

BRITAIN'S BESTSELLING HOMES MAGAZINE

Ideal Home

GET
colour
CONFIDENT

MIX PATTERN &
PRINT LIKE A PRO
+ WOW WAYS
WITH WALLPAPER

FEARNE COTTON

ON WHY HOME
= SANCTUARY

**SAVE
10%**
ON THE IDEAL HOME
COLLECTION AT
BLINDS 2GO
SEE TERMS &
CONDITIONS INSIDE

50+
PAGES OF
**dream
homes**

FULL OF TIPS,
TRICKS & SECRETS

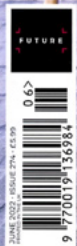
THE IH
COMPLETE
GUIDE TO
**KITCHEN
FLOORING**

FIND YOUR
**garden
groove**

REFRESH YOUR OUTDOOR SPACE
PLUS MEAT-FREE MEXICAN FEAST

**YOUR HOUSE
MANUAL**

- ◆ ADVICE FOR FIRST TIME BUYERS
- ◆ DECLUTTER THE LIVING ROOM
- ◆ CHARLIE LUXTON TALKS PREFABS
- ◆ GAS BILL SAVINGS



‘What the experts say...’

Designers and stylists share their views

‘The shade of raspberry dictates the mood of a room. A pinker hue can be young and vibrant, whereas a darker more reddish tone can be atmospheric and moody. Either way, raspberry makes for a bold, rich and luxurious interior.’

VICTORIA YARDLEY, MANAGING DIRECTOR, VICTORY COLOURS

‘The key to picking the right shade is to consider how the room will be used. Bedrooms lend themselves to deeper raspberry tones, as these create a cosy feel.

A brighter shade will bring positive energy to a space, perfect for social areas such as dining or living rooms.’

HELEN SHAW, DIRECTOR OF MARKETING, BENJAMIN MOORE

‘Aspect is another factor to think about. Lack of light in north-facing rooms can bring out cooler tones from your colour. However, the redder the shade of raspberry, the warmer it will feel. In a south-facing room, lighter raspberry tones will make the most of light while adding a soft glow.’

SANDY CLARE, CREATIVE DIRECTOR, VINTRO PAINT

‘The beauty of raspberry - besides its natural richness - is its flexibility. In a traditional setting, it looks good with classic floral prints, shades of gold velvet and old family portraits. For a contemporary approach, it’s great with lashings of white and pop art.’

MARTIN WALLER, FOUNDER, ANDREW MARTIN

‘If you’re feeling brave, this is a great bold shade to try out the colour-clash trend. Combine bright raspberry with burnt-orange accessories or accents for a scheme that’s reminiscent of the Sixties.’

SUE KIM, SENIOR COLOUR DESIGNER, VALSPAR

‘Not ready for such bold statements? Look to nature instead. In their natural settings, raspberries are paired with varying shades of green, together with a tiny pop of yellow. Why not balance this colour palette by adding it to a white or cream backdrop?’

SANDY CLARE, CREATIVE DIRECTOR, VINTRO PAINT



Add warmth to a home office space. Capri Pink and Emperor's Silk chalk paint, £23.95 for 1ltr, both Annie Sloan

“If you prefer a **POP** of **RASPBERRY**, why not just **PAINT** the **woodwork? RASPBERRY** can look **fabulous on a front door**”

CLARE TILBROOK, JOINT FOUNDER AND COLOUR CONSULTANT, FENWICK & TILBROOK

the edit RASPBERRY



BEST FOR ADDING CHARACTER

Chinese silk matt emulsion, £51 for 2.5ltr, Andrew Martin



BEST FOR TEAMING WITH TONAL PINKS

Leather absolute matt emulsion, £48.50 for 2.5ltr, Little Greene



BEST FOR PAIRING WITH MUTED GREYS

Princess Heartbreak matt emulsion, £31 for 2.5ltr, Valspar at B&Q



BEST FOR BRINGING A RUSTIC FEEL

Emperor pure matt, £50 for 2.5ltr, Fenwick & Tilbrook



BEST FOR ADDING VELVETY DEPTH

Indica Berry matt emulsion, £70.15 for 2.5ltr, Francescà's Paints

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