

PRESS RELEASE

Run for colour

30 April 2014, Johannesburg: The winter chill is setting in and one of the ways to keep cosy is to add warmth to your walls, floors, furniture and décor by using colour. Daring to go bold may feel daunting, but with Grafton Everest's Sue Scott's advice, you'll be introducing statement colours into your living room in no time.

Colour me crazy

"Colour is all around us, but we rarely give it a second thought as to how it affects us," nods Sue. Red for example brings an unmistakable vibrancy to a space and can be intimate or over-stimulating, whilst green on the other hand, has a way of calming things down and it is associated with growth. If you are thinking of introducing colour to a space, it is important to think about when you use a room most, and decide on what kind of mood you want to create.

A lounge that you use mostly at night when you come home after a long day at work could be conducive to a softer, moodier tone that soothes and cocoons you. If you entertain often, then a sofa upholstered in a solid vivid colour can inject energy into a space. "But remember, strong colours require a lot of breathing space in order for them not to feel overwhelming," points out Sue. She advises you do your research before choosing your tone, and play with paint swatches to see how you respond to various colours in the particular space in question: "By adding colour into your home, you could be doing yourself a favour – colour therapy can be very powerful."

Kept in the dark

You can't go wrong with a rich colour palette to instantly warm up a room. "People tend to think that a dark poky room should be brightened up with light coloured walls and furniture, but it tends to have the opposite effect, making it look cold and washed out in the dreary months," explains Sue, who suggests rather opting for darker walls and upholstery. She thinks that contrary to common belief, vibrant colours used in low light rooms actually make up for the lack of natural light and can be used to great effect to create instant coziness. "Jewel tones are ideal, and they're right on trend at the moment. A plush deep buttoned sofa in red or green velvet is the perfect statement piece for a lounge that needs some warming up," Sue explains. Light a fireplace and some candles, throw down a rug and a couple cosy blankets and you're A-for-away.

A new hue

"This year we're seeing more and more people forgetting the rules when it comes to colour, rather than playing it safe by choosing tones that 'match'," encourages Sue, who is a huge fan of this out-of-the-box approach. She loves the unusual colour combinations popping up everywhere, here are some of her favorite:

- Nudes with neons create a grown-up, yet girly look.
- Forest green with dusty pink is a combo that will appeal to men and women alike.

- Walls painted floor-to-ceiling in deep navy or emerald green can create a dramatic backdrop for artworks.
- Crisp white walls with accent furniture pieces each in vibrant contrasting colours is not for the faint-hearted, but the restrained background means the overall effect wont be too overwhelming.

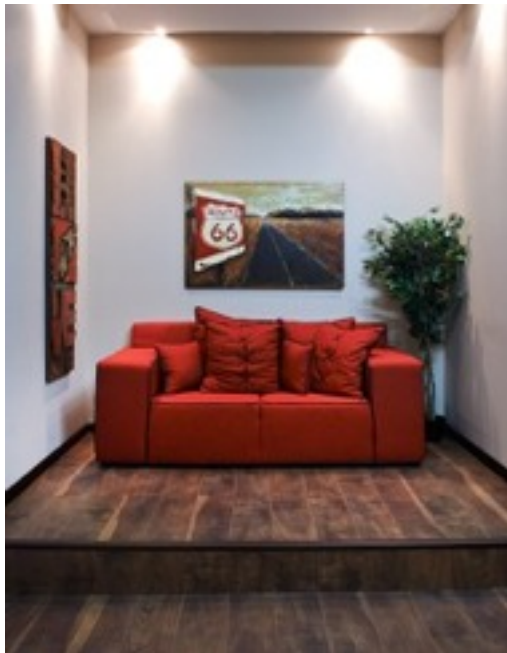


CAPTION: A bold accent wall in a similar or contrasting tone to your sofa is all that is needed to add oomph to your living room, as seen above with Grafton Everest's Lapis sofa 2.5-division sofa upholstered in lime Caprice fabric. Suggested retail price R6 500. Visit www.graftoneverest.co.za to find a retailer closest to you.



CAPTION: A hallway is given the royal treatment with a bold lick of red paint and

luscious leather Tanzania chairs from Grafton Everest, upholstered in black Gunslinger bonded leather. Suggested retail price R3 699. Visit www.graftoneverest.co.za to find a retailer closest to you.



CAPTION: The deep and dramatic red of Grafton Everest's Crystal Couch, upholstered in Colossal fabric, will make your living room feel warm and cosy. The suggested retail price is R5 799 – visit www.graftoneverest.co.za to find a retailer closest to you.



CAPTION: The rich jewel tone of Grafton Everest's 2-piece Malachite corner suite, upholstered in Caprice fabric, will add richness to a dull corner. The suggested retail price is R12 999 – visit www.graftoneverest.co.za to find a retailer closest to you.



CAPTION: If you opt for a more neutral palette then choose patterned and textural elements to warm up your space, as seen with Grafton Everest's 2.5-division Zircon sofa upholstered in classic, but cosy Calico Script fabric. The suggested retail price is R5 799 – visit www.graftoneverest.co.za to find a retailer closest to you.

Note: Prices as at 30 April 2014.

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Released on behalf of Grafton Everest (www.graftoneverest.co.za) by The Line Communications (www.theline.co.za, ant@theline.co.za).