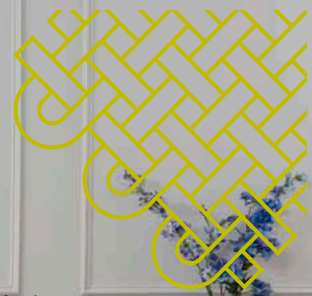


AUTUMN / WINTER '18 INSPIRATION



New Nordic



The Scandi trend is one that has been around for a while, but with so many ways to interpret this style it is one that is set to stay popular. Clean, simple lines create an understated yet still impactful impression, especially when combined with muted hues and bold prints. Light woods and soft textures bring this look up to date for AW18.

AW18
PANTONES





Lisbon range in NEW Zenith Aqua, scatters in NEW Plush Daffodil & NEW Brio Mineral

ZENITH



AQUA



ASPHALT



SILVER



TAUPE



GOLD



TEAL



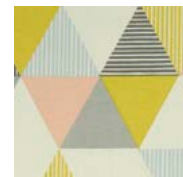
LISBON *calling*

Lisbon has long been a favourite with our customers, but presented in this new fabric story of Zenith and Brio has reinvigorated the model beyond even our expectations! Geometrics are still very popular, which is why we have introduced the new Brio co-ordinate fabrics, and the new Zenith range is a super soft chenille fabric, providing plenty of opportunity to customise along with our existing wide range of fabrics.

BRIO




MINERAL



SORBET

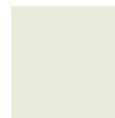
Simply Soothing



A sanctuary within the home, a place to rest, relax and shut out the stresses of daily life. The popularity of soft, neutral colour palettes combined with informal, relaxed and comfy furniture is nothing new, but has never been more important than now. Textures help convey elements of cosiness, warmth and depth, making them perfect for the winter months.



AW18
PANTONES



WINTER *warmth*

As the season changes and the nights begin to draw in, we start to see a return of demand from consumers who want to create a comforting and welcoming space in their homes with big, soft, slouchy furniture. With this in mind, we have introduced a number of ranges with grand proportions, combined with new sumptuous fabric ranges, designed to appeal to the consumer that wants the feel and look of larger, oversized cushions and pillows in a relaxed, informal style. The new Camargue fabrics are a super soft chenille fabric with a natural slub effect, which compliment this style perfectly.



Andorra in Palazzo Oyster

CAMARGUE



BLUE



GREY



SILVER



NATURAL



MINK

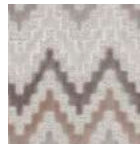
EMPIRE



CHARTREUSE



DENIM



NATURAL





NEW Titan range in NEW Berber Mink, scatters in NEW Tribeca Natural, NEW Madison Taupe, NEW Empire Natural

Bring the outdoors in



One trend that isn't going anywhere is to bring the outdoors in. Introducing elements of nature into the home is a great way to add new life and a calming effect into the spaces we live. Nature-inspired colours and textures are key to achieving this look through wallpapers, plants, accessories, and of course, furniture.



AW18
PANTONES



NEW Capri range in NEW Piero Hedgerow

GREEN *living*

We have certainly noticed a demand for our products in fabrics that embody this trend this year. Nature-inspired colour palettes have been extremely popular- from bold emerald green to more subtle shades of bark and mink. Floral and tropical prints on co-ordinating scatters have also allowed consumers to customise their furniture to their tastes. The new Piero range is a woven textured fabric with flecks of colour throughout, ideal for enhancing this look. We predict this trend will continue to grow in 2019, and have ensured that our range of products and fabrics will continue to not only meet the expectations of your customers, but to exceed them.



Merida in Hawes Marine

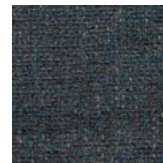
PIERO



HEDGEROW



MAGENTA



OCEAN



SMOKE

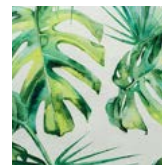


SPRING



AUTUMN

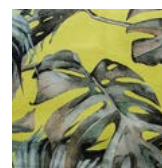
TROPICANA



GREEN



GREY



MUSTARD

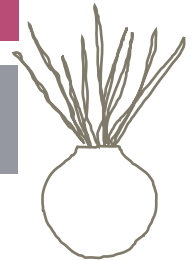
Country Retreat



The consumer's desire for a laid-back look with rural influences is a significant interior trend this season that should not be ignored in stores. A romantic country retreat is a good place to look for the origins of this look, and it can be easily recreated in homes by selecting soft and subtle coloured fabrics and furniture with details such as bandage arms, deep buttoning and roll tops.



AW18
PANTONES



BERBER



GREY



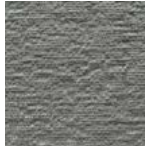
OBSIDIAN



MINK



BLUSH



STEEL



OYSTER

CHELSEA



SUMMER



Basildon in Chelsea Summer

COTSWOLD *charm*

The Cotswold is a classic range that transcends time. Created for comfort and elegance, this soft, contemporary look creates a deep, sumptuous, yet modern country feel. A distressed chenille fabric with a glamorous lustre, our new range of Berber fabrics is perfect for this style, and the new Chelsea Summer floral co-ordinate fabric adds a splash of vibrant colour to this sophisticated look. Our range of accent pieces are the ideal accompaniment to a range such as the Cotswold, so don't forget to add an accent chair or foot stool to your in-store display!





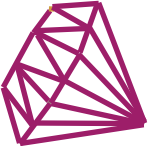
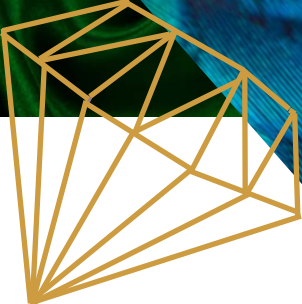
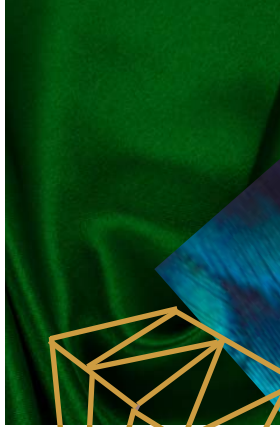
Cotswold range in NEW Berber Grey & Blush, scatters in NEW Chelsea Summer & Berber Blush

Jewel Tones



With Ultra Violet as Pantone's Colour of the Year, jewel tones are becoming increasingly popular in interiors. Great for adding contemporary opulence and drama to a room, emerald hues, rich berries and sapphire shades have become popular choices on sofas, accent pieces and even beds. Scatter cushions are a great way of achieving this look if body fabrics in dark shades are too overpowering for a room.

AW18
PANTONES





Lyon range in Lumino Teal, scatters in NEW Ampico Pink,, NEW George stools in Morelo Fuchsia, Glimmer Silver & Plush Peony

VELVET

crush

LUMINO



EMERALD



ULTRA VIOLET



TEAL



TURQUOISE

PLUSH



PEONY



TURMERIC



SHAMROCK

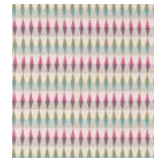


PAPRIKA

AMPICO



BLUE

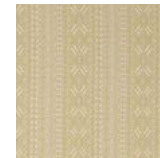


PINK

MORELO



FUCHSIA




ZEST

Rich tones and velvets go hand in hand, that's why we have assembled an extensive range of velvets in an array of colours for your customers to choose from. From body fabrics on sofas and beds, to accent chairs and scatter cushions, this combination can be used anywhere in the home.

Velvet is a unique fabric that gives colours a rich and textured tone you can't get anywhere else. Paired with warm colours such as Turmeric and Teal, velvet upholstery provides texture, warmth and comfort with a luxurious feeling. And because of their increasing popularity, we are continually adding new colours to our velvet range, such as the Lumino Emerald and Plush Peony fabrics. Our new Ampico and Morelo co-ordinating fabrics work especially well with the deep tones popular for this look.

Season's greetings



Ok, so we know this is not strictly a trend, but we understand that this time of year brings with it the expectation of extra guests in many people's homes. Customers may be looking to add finishing touches to their homes to create a welcoming look and feel using throws, rugs and accessories, or they may be looking to purchase bigger items to accommodate overnight guests, such as sofa beds.

AW18
PANTONES



GUEST *ready*

MILANO



NATURAL



PEWTER



SILVER



TANGERINE

With 15 pieces available, including sofa bed options, the new modular Maison range is extensive enough to offer solutions for all requirements. From customers with a small home looking for versatile pieces to make the most of limited space, to customers with larger properties that have the luxury of being able to accommodate larger pieces of furniture to host groups of friends and family, the Maison collection is perfect for modern living. The Milano fabric is one of our most popular, a plain woven soft chenille with a subtle texture. And now, Whitemeadow can exclusively offer the first-ever Hypnos sofa bed mattress as an upgrade with the Maison range. The luxurious pocket sprung mattress fits perfectly into the sofa bed mechanism to offer a superior level of support for a comfortable night's sleep.





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THE MOST COMFORTABLE BEDS IN THE WORLD



NEW Maison range in Milano Pewter with scatters in Plush Turmeric



Alfie chair and Large George Stool in Plush Peony, Medium George Stool in Morelo Fuchsia, Small George Stool in Glimmer Silver

FINISHING *Touches*

Brand new for this season, we are delighted to launch an extensive range of accent chairs, footstools, ottomans and chaises. All of the pieces in this collection can be ordered with any sofa or bed range, and are available in the same wide range of body and co-ordinate fabrics as these ranges. Don't forget to add them to your in-store displays so your customers can create exactly the look they desire.



INTERIORS
MONTHLY
AWARDS
WINNERS 2018



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