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## FRANCESCA'S PAINTS

Francesca Wezel, aka #thecolourwoman, is the founder and director of Battersea-based Francesca's Paints, which boasts 24 inspiring colour collections.



### How did the business begin?

I had just got back from seven years in Australia working with Porter's Paints – the only manufacturer of traditional paint finishes in Australia – where I was manager and colourist. On my return to London I realised that there weren't any paint companies that were producing lime wash and eco emulsion, so I took the plunge and launched Francesca's Paints. I started the business back in November 1996, and at the time we were one of the first eco paint companies in the UK.

### What's special about your paint?

Our colour collections are inspired by travel, art and nature. For example, one of the latest collections, Poison into Medicine, was inspired by *The Nativity* by Piero della Francesca at the National Gallery. Our paints are also plastic-free, breathable and free from solvents and their components. We care greatly for our planet and are continually evolving our production techniques, colouring and packaging.

### How eco-conscious is your brand?

We try to be as eco-conscious as possible in the making of the paint, the packaging and all aspects of our business. For example, we've never bought a box to send our paint by mail – we recycle boxes from wine shops, grocery shops and so on. Our pots themselves are fully recyclable, too; we chose plastic rather than tins, because tins are difficult to clean and people don't tend to recycle them.

### What's your own favourite colour in the range?

My favourite colour is Rudranath Temple from the Himalayas collection. It looks good alongside many different colours, and can be matched with anything from green to off-white, to black and dark grey.

### Which colour would be your pick for the winter 2021/22 season?

For me, the colour of 2022 is blue, and my favourite blue in our range is Freedom from the Poison into Medicine collection.

### What are your decorating tips for sunny rooms and darker rooms?

I would always choose light or pastel colours for a sunny room. Our Jali Grey from the Mughal Spring collection would work well in a sunny room, or Mali's Green from the Monsoon Rains collection. For a room that is gloomy or dark, it is better to have a definite colour rather than to choose a pale shade that could end up looking grey. From our collections, I would recommend Peter's Ochre

or Arabella's Pumpkin, both from the Original collection.  
[francescaspaint.com](http://francescaspaint.com)



**LEFT** Samples of Francesca's Paint are available in fully recyclable plastic pots to cut down on waste.

anaengelhorn.com



Rudranath Temple is a beautiful and versatile raspberry red from the Himalayas collection, used here by interior designer Ana Engelhorn. **LEFT** Francesca's paint collections are inspired by travel, art and nature.