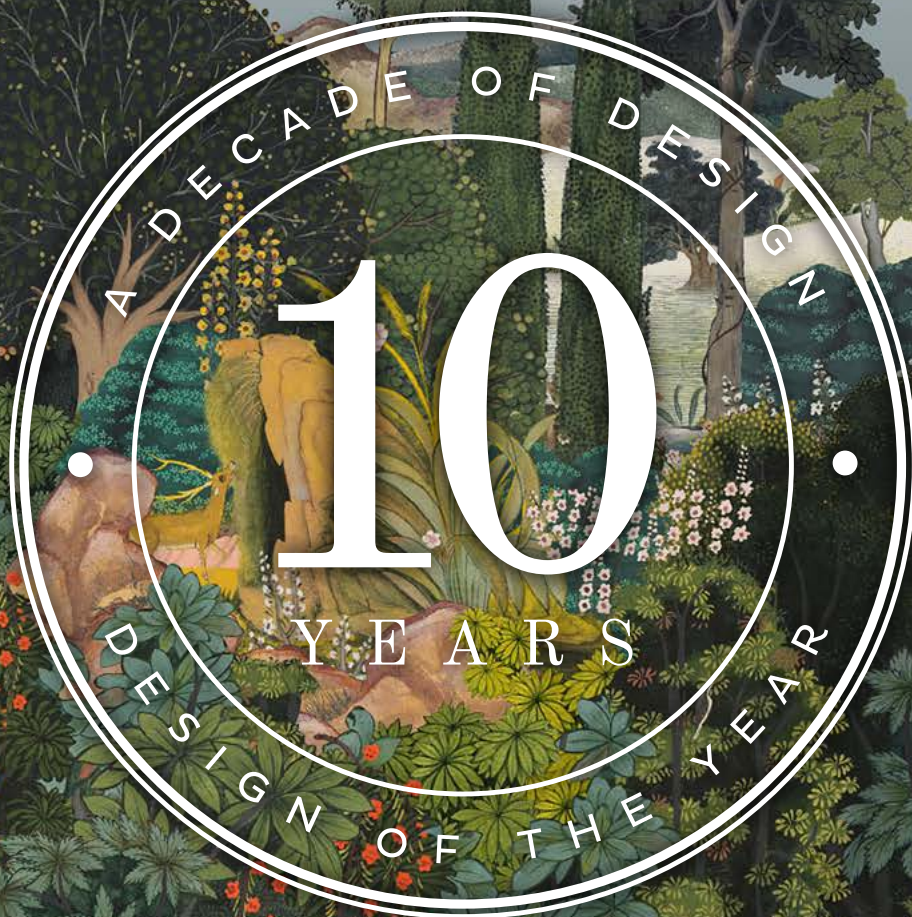


*Loving*

SEPTEMBER OCTOBER 2023 • *Issue 33*

# HOME



*Special* EDITION

*New for* AUTUMN WINTER • *Songs to* DECORATE TO • *Meet the* BOTANICAL BOYS • *Recipes for* LOVE





NEW EDEN BESPOKE MURAL *perfectly partnered with* OPULENCE EMERALD CURTAINS

## Trend TALK

*“Our Utopia trend embodies the need to create a calm and welcoming space for yourself and others.”*

MARYANNE / HEAD OF DESIGN



In this very special edition of Loving Home, we welcome you to New Eden, our *Design of the Year 2024*. When creating our Design of the Year, we really wanted to highlight the need to create a calm and welcoming space for yourself and others, our Utopia trend is the embodiment of this. We wanted to highlight the healing and rejuvenating qualities of nature and the need to create calm and take the time to slow down in this bustling world.

As we look ahead with the planet in mind our mindsets begin to shift and we form deeper connections with nature, gardens have become an extension of the kitchen, bringing the outdoors in, and creating an essential entertaining area. With the powerful health benefits of biophilia and forest bathing we have captured this essence in New Eden to enable you to create these natural spaces indoors and ensure there is a welcoming environment for guests.

Viridis, our *Colour of the Year 2024*, is the perfect colour partner for New Eden

as it creates such a calming effect with tones of new beginnings, perfect for entertaining. When choosing it, we wanted to continue the theme of the Utopia trend and began looking into colour psychology and the hues that bring calm and peace. Viridis, a soothing mid green hue reflects harmony and stability, enabling those in its vicinity to relax and revitalize. Viridis is the colour of growth and health, mirroring nature and expressing renewal and life. It evokes a feeling of abundance and a plentiful environment whilst also providing a restful and secure feeling. We see our homes as a haven, a place to spend time with family and friends, and this is the perfect hue to create welcoming colour palette.

Also in this issue, don't miss our new in designs for Autumn Winter, our chat to terrarium connoisseurs The Botanical Boys, and our delicious recipes ideas, including a special Viridis Pesto Pasta and the thirst-quenching Forbidden Fruit cocktail!

We hope you enjoy this special issue as much as we enjoyed creating it.

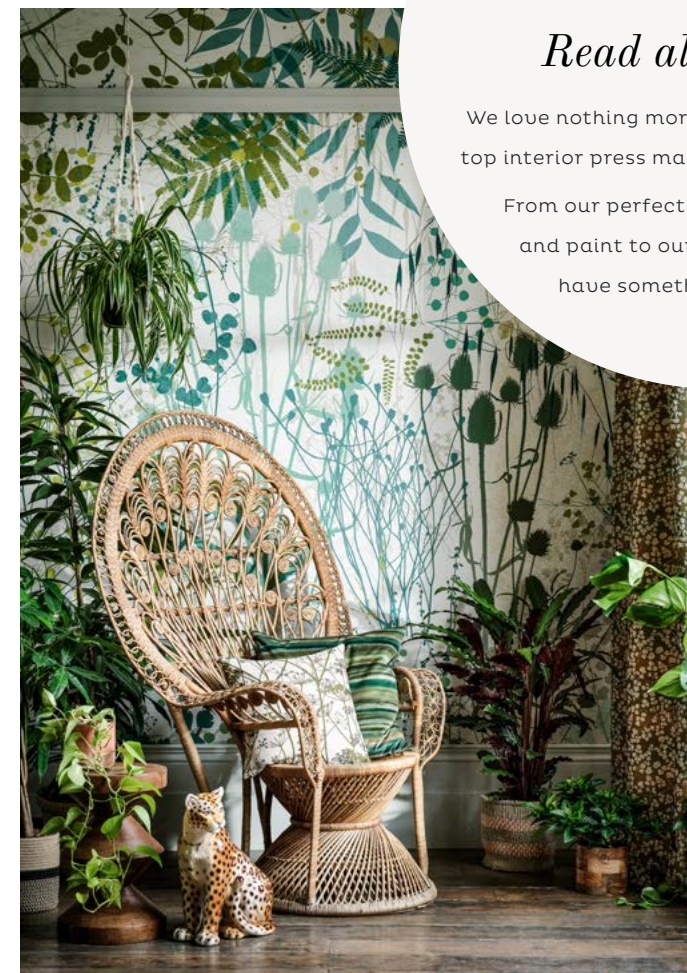


# *In this* ISSUE

TREND TALK	3
DESIGN & COLOUR OF THE YEAR 2024	6
<i>Shop the Looks</i>	12
<i>In the Spotlight: VIRIDIS</i>	18
A DECADE OF DESIGN	22
<i>Meet the</i> BOTANICAL BOYS	24
AUTUMN WINTER ~ <i>New in!</i>	26
RECIPE FOR LOVE	36
SONGS TO DECORATE TO	38
LOVING YOUR HOMES	39



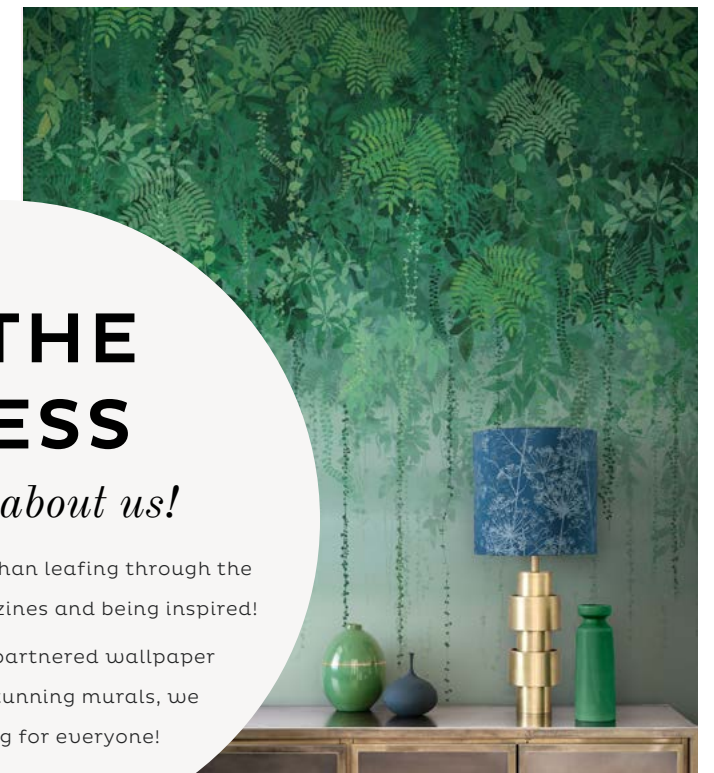
AQUARIUM LUSH ROMAN BLIND  
MODERN LUXURY INTERIORS (US)



SERENDIPITY GREENHOUSE BESPOKE MURAL  
PA MEDIA (UK)



EMPRESS GRASSCLOTH TEAL WALLPAPER  
25 BEAUTIFUL HOMES (UK)



ENCHANTED VALE EMERALD BESPOKE MURAL  
LIBELLE (NL)



CONGO NIGHTFALL BESPOKE MURAL  
GROENER WONEN (NL)





*Welcome to*  
**NEW EDEN**  
*Design of the Year 2024*

**NEW EDEN BESPOKE MURAL** *perfectly partnered with*  
**ADELINE PAINT & OPULENCE EMERALD CURTAINS**

**W**elcome to a New Eden, proudly our Design of the Year for 2024. This dramatic forest scape is full of hidden treasures, pops of colour emerge through the design with yellow, orange, and pink tones complementing the emerald tree canopies. The design, available as wallpaper, made-to-measure window furnishings, and as a bespoke mural, will transform any room, perfectly partnering with our Colour of the Year, Viridis, or with our Adeline paint for a moodier atmosphere.

This year we are celebrating a Decade of Design, with the 2024 launch marking our 10th Design of the Year. As we reflect on the past ten years, we search for those moments that are precious to us. With that in mind the in-house design studio has focused on our 'Utopia' trend, creating a Utopian space led by a design that encourages welcoming and acceptance to all those who enter the home. Inspired by the Japanese art of Omotenashi, which centres around mindful hospitality - to wholeheartedly take care of guests without expectation or compensation. The Design of the Year has been created to offer a welcoming atmosphere and ultimately produce the perfect ambience in the home.





NEW EDEN WALLPAPER *perfectly partnered with* VIRIDIS PAINT





**NEW EDEN WALLPAPER** *perfectly partnered with* **ADELINE PAINT**

“We really wanted to highlight the need to create a calm and welcoming space for yourself and others and our Utopia trend is the embodiment of this,” explains Maryanne Cartwright, Head of Design at Graham & Brown. “As we look ahead with the planet in mind our mindsets begin to shift and we form deeper connections with nature, gardens have become an extension of the kitchen, bringing the outdoors in, and creating an essential entertaining area. With the powerful health benefits of biophilia and forest bathing we have captured this essence in New Eden to enable you to create these natural spaces indoors and ensure there is a welcoming environment for guests.”

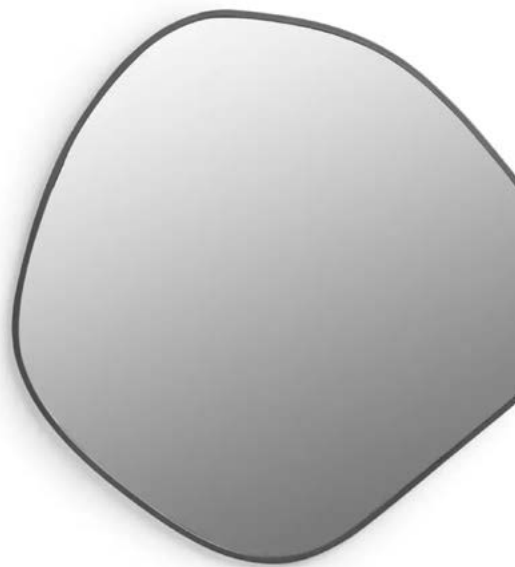
Featuring a variety of lush leafy trees and trailing floral shrubbery, the lively hand painted design is full of flora and fauna, interspersed with exotic bird life and rocky terrain. The mostly green verdant palette is brought to life with vibrant shots of colour in the form of tree blossoms and sprawling florals. The colours are friendly and welcoming, creating a neutral and affectionate feature that can also be bold and creative. The deep green tones introduce depth to the design, whilst the use of golden, blue, and rusty hues add a playful pop of colour.

With the powerful health benefits of biophilia and forest bathing becoming more apparent, we have captured this essence in the design to welcome those healing feelings into our homes. Viridis is the perfect colour partner as it creates such a calming effect with tones of new beginnings – perfect for entertaining.





**WALLPAPER**  
*New Eden Emerald*  
[grahambrown.com](http://grahambrown.com)



**MIRROR**  
*Habitat Asymmetric Wall Mirror*  
[habitat.co.uk](http://habitat.co.uk)

# SHOP *the* LOOK

## LUSH LIVING ROOM

~ NEW EDEN ~



*ADELINE*  
[grahambrown.com](http://grahambrown.com)



**ARMCHAIR**  
*Hampstead White Boucle Curved Armchair*  
[daals.co.uk](http://daals.co.uk)



**SIDE TABLE**  
*Emil Round Side Table*  
[cultfurniture.com](http://cultfurniture.com)







**CHAIR**

*Bergen Scandinavian Oak Dining Chair*

[thefurnshop.co.uk](http://thefurnshop.co.uk)



**WALLPAPER**

*New Eden Emerald*

[grahambrown.com](http://grahambrown.com)

SHOP *the* LOOK  
**BOTANICAL BATHROOM**

~ NEW EDEN ~



*ADELINE*

[grahambrown.com](http://grahambrown.com)

**PLANT POT**

*Charlie Plant Pot - Grey Washed*

[hortology.co.uk](http://hortology.co.uk)



**STORAGE**

*Set of 2 Plastic Wicker Storage Baskets*

[next.co.uk](http://next.co.uk)



**FABRIC**

*New Eden Emerald*

[grahambrown.com](http://grahambrown.com)







**WALLPAPER**  
*New Eden Emerald*  
[grahambrown.com](http://grahambrown.com)



**LAMP**  
*Habitat Bobby Metal Desk  
Lamp - Black*  
[habitat.co.uk](http://habitat.co.uk)



ADELINE

[grahambrown.com](http://grahambrown.com)

SHOP *the* LOOK

# HOME OFFICE HAVEN

~ NEW EDEN ~

**CHAIR**

*Beech Wood Dining Chairs,  
Walnut and Black*  
[daals.co.uk](http://daals.co.uk)



**DESK**

*Talia Wooden Desk in  
Dark Brown*  
[housebeautiful.co.uk](http://housebeautiful.co.uk)



**FABRIC**

*New Eden Emerald*  
[grahambrown.com](http://grahambrown.com)





IN THE SPOTLIGHT

# VIRIDIS

COLOUR OF THE YEAR



A beautiful muted green colour, the *Colour of the Year 2024* has been conscientiously curated to create a warm and welcoming space, offering a calming atmosphere for its guests. Viridis is a complex yet flexible hue, adding depth to a space and blurring the lines between the outside and inside, it is a natural and uplifting shade, providing an inventive alternative to the greige interior schemes.

Viridis is the perfect embodiment of the fertile green hills around us. It can be used in small cosy spaces to create a calming effect or in larger rooms to transform the space into a sophisticated yet relaxing environment. It is especially perfect for the entertaining and entrance areas where outside and inside meet.





**CURTAINS**  
*Wallace Nude*  
grahambrown.com



**WALLPAPER**  
*Reecho Green*  
grahambrown.com



**WALLPAPER**  
*Esther Sage*  
grahambrown.com



**FABRIC**  
*Viridis Plain*  
grahambrown.com







2015 NORTHERN ROSE



2016 MARBLED



2017 REFLECTIONS



2018 PIERRE & PENELOPE



2019 TORI & TIRU



2020 BLOOMSBURY & ADELINE



2021 TIMEPIECE & EPOCH



2022 RESTORE & BREATHE



2023 FLORENZIA & ALIZARIN



# Celebrating A DECADE OF DESIGN

With this year marking our 10th Design of the Year, we are taking the time to reflect on a decade of design.

2015 marked the start of our annual tradition with our first Design of the Year, Northern Rose. This elegant design has a quintessential British charm with classic florals and a pink and blue colour palette. Our next Design of the Year, Marble was bang on trend in 2016, with a contemporary marble texture and deep moody colour palette. Continuing to follow the trends, Reflections was our Design of the Year 2017. This geometric design features the rose golds and millennial pinks that defined this era.

Our Design of the Year 2018 Pierre Pink is a feminine floral with more hints of muted pink and a twist of metallic gold in the background. Tori Teal marked the end of the 2010s as our Design of the Year 2019. This delicate floral design still stands the test of time with a classic teal colour palette and elegant birds

During the year of the pandemic, our Design of the Year 2020 Bloomsbury Neo Mint brought a much-needed brightness and optimism to our homes with pastel florals and elegant butterflies. 2021 marked the year of our 75th anniversary and we celebrated with Timepiece Amethyst. This design features archival florals with a geometric twist in a regal plum colour palette.

After a tumultuous start to the decade, Restore Midnight was the perfect design to create a calming environment with misty blues and silhouettes of nature. Last year we made the old new with an archival design refreshed for the modern home. Florenzia Dusk is a classic floral that has made its impact over the last year.

After a decade of design, we now welcome you to New Eden, Design of the Year 2024. This design encapsulates the trends to come in the year ahead and represents growth and new beginnings.





## *In conversation with* **THE BOTANICAL BOYS** *Founders Darren Henderson and Ben Nel*

### **WHERE DID THE IDEA COME FROM?**

It began as a hobby, building fish bowl terrariums with succulents around a small dining table. It is such a fun way to spend time - forming a mini landscape, and we made little scenes to remind us of our holidays to South Africa. It became a way of focusing on something creative after a long day at our 9-5 office jobs.

Darren took some in to his office to dress his desk and his colleagues started to enquire about them. We joined an online education platform and put together a lesson plan and we started getting booking enquiries. 6 years later we are still teaching this fascinating subject and helping to connect thousands of people across the city to nature.

### **WHAT WAS THE BIGGEST HURDLE YOU OVERCAME?**

Opening our first shop in Kings Cross was a scary prospect - moving our classes from the dining table at home to a public space. We've also built a lot of supply chains and networks around the world to bring unique old treasures to our range, which was a massive hurdle in many ways - navigating the entire process of containment shipping and storage solutions.

The key thing we learned in overcoming new challenges is the importance of building strong relationships with your supply chain and people around you.

### **WHAT WELLNESS BENEFITS DO TERRARIUMS HAVE?**

There are huge wellness benefits in building terrariums and planting living plants. The terrarium experience encourages focus and creative thinking. Our planting classes help people learn about plant care, which in turn gives confidence and knowledge when considering buying plants.

A terrarium has visual intrigue and the science of plants in enclosed containers is always a great talking point. Our team produce a vast range of terrarium landscapes and styled plants in old vintage pots at our Kings Cross store to help impact your home in a beautiful way.

### **WHY SHOULD PEOPLE BRING NATURE INTO THE HOME?**

Having nature around us has many positive mental health benefits and our bespoke pots have a particular visual impact on the aesthetic of an interior.

*“Our kits saved us through Covid times and being able to teach people online was a positive period in those darker and difficult times we all faced.”*

Plants provide oxygen and air purifying qualities which are great for keeping our air clean, such as the Sansevieria plant, one of NASA's top ten chosen plants for air purifying qualities. The very act of nurturing your plants also has many positive benefits to us when we see them thrive in our homes.

### **WHERE DO YOU FIND YOUR INSPIRATION?**

We find planting inspiration from our travels around Africa and we source plants we love from UK and European growers. We love using old vessels from around the world and re-purposing them by pairing with sculptural plants. Our plant styling service connects people to our unique designs that are perfectly suited to modern interior designs, for example we use 200 year old wooden mortars from rural parts of Asia and pair them with a cultural planting.

### **TELL US A LITTLE BIT ABOUT THE PROCESS BEHIND CREATING AND CARING FOR TERRARIUMS.**

A terrarium is a self-sustaining eco system that requires several layers of organic materials to help its natural cycle kick start. For example, we use small clay pellets for the base layer, providing an all-important air pocket draining layer in the glass terrarium. Each layer built has a purpose before plants are placed. We've recently developed bespoke terrarium kits with a self paced guide.

Part of our learning has lead us to create our very own bespoke substrate mix (terrarium soil), which we mix in-house to enable the most sustainable environment for the plants. Our kits, launched as a way to connect people to nature at home, are made from recycled cardboard and our labelling uses vegetable inks.

**To learn more about The Botanical Boys workshops and home kits, visit [WWW.BOTANICALBOYS.COM](http://WWW.BOTANICALBOYS.COM)**





## *New in for* **AUTUMN WINTER**

This year's Autumn Winter collection combines cosy colour palettes of rich blues, wine reds and soft neutrals, with striking designs inspired by nature's beauty. From dramatic forests to alluring coral reefs, each design will create a showstopping look in your home, that's perfect for entertaining guests over the cooler months and holidays.

Our Norse Forest Navy design is the perfect moody blue design for creating a comfy snug to hide away in during those drizzly winter days. With silhouettes of towering pine trees and a misty blue colour palette, this design works perfectly when paired with our favourite Rhapsody blue and charcoal grey accessories.

**NORSE FOREST NAVY WALLPAPER** *perfectly partnered with* **RHAPSODY PAINT**





WALLPAPER  
*Esther Stone*  
[grahambrown.com](http://grahambrown.com)



BEDSIDE TABLE  
*Aubrey 2 Drawer Bedside Table*  
[featherandblack.com](http://featherandblack.com)

## SHOP *the* LOOK ESTHER STONE

~ AUTUMN WINTER ~



ARMCHAIR  
*Collection Luxe Benji  
Armchair*  
[next.co.uk](http://next.co.uk)



CURTAINS  
*Reecho Neutral*  
[grahambrown.com](http://grahambrown.com)



BLANKET  
*Charcoal and Silver Grey Herringbone Throw*  
[thebritishblanketcompany.com](http://thebritishblanketcompany.com)







**SALIX LEAVES NAVY WALLPAPER** *perfectly partnered with* **BREATHE PAINT**

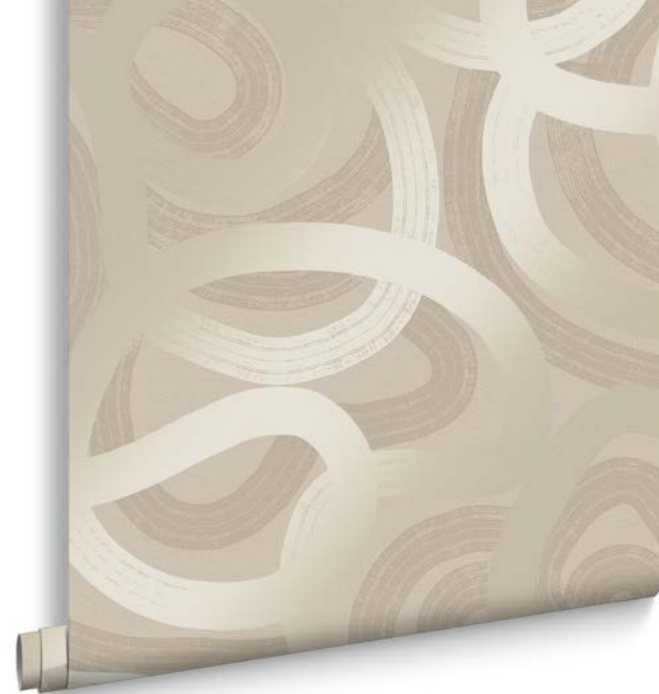




LAMPSHADE

*Rico 2 Tier Large Easy Fit Shade*

[next.co.uk](http://next.co.uk)



WALLPAPER

*Ambire Neutral*

[grahambrown.com](http://grahambrown.com)

SHOP *the* LOOK  
AMBIRE NEUTRAL

~ AUTUMN WINTER ~



*SAMANTHA*

[grahambrown.com](http://grahambrown.com)



BLANKET

*Classic Throw, Coffee*

[eluang.co.uk](http://eluang.co.uk)

HEADBOARD

*Koti Home Avon Upholstered Headboard, Linen Look Beige*

[johnlewis.com](http://johnlewis.com)



CURTAINS

*Opulence Champagne*

[grahambrown.com](http://grahambrown.com)







*“The collection combines cosy colour palettes of rich blues, wine reds and soft neutrals, with striking designs inspired by nature’s beauty.”*

For a bedroom you can truly unwind in during the longer evenings, we recommend brightening up your walls with our Esther Stone design. Featuring a soft beige colour palette and wildflower silhouettes, this design works beautifully with other neutrals - we recommend our Reecho Neutral curtains for the perfectly partnered look.

With a classic navy colour palette and dainty leaves, our Salix Leaves Navy wallpaper is a timeless design. We love using this design with panelling and matching blue décor in a living room.

With swirls of elegant metallic detail and a soft beige colour palette, our Ambire Neutral is a unique design that will add intrigue to your walls whilst remaining neutral. This design will work in most rooms, but we especially love it in a bedroom for a calming effect.



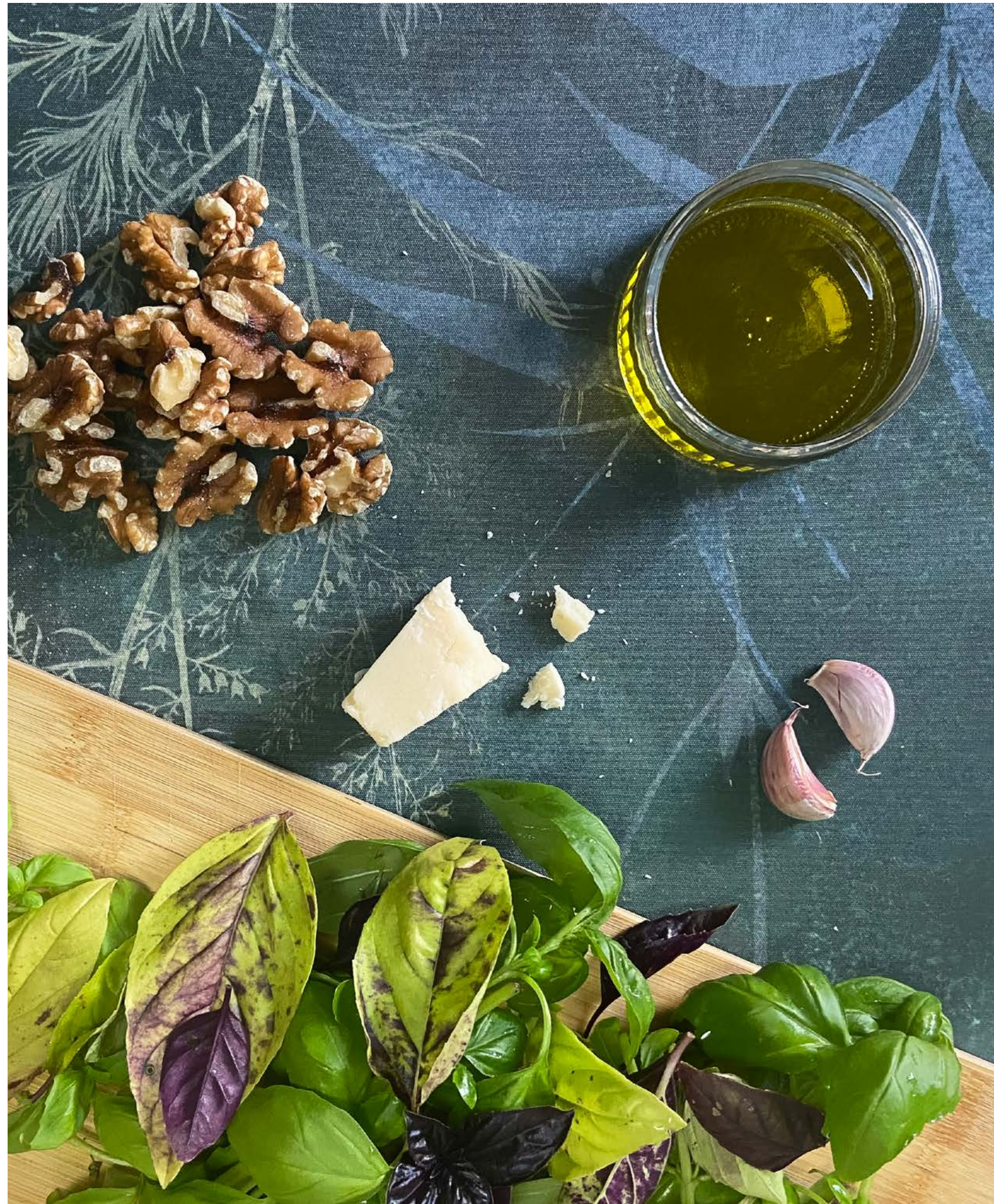
# Recipe for VIRIDIS PESTO PASTA

## *Ingredients ~ 4 Servings*

**80g Fresh Basil**  
**150ml Olive oil**  
**Generous handful of walnuts**  
**2 cloves of garlic**  
**40g parmesan**  
**4 servings of fresh pasta**  
**Salt & pepper to season**

## *Method*

- 1 Boil pasta, add a splash of oil and salt to prevent pasta sticking to the pan.
- 2 Place all ingredients into a food processor and blend until smooth or to your preferred consistency.
- 3 Drain pasta (but keep a small amount of pasta water left to mix in with the pesto).
- 4 Add pesto into the pan of pasta and stir on low heat for a couple of minutes.
- 5 Serve up with a sprinkling of grated parmesan and basil!



*Recipe for Love*



## *To Drink*

### FORBIDDEN FRUIT COCKTAIL

## *Ingredients*

**60ml of Gin**  
**35ml of Elderflower Cordial**  
**100ml of Cloudy Apple Juice**  
**250ml of Soda Water**  
**1 Red Apple**  
**30g of Fresh Mint**  
**Ice cubes**

## *Method*

- 1 Choose your favourite long stem glass, add your elderflower cordial, followed by your gin, then by the cloudy apple juice. Give it a little stir, add ice & then top with soda water.
- 2 Garnish your Forbidden Fruit Cocktail with a slice of apple & a small bunch of mint.
- 3 Lastly, enjoy!



SONGS TO DECORATE TO

September / October

<i>Xanadu</i>	OLIVIA NEWTON JOHN
<i>Garden of Eden</i>	DUA LIPA
<i>Dark Paradise</i>	LANA DEL REY
<i>Paradise</i>	COLDPLAY
<i>From Eden</i>	HOISIER
<i>Seven Wonders</i>	FLEETWOOD MAC
<i>Alive</i>	EMPIRE OF THE SUN
<i>Other Side of the World</i>	KT TUNSTALL
<i>Evergreen</i>	RITCHY MITCH & THE COAL MINERS
<i>Handmade Heaven</i>	MARINA



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



@charlotteclarkhome

STANLEY STREET PAINT



@sevenpalmtreehouse

AFTER MINT & BODICE PAINT



@alexandragater

EDULIS BLUSH WALLPAPER



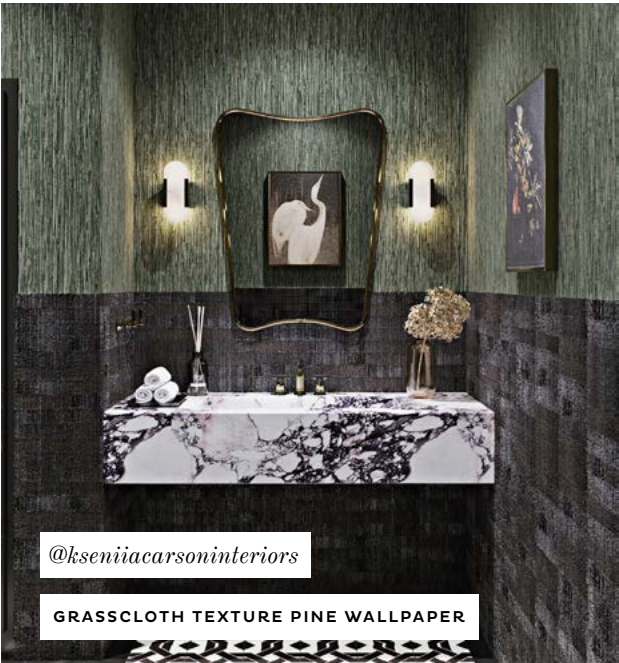
@prlainovic.milica

FLIGHT OF SWALLOWS BESPOKE MURAL



@deco.dwelling

GLASSHOUSE PAINT



@kseniiacarsoninteriors

GRASSCLOTH TEXTURE PINE WALLPAPER



@moordesign

MIDSUMMER FERN WALLPAPER

LOVING  
*your homes*

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

#grahamandbrown #lovinghome



