



MARCH 2017

MAGNOLIA HOME

BY JOANNA GAINES

wallcoverings

YORK

About

Wallcoverings are such a simple way to personalize a space.

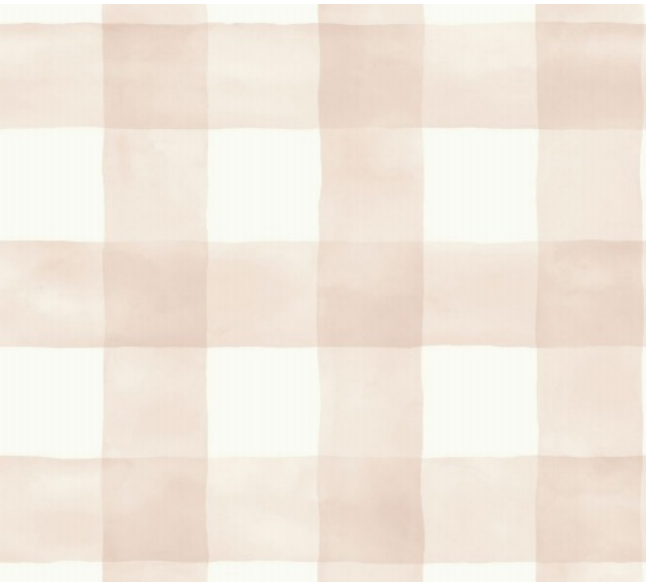
They have the ability to completely transform a room where there seems to be something missing, and I think that's why I'm so drawn to them – I love the statement they make. They can be bold or subtle, but no matter which print you choose, it will reflect you. And that's exactly what I hope your home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

Keywords

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



Key Images

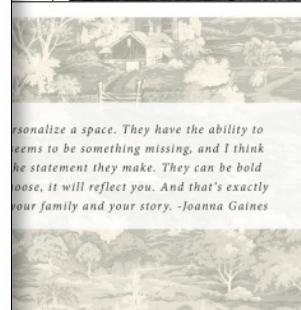


Collection Release



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.



Personalize 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 what your family and your story. -Joanna Gaines



Noteworthy

A longhand script runs horizontally across a matte sophisticated color in a distinctive textural wallpaper created with hand-drawn, sculptural inks.

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>