

## **B&Q SEES BLUE AND GREEN PAINT SALES RISE BY OVER A THIRD, AS CONSUMERS ADD SOME WELLNESS TO THEIR HOMES**

B&Q has today [27<sup>th</sup> January 2021] revealed brightly coloured paint sales increased year on year (based on sales of paint in 2019 vs 2020). Shades of blue and green proved popular with increases of 36% and 32% respectively as the nation sought to add some positivity to their homes in challenging times.

With people spending more time at home than ever before, it's no wonder that along with redecorating their homes, they've also been drawn to relaxing, happy colours. Shades of greens and blues also saw an uplift at B&Q in the last year, as shoppers seek to bring the outdoors in for a dose of calm.

To help the nation inject some tranquillity into their homes, B&Q has partnered with Interior Design Psychology Expert, Niki Schafer, to share tips on how to rejuvenate the home with gorgeous colours and textures and create an atmosphere that aids relaxation and positivity.

### **Bring it back to nature**

“Greens and blues are very calming colours as they literally soothe us and (very marginally) lower our blood pressure. These shades work really well in bedrooms or as an accessory colour in kitchens. Blue is also said to be productive and is a good addition to home offices and gyms - perfect if you're planning to create a more permanent space for home workouts or working from home.

“Green patterns, foliage in particular, can have an even more powerful effect on our mood bringing a double dose of positivity by introducing the soothing theme of nature into our minds.”



Try:

[GoodHome Walls & ceilings Artane Matt Emulsion paint 2.5L](#) - £12

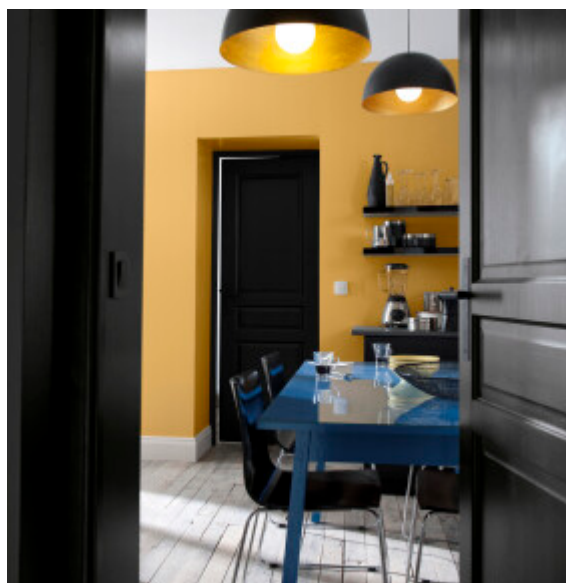
[GoodHome Walls & ceilings Milltown Silk Emulsion paint 2.5L](#) - £12

[GoodHome Durable Greenhills Matt Emulsion paint 2.5L](#) - £12

[Graham & Brown Julien Macdonald Honolulu Palm green Foliage Glitter effect Textured Wallpaper](#) - £22

### **Combine bright and soft colours**

“Yellow is generally seen as a happy colour but can be quite bold, so try combining it with soft greys or blues to reduce its punch. It can be used in any room to liven the space – from a feature wall to a bright yellow cushion on a grey bed or even a line of yellow ducks on a shower curtain in the bathroom to add a smile.”



Try:

[GoodHome Walls & ceilings Chueca Matt Emulsion paint 2.5L](#) - £12

[Inlight Erinome Ombre Clear Gold effect Table light](#) - £35

[Hiva Plain Yellow Cushion](#) - £7

### **Warm up any room with rich, powerful tones**

“Reds, oranges and pinks are vibrant and powerful and are perfect for capturing attention and making us more invigorated.

“Whilst red is also the colour of danger (think stop signs) as it is visible from afar and easily picked out from other colours, it's best used in small doses as a statement shade, such as a cushion or throw and a vase and a rug. It's also a great colour for dining rooms where sociability and conversation are encouraged. A fashionable terracotta or burnt sienna would also be a warm welcome into a hallway.

“Pink can be used as a softer variation on red to add a bit of warmth to the home, and promotes feelings of tranquillity and joy. Try in living spaces such as the bedroom or living

room, and with so many shades to choose from the colour is sure to appeal to a vast number of tastes.”



Try:

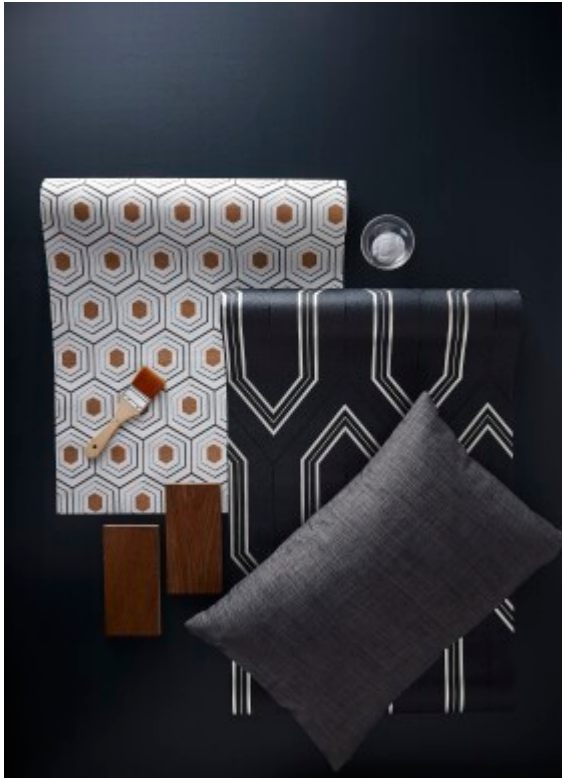
[GoodHome Durable Chelsea Matt Emulsion paint 2.5L](#) - £12

[GoodHome Walls & ceilings Cartagena Matt Emulsion paint 2.5L](#) - £12

[Valgreta Old rose Plain Lined Eyelet Curtains \(W\)167cm \(L\)183cm](#), Pair - £60

### **Don't be afraid to go to the dark side**

“Black is a sombre colour, much loved by the angst-ridden teen or sultry bar or restaurant owner meaning it can feel heavy and depressing if used incorrectly. It can also create a sexy, decadent and sophisticated vibe so I'd suggest mixing it with something that shines – mirror, chrome or a wallpaper with sheen. Otherwise use it more sparingly, the black will add gravitas and help anchor pieces of furniture that could feel a bit floaty.”



Try:

[Graham & Brown Boutique Chatwal Charcoal Geometric Metallic effect Textured Wallpaper](#) -

£18

[Novan Plain Dark Grey Cushion](#) - £12

[Dulux Easycare Washable & tough Rich black Matt Emulsion paint 2.5L](#) - £22

Source : B&Q