

Crown Paints & ELLE Decoration launch new paint collection with Homebase

Milton Keynes: 5 March 2020 – Homebase has been exclusively selected to be the only home and garden projects retailer in the UK to stock the new paint collection from the world's leading design magazine, ELLE Decoration and Crown Paints.

ELLE Decoration by Crown Paints is a premium, durable interior emulsion offering a matt finish with long-lasting protection for walls and woodwork. The collection is formed of 60 multi-surface shades inspired by innovation and sophistication, which are split across six colour stories: botanical, drift, powder, crafted, obsidian, and feather.

Botanical shades are earthy; drift shades encompass a spectrum of blues; powder shades are natural; crafted shades are inspired by pink fabrics and textiles; obsidian shades challenge the norms of monochrome; and feather shades embrace the calmness of white.

Jason Hines, Homebase Trading Director of Decorative, said: "We're delighted to introduce ELLE Decoration by Crown Paints into our range, allowing us to offer customers more choice of paint ranges and colours than ever before. Customers can now access a wider range of paints, and with our trained colour specialists in store to offer inspiration and advice, we're making easier for customers to complete their decorating projects, no matter how big or small."

ENDS

Notes to Editors:

For more information

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About Homebase

Founded in 1979, Homebase is a home and garden projects retailer offering customers the inspiration, expertise and products to create a home they love – all in one place.

Its wide range of products covers garden, decorating, home furnishings, kitchens and bathrooms, alongside complimentary concession from some of the UK's leading brands. Inspirational new store layouts are helping millions of customers combine on-trend collections with the project ideas, practical advice, partners and tools to bring their home and garden visions to life.

Homebase operates 164 stores and 23 standalone Bathstores employing over 6,600 people across the UK and Ireland, whose specialist knowledge sits at the heart of the friendly and inspiring in-store experience Homebase offers its customers.

For more information visit <https://www.homebase.co.uk/about-us/who-we-are>.

About ELLE Decoration by Crown Paints

As a leading British paint manufacturer, Crown Paints' colour heritage dates back to a small independent shop in Lancashire in 1777. Combined with the design notoriety of ELLE Decoration, the world's highest-selling luxury modern interiors magazine; it is a formidable collaboration.

The palette of 60 colours has been carefully conceived to reflect modern, sophisticated design.

Justyna Korczynska, Crown Creative Design Studio, comments: “At Crown, our brand mission has always been to empower homeowners to enjoy colour with confidence. We believe these colours can transform an ordinary space into something special and, with more than 200 years of paint heritage, each tin carries the quality hallmark of Crown Paints unique formulation.”

The durable interior emulsion offers the perfect matt finish with long-lasting protection. The formulation is Breatheasy®, so 99% solvent free, and 200 times tougher than regular emulsion, making it highly durable and scrubbable.

Ben Spriggs, Editor at ELLE Decoration UK, comments: “The exclusive collection is modern, feminine and luxurious, with a vivid and refined colour palette in a range of matt finishes. ELLE Decoration and Crown share a passion for innovation – pushing boundaries to shape and define the trends, instead of following them – as well as a commitment to premium, high-quality products. Selected for their sophistication, these paint shades will allow people to display their personal style at home”.

The international collaboration will see the collection launched throughout Europe, firstly entering the UK and Ireland, followed by Germany and Italy from February 2020. Find out more information at www.elledecoration-crownpaints.com/gb.