



Homebase - Press Release

Decorating is still a battle of the sexes

Date: 4th February 2013

Research released by Homebase, to mark the start of **Decorating Month** (February) has revealed that a quarter of UK men wouldn't trust their partners to re-decorate unaccompanied, with 30% concerned that 'hanging a picture' would be an issue for their other half.

It's not just men that are concerned about their loved ones, with 28% of British women citing their main concern is their spouse's lack of concentration as they are 'good at starting projects but not so great at finishing them' - a sentiment that will ring true for all un-wallpapered bedrooms and half tiled bathrooms.

Men have confidence in their own decorating ability, with almost 40% believing they can turn their inspiration into reality, unlike a fifth of women who claim that they struggle to recreate looks they've admired elsewhere in their own home.

Two thirds of women admitted they wouldn't trust their husbands to decorate the entire house themselves, as they 'often have very different ideas on what looks good' (25%). Despite our worries about our partner's different taste, British women do rate the abilities of the opposite sex, with 27% admitting they are impressed with their decorating capabilities. Men don't have the same confidence though, with 60% confessing they are nervous when they hear their partner is going to attempt a home improvement project.

As part of Decorating Month, Homebase has launched **Inspiration and Knowledge Sessions**, a series of online workshops aimed at helping people overcome their decoration woes. The first session will take place on the 8th February and will be hosted by one of television's best-known authorities on domestic design and decoration, Naomi Cleaver.

Naomi Cleaver comments: "Redecorating can be daunting and it's easy to fall back on what's safest or rely on others for even the simplest of jobs. It only takes a little confidence and the right advice to achieve something really unique which reflects your personality and makes you look forward to coming home!"

Joanna Bolt, Head of Trends for Homebase, added: "With wide choices in paint colours, wallpapers and decoration options it can sometimes be daunting or difficult to know where to start. Decoration Month is all about helping people get inspired and providing them with all the practical tips and knowledge they need to create their perfect home without the need to always call on others."

Naomi will be launching Decorating Month with the first Knowledge and Inspiration Session Live on the Homebase Facebook page (www.facebook.com/homebase) offering the perfect opportunity to learn how Naomi finds and uses inspiration. Naomi will also be discussing her creative process which everyone should think about before starting a project*.



Along with on-going competitions, daily tips and advice, Knowledge and Inspiration Sessions will take place every Friday throughout Decorating Month featuring the following experts:

Wayne Hemmingway (English fashion designer and co-founder of Red or Dead) - offering advice on how to use trends and inspiration to truly make your home unique

Mark Bannister (Crown Decorating Consultant) - whose extensive training and experience in painting and decorating is second to none.

Judy Smith (Crown Colour Consultant) - who will be on hand to help you become more adventurous with colour

With almost one in three of us (28%) instantly regretting a colour scheme and needing to redecorate Homebase has also created the Create Your Own Look tool (www.homebase.co.uk/createyourownlook) which allows users to transform their room and test out different colour schemes at the touch of a button. With over 1,000 paints, 200 flooring and tiling choices and 900+ wallpaper options, users can instantly change the look of a room without the need to lift up a brush, and can get confident that their new look will come to live easily.

Research:

One Poll carried out the online survey of 2,000 UK home owners adults aged 18+ from 22nd to 25th January 2013. Results have been weighted to nationally representative criteria.

*Inspiration Process by Naomi Cleaver

Naomi also offers a five step process that everyone should think about before starting to decorate:

Look around, take note and get inspired - inspiration can come from anywhere, keep your eyes open and document things which catch your eye, camera phones are a great tool here.

Make your ideas work together - once you have your inspiration see how things work together by creating mood boards and getting samples.

Don't forget practicalities - Take time to think about what you need out of a room, how much storage will you need? Exactly how will the room be used?

Agree a budget and stick to it - Renovating and redecorating a home can be a great joy. It can also be very stressful if you run out of budget. Once you've got your design decided, draw up a list of every single item you will need and be as realistic as possible.

Doing It Yourself - There's no need to rely on others for simple jobs, with good advice, time and planning you can achieve remarkable results.

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