

GRAHAM & BROWN

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THE PERFECT PLAN REVEALED

With many of us continuing to spend more time at home, efforts to create the perfect surrounding has become essential. Celebrating [International Wallpaper Week](#) (October 5 - 11), recent research* commissioned by Graham & Brown found that **81%** of individuals think their interiors affect their mood. Whether its creating more green spaces inside or adding pops of colour for inspiration, strengthening the relationship between our home aesthetic and its emotional impact is essential to our wellbeing.

Of those surveyed, **64%** said they felt their lives would be happier if each room was designed with 'purpose' in mind. With only **29%** designing each room in this way, the majority are still seeking the perfect plan for the home. Capturing colours and patterns that had the greatest impact on those surveyed, Paula Taylor, Colour & Trends Specialist at Graham & Brown reveals the perfect plan for the living room, bedroom, kitchen and office.



Magpie, £60 per roll



THE LIVING ROOM

As the main communal area, almost **50%** want to ensure their living room feels calm. "Grey and neutrals are the most popular colours for creating relaxing spaces as they offer balance. Grey in particular is solid and reliable, bringing relief to a very chaotic world. It perfectly partners different shades; chose greys with yellow tints to warm up the room or blue tinges if you prefer a cooler feel. The hue is versatile and sets the perfect background for exciting motifs, like animal prints, and inspirational décor" says Paula.

Indigo Grey, £60 per roll

THE BEDROOM

With a **73% YOY** uplift on searches for 'bedroom wallpaper', blues have taken the lead for the ideal bedroom hue. "From cobalt to cerulean, blue blurs the boundary between outside and in. Invoking visions of limitless skies and deep everlasting oceans, blues create a serene oasis away from the hustle and bustle of urban life" says Paula. A sales increase of **37% YOY**, "geometric designs are the most popular wallpaper print, ideal for those who need a bit more rigidity and structure." The [Graham & Brown App](#) helps visualise these patterns and colours on the wall to make decorating choices easier in the most intimate of spaces.



Timepiece Midnight, £60 per roll



THE OFFICE

Whether the home office is a corner in the dining room or a desk in the bedroom, **13%** admit they want to feel more inspired in their space. Statement greys were a popular colour choice with brits, but aimed at offering some restoration after an exhausting Zoom call, where tranquillity is in need of being exude, Paula suggests incorporating greens. "Green allows thoughts to evolve; it reconnects us with the natural world and promotes ideas of growth. In stressful situations, this shade acts as a natural healer, it is known to help reduce stress, blood pressure and heart rate as well as promote positive wellbeing" says Paula.

Midsummer Fern Lush, £60 per roll

THE KITCHEN

From bread-baking to becoming an amateur coffee barista, the kitchen has seen a lot of action this year. **22%** of those surveyed revealed they want to feel more creative and inspired in the kitchen, yellow was colour of choice. Searches for 'yellow wallpaper' has increased by **49% YOY**, and sophisticated champagne tones, muted creams and solid ambers are amongst the favourites to inspire the cooking space. Paula agrees, "yellow is a great choice for kitchens particularly if there is lack of natural light. Its bright and cheerful nature brings positivity to the heart of the home. The warm and welcoming hue radiates happiness and optimism, perfect when it's cake baking time!"

Kingdom Lion, £60 per roll



*Total sample size was 1,001 UK adults. Fieldwork was undertaken between 24th and 26th August 2020. All research conducted adheres to the UK Market Research Society (MRS) code of conduct (2019) RWB is registered with the Information Commissioner's Office and complies with the DPA (1998).

The **Graham & Brown App** uses augmented reality to allow customers to visualise paint and wallpaper on the walls of their home. Users are able to browse hundreds of paints and wallpapers, save favourites and check out online - find out more [HERE](#).

Available at: www.grahambrown.com