

# SPRING/SUMMER '20 INSPIRATION



# Soho House Effect



Sophisticated, grown up glamour is definitely on the cards this season. To achieve that 'Members Only Club' vibe, look out for opulent fabrics, deep buttoning detail and metallic finishes. Bold and confident, this look will suit those looking to make a big impression in their homes in 2020.

SS20  
PANTONES





NEW Gaucho range in Berber Oyster, scatters in Cairo Ore, Blean Earth and Pharoah Taupe

## BERBER



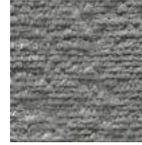
OYSTER



GREY



MINK



STEEL



SKY



BLUSH



LAVENDER



OBSIDIAN



# MEMBERS

*only*

Taking inspiration from the 'private member's club' theme, the Gaucho embodies the sumptuous aesthetic that is key to this look. With deep buttoning, chrome feet and pillow-back style finish, the Gaucho is perfect for those looking for style and comfort in abundance. Shown in best selling fabric Berber Oyster, this fabric is a distressed chenille with a glamorous lustre. Also shown in new scatter fabrics Cairo Ore and Pharaoh Taupe, with Blean Earth, this colour palette is warm with an opulent finish, perfect for this look.

# Home Comforts

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Layers of comforting throws and cushions mixed with organic, natural pigments can make a space feel instantly inviting. It is a look that can work both in the darker and lighter months of the year, and smaller and larger spaces alike, which is why this look appeals to such a broad audience...



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PANTONES



# OUT OF THIS WORLD

Not only striking in stature and style, Sirius provides the very best of informal luxury thanks to the pillow-back arrangement of the design. We've combined a texturally rich array of geometric fabrics and a soft colour palette to really embrace the 'Home Comforts' trend for SS20. Tabby, a chunky but super soft chenille fabric, is fast becoming one of our best sellers. Combined with the brand new Kilvington Chevron and Stripe scatter fabrics, this look is set to take stores by storm this year.



TABBY



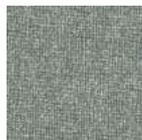
PLATINUM



NATURAL



CLOUD



POOL



PUMICE



TURMERIC

KILVINGTON STRIPE/CHEVRON



CHARCOAL



STONE



CHARCOAL



NAVY





comfort

NEW Sirius range in Tabby Pumice, scatters in Kilvington Chevron Stone, Berber Grey & Kilvington Stripe Stone

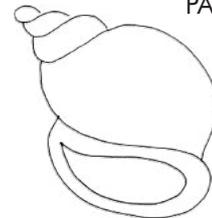
# Conscious Consumerism



With climate change becoming the defining issue of our time, environmentally-friendly furniture has never been more fashionable or sought-after. Many manufacturers are now looking to use more eco-friendly processes and components to satisfy the consumer demand for real change. Be prepared to see more use of organic materials, natural flooring, bamboo and linen in homes this year.



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PANTONES





NEW Neptune range in NEW Tidal Ocean, scatters in NEW Wave Ocean & Swell Aegean

# SUSTAINABLY

*stylish*

Eco-friendly furniture doesn't mean low-end or non-luxurious. With the increase in eco-awareness and conscious consumerism, we are beginning to put the environment at the forefront of our design process. With that, we are proud to launch the Neptune range. The fabrics used are made out of 100% recycled yarns from REPVEVE®, the back cushions are made from 100% recycled plastic bottles and the seat cushions are made from Quollofil Blue- made up of 50% SOCIAL PLASTIC®. The lining and base cloth are made of 80% recycled plastic bottles. All this, and still the same quality, comfort and style you would expect from a Whitemeadow product.



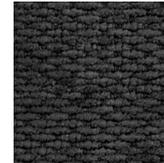
## TIDAL



OCEAN



TEAL



CHARCOAL



SILVER

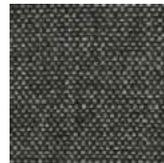
## COAST



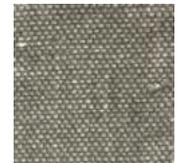
AEGEAN



ECRU



CHARCOAL

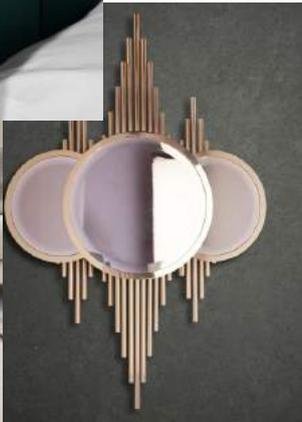


SILVER

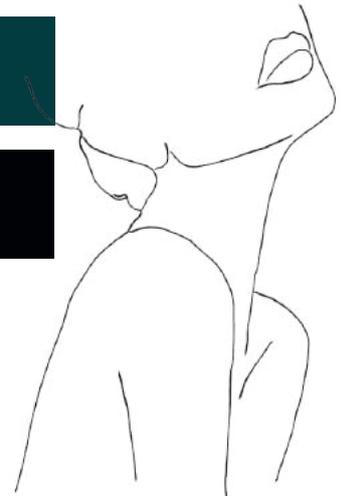
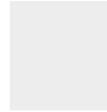
# The Great Gatsby

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We might not all live in luxury country houses, but we can all still bottle some of the 1920's charm behind The Great Gatsby look. Traditional Hollywood glamour is timeless as long as it is understated. Pewter, brass, velvet and crystal will add touches of decadence and extravagance, whilst keeping the look contemporary enough for a modern home. And you don't have to limit the look to the living room, this look works great in the bedroom too.



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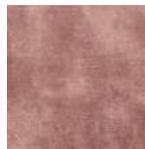
# Art Deco

## DECADENCE

We've taken rich fabrics and luxe detailing to another level this season, both in our sofa and bed collections. The Gatsby bedframe takes its influence from the Art Deco period and includes unique details such as the metal finished piping running through the headboard and the brass tipped feet.

The Sweeny sofa range also takes inspiration from the same era, featuring tailored tufting details on the outside arms and sumptuous bolsters. Opulent fabrics such as our Lovely and Malta ranges work effortlessly with this style.

LOVELY



DUSK



AUBERGINE



ALMOND



ARMOUR



ASPHALT

MALTA



LAGOON



JASPER



BURNT  
ORANGE



COSMIC



PUTTY





NEW Gatsby kingsize bedframe in Malta Lagoon

# Colour Crush



With many high street retailers reporting strong colours such as burnt orange, yellows and blues are in high demand for upholstery, it's time to take a serious look at the statement sofa. Punchy colours such as Pantone's Colour of the Year 2020, Classic Blue, will inject a colour pop against neutral backgrounds such as white and grey, making a room feel spacious and vibrant.



SS20  
PANTONES





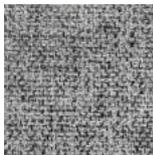
NEW Valencia range in Piero Tangerine, scatters in NEW Solar Rust and Plush Nickel

# MAKE A Statement

PIERO



TEAL



ZINC



TANGERINE



SMOKE



SUNFLOWER

SOLAR



RUST



MINERAL



LATTE

Valencia is a brand new model launched at the January Furniture Show 2020. Bold and fresh in appearance, this model provides exceptional comfort and a crisp silhouette that can carry bold colours with ease. Presented in new Piero Tangerine, this fabric is a woven textured fabric with flecks of colour. Also just launched is the Corner Group extension to the best-selling Lorenzo range, shown below in Lumino Mineral.



# And so to bed...

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The upholstered bedframe market has exploded in recent years with social media platforms such as Pinterest and Instagram providing much-needed inspiration in bedroom interiors. We have noticed a huge increase in demand for beds in soft, luxurious fabrics and details such as deep buttoning, tufting and intricate leg finishes. Winged beds and sleigh-style frames have continued in popularity, along with consumers looking for a more diverse choice of colour palettes.

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# SWEET slumber

We don't just make great sofas! Our upholstered bed collection is inspired by today's lifestyles. From bold and distinctive designs, to sumptuously detailed classics, our ranges are perfect for creating impact within a bedroom. Future trends in interior design are the catalyst for many of our ideas to ensure our products will play an important part of consumers' homes for years to come. The Miles and Hattie bedframes, featured, are two of our new releases for SS20.

Blenheim is one of our newest fabrics and is an irresistibly soft, seductive velvet available in a selection of deep, rich colours, which perfectly suits this opulent fabric and is ideal for creating luxurious bedframes.

## BLenheim



COAL



INDIGO



MAGNESIUM



SILVER



SLATE





NEW Miles kingsize bedframe in Blenheim Slate & Blenheim Silver

A photograph of a grey upholstered sofa with a classic rolled arm and wooden legs. The sofa is adorned with several cushions: a plain grey one, a blue and white geometric patterned one, and another blue and white geometric patterned one. In the foreground, a matching ottoman with the same blue and white geometric pattern is visible. The background shows a light-colored wall with vertical paneling.

THE PERFECT

*accompaniment*

We understand the importance of detail, that's why we have invested so much time and effort in developing our range of co-ordinate hanger fabrics to ensure we offer the best selection on the market. Perfect for co-ordinating scatter cushions, stools and chairs, speak to your sales manager today to ensure you are offering your customers the best of what we have to offer.



NEW Bexley XL Sofa in Berber Platinum, Bexley Chair in Berber Midnight & Bexley Large Stool & scatters in NEW Magna Aegean



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NEW Hemmingway range in NEW Stella Mink