

MARCH 2017

MAGNOLIA  
HOME

BY JOANNA GAINES

*wallcoverings*

YORK

# About

Wallcoverings are such a simple way to personalize a space.

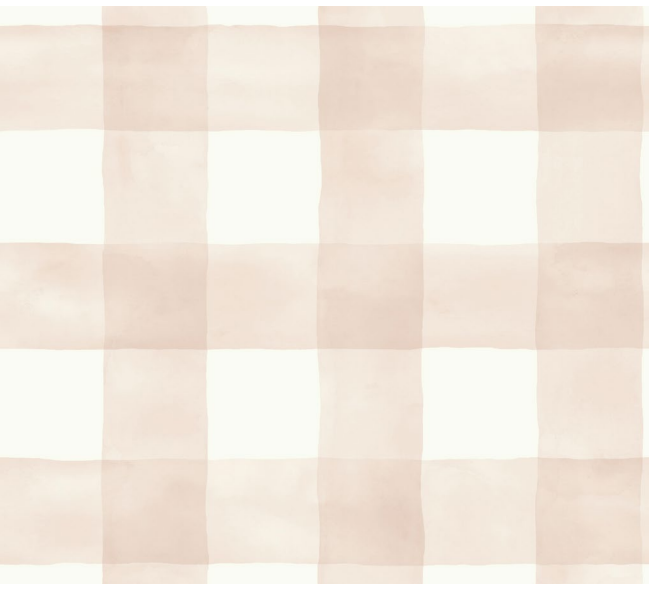
They have the ability to completely transform a room where there seems to be something missing, and I think that's why I'm so drawn to them – I love the statement they make. They can be bold or subtle, but no matter which print you choose, it will reflect you. And that's exactly what I hope your home is – a reflection of your family and your story.

# Keywords

Fresh, Easy, Relaxed,  
Comfortable, Repurposed, Vintage,  
Farmhouse, Ranch, Rural



# Key Images



# Collection Release

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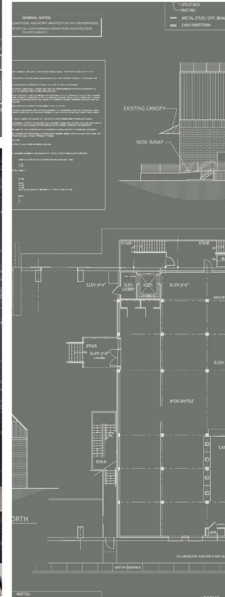
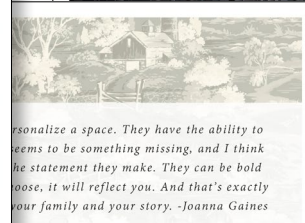


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## The Market

Highlight all of the interesting detail of Magnolia Market's blueprints in your own space and achieve a modern spin on industrial style.

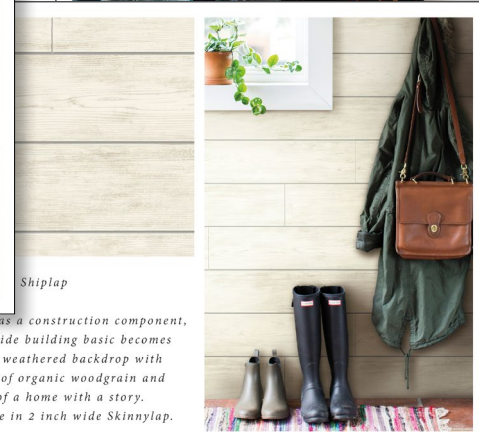



ersonalize a space. They have the ability to seem to be something missing, and I think the statement they make. They can be bold or subtle, it will reflect you. And that's exactly your family and your story. -Joanna Gaines




## Noteworthy

The longhand script runs horizontally across a matte finish. The color is a sophisticated, muted sage green. The ink is a distinctive, textured, sculptural ink.



## Shiplap

Typically used as a construction component, this 6 inch wide building basic becomes a charming weathered backdrop with the warmth of organic woodgrain and the feel of a home with a story. Also available in 2 inch wide Skinnylap.



## Homestead

This traditional scenic toile depicts the rural life of fields and farmyard in a vintage style.



## Skinnylap



# Why Magnolia Home by Joanna Gaines?

- Joanna Gaines signature style as the source of the current “Farmhouse” décor trend
- Legacy thinking; sophisticated repurposing of vintage pattern in an homage to our rural past (Pattern **Homestead**, **The Daily**, **Heirloom Rose**, **Coverlet Floral**)
- Trending gingham, polka dots and stripes: classics reimagined in new scale and color, (Pattern **Watercolor Check**, **Awning Stripe**, **Dots on Dots**)
- Trending watercolor washes (Pattern **Watercolor Check**)
- Trending concept of beautiful utility (Pattern **Chalkboard**)
- Utilizing written and architectural documents as art (Pattern **Noteworthy**, **The Market**, **The Daily**)
- The structural as design trend (Pattern **Shiplap**, **Skinnylap**, **Concrete**, **Brick-and-Mortar**)
- Partnership Palette: sophisticated blues, black & white, greyed gold, sage, pink (wallpapers coordinate to the Magnolia Home Valspar paint line)  
<https://shop.magnoliamarket.com/collections/premium-colors>