & timelessness. Palazzo & its semi-plain companion Vincenzo bring these high end elements by emulating luxurious Italiano marble textures. While we love bold colour, these Nueva neutrals are here to stay – and we like it.





WALLPAPER
Palazzo Stone
grahambrown.com



BENCH
Clarkson Bench
sm-london.co.uk

SHOP *the* LOOK
NUEVA NEUTRALS

~ PALAZZO ~



DINING CHAIR
*Jagger Dining Chair with
Kaster Pebble Velvet (Set of 2)*
daals.co.uk



VASE
Eve Double Bulb Vase
jonathanadler.com

CONSOLE
Roma Console
liangandeimil.com





SERENDIPITY SOFT STONE MURAL

MURAL COLLECTION BY
**CLARISSA
HULSE**



HOW MANY RECOLOURS WILL WE SEE IN THIS COLLECTION, WHICH DESIGNS ARE THEY AND ARE THERE ANY FAVOURITES THAT STAND OUT?

We have recoloured our best-selling Serendipity in 4 gorgeous new colour ways, beautiful Tania's Garden is update in 3 new options, and Enchanted Vale has been reworked in 2 soft hues.

WHAT INSPIRED YOU TO DELVE INTO NEW COLOURWAYS?

Designs can be utterly transformed by a change of colour. There is just so much scope of what can be done with a pattern simply by altering the palette. Serendipity for example looks like a new design altogether in the soft stone colourway compared to the kaleidoscope.

HOW HAVE YOU USED THE MURALS IN YOUR OWN HOME AND HOW WOULD YOU SUGGEST OTHERS USE THEM?

I have really gone for it and papered the Serendipity soft stone mural on all the walls in my bedroom, and with a 5m high wall,

it is making quite a statement! In fact we originally re-coloured this design with my bedroom in mind as I wanted a bold design but in calm restful muted tones. It has come out so beautifully I decided we should put it into production. The bedroom always elicits gasps of admiration from friends when I am doing house tours, so I think I am not the only person who thinks it is stunning.

WHAT IS YOUR FAVOURITE PART OF THE DESIGN PROCESS?

I love all the stages of the design process, but I think the most satisfying part is when the finished product comes in from the factory at full scale, and we actually put it up on a wall for the photography. No matter how many designs you have done in life, you are never able to visualise a product absolutely perfectly. I love it when we style a room, and see what it looks like to actually live with... then I feel is my job is done!



SERENDIPITY SPICE MURAL



TANIA'S GARDEN MIDNIGHT MURAL



TANIA'S GARDEN COCOA MURAL



TANIA'S GARDEN HEATHER MURAL



ENCHANTED VALE SHELL MURAL



ENCHANTED VALE SPRING GREEN MURAL



FLEUR BRIGHTS WALLPAPER perfectly partnered with **BIKINI & SLEEPLESS PAINT**

Top tips for...

DECORATING

“We love all things wallpaper, paint, murals & textiles here at Graham & Brown as each element can quickly and easily change the look and feel of any room whilst capturing your mood, style and personality perfectly. Throughout this guide we will take you on a journey to advise you on how to transform any space to suit your taste.”

WHAT ATMOSPHERE ARE YOU WANTING TO CREATE?

The main element to consider when decorating is the atmosphere you want to emulate; this is a good grounding point to start with and will help you build your desired room. Knowing the space you're wanting to either add a touch of character to or totally transform, is key.

Are you wanting a living room to relax in? A kitchen to bring loved ones together? Maybe even a cosy, comfy bedroom fabricated by serenity? The choice is entirely yours.

WHAT TO CONSIDER WHEN DECORATING?

If you're looking to create a calming haven or a cosy snug, select colours which are easy-living and add kindness to your room, such as our plain/textured wallpaper design Rustic Weft Stone.

However, if you're looking to add vibrancy, repetitive patterns are aesthetically pleasing which join harmony and balance together.

PANELLED EFFECT

A key interior trend which is perfect for the living room is wall panelling. A half and half panelled wall is an ideal way to combine pattern & colour; we've made this easy with our perfectly partnered wallpaper and paints. For a country casual

look with a twist why not combine our Shadow Play Denim wallpaper with our Benjamin Blue paint, if you're feeling bold.

GEOMETRIC WALLPAPER

The kitchen is the social hub of the home, the room that brings family and friends alike together and sometimes it can be hard to find a pattern that pleases everyone, but we believe geometric wallpapers do just that. Whether it's a classic, contemporary, retro geometric style our designs come in a wide range of colours allowing you to find a design that suits the whole family's personality. Our new designs Palazzo or Lorenzo would be a perfect choice.

NATURE AND TRANQUILITY

Lastly but by no means least we couldn't finish without mentioning a beloved interior design favourite. Bringing nature into your home by adding an organic feel can build on tranquillity whilst creating a fun, statement feature. We have a large range of bedding, curtains and blinds to choose from if you're looking for a restful bedding design or floral curtains.



ARMANDO CHOCOLATE WALLPAPER perfectly partnered with **FETISH PAINT**

dive
**UNDER
 THE SEA**

Taking inspiration from the tropical leaves these friendly fish live among, this deep green back drop adds a sophisticated element to any space while keeping things entertaining. This vibrant scene will bring your walls to life as you follow the array of fish swim through the lively botanicals. Don't just stop there continue the colour on to all four walls with the help of our perfectly paired paints such as Star Gazer or Terrazzo.

FABRIC
Lavish Emerald
 grahambrown.com



Perfectly partner with...

Star Gazer
 grahambrown.com

Chimney Sweep
 grahambrown.com

Terrazzo
 grahambrown.com





Perfectly partner with...

Sweet
Potato Pie
grahambrown.com

Turtle Shell
grahambrown.com

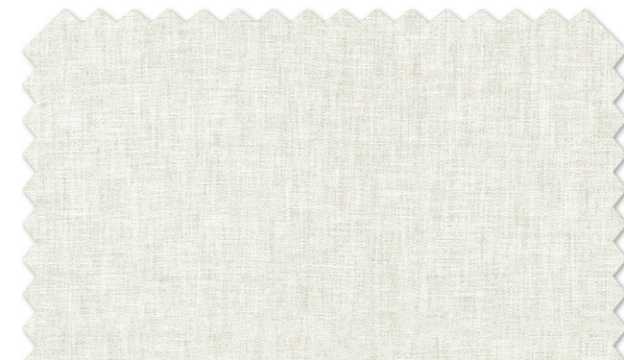
Terazzo
grahambrown.com

step into the GLASSHOUSE

Have everyone in awe of three majestic birds sat proud upon your wall. Emerging from the greenery set above a tropical sage toned backdrop, allowing the vivid coloured the birds and blooms to shine through. Pops of Pink and Yellow emerge from down below laying home to these 3 flamboyant birds. Our Glasshouse Sage Bespoke Wall mural will fill your home with fun and intrigue bringing life into your space.



MURAL
Glasshouse Sage
grahambrown.com



FABRIC
Campanile Ivory
grahambrown.com

Recipe for HEART PANCAKES

Ingredients

150g self-raising flour
3 tbsp caster sugar
1 egg
150ml milk
1 tsp baking powder
Heart shaped cookie cutter

Method

- 1 Mix together the flour and sugar in a bowl.
- 2 Add the egg, milk and baking powder then combine until a thick texture is formed.
- 3 Add the batter to a medium-high heat pan and flip.
- 4 Once the pancake is cooked on both sides, remove from the pan and once cool cut into a heart shape with the cookie cutter. (For an added challenge, try placing the cutter in the pan and placing the batter directly in to mould to shape whilst cooking)



To Drink

BE MY VALENTINE COCKTAIL

Ingredients

Tall cocktail tumbler
Grenadine
Ice
Fresh strawberries
Cranberry juice
Vodka
Lemonade

Method

- 1 First step is to grab the perfect cocktail tumbler to follow the aesthetic of our "Be My Valentine", any tall cocktail glass will work perfectly for this.
- 2 Once you've picked your glass, pour in a generous amount of Grenadine into the bottom.
- 3 Next thinly slice a couple of strawberries, before cutting a small triangle at the root to create a love heart like shape.
- 4 Fill your glass with ice, placing your strawberries to the inside edge.
- 5 Add 100ml of cranberry juice before adding a dash of vodka to the mix.
- 6 Lastly, fill the remainder of the glass with lemonade, garnish with another slice of strawberry and enjoy!

SONGS TO DECORATE TO

Utopia

Lavender Haze TAYLOR SWIFT

Boo'd Up ELLA MAI

All Of Me JOHN LEGEND

Slow Hands NIAL HORAN

Perfect ED SHEERAN

You're Still The One SHANIA TWAIN

Kiss Me SIXPENCE NONE THE RICHER

My Girl THE TEMPTATIONS



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



@alex.interiordesign

HARMONY WHITE ROSE GOLD
WALLPAPER & BAKED CHEESECAKE
ROLLER BLIND



@bournesprojects

BORNEO TEAL WALLPAPER



@charlotteclarkhome

RILEY PAINT



@designermumetc

NEW EDEN MURAL



@here.at.quarry.bank

BUCKLEY WALLPAPER



@house_of_pamplemousse

HOT MOCHA PAINT



@layered.home

WALLFLOWER DAY WALLPAPER

LOVING *your homes*

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

#grahamandbrown #lovinghome

