

WHITEMEADOW

THE INSTAGRAM EDIT

Our products...in their homes! Take a sneak peak at Whitemeadow products as you've never seen them before

The Lockdown Effect

Well, lets face it, 2020 has not gone to plan for most of us.

If someone told us back in January what would happen this year, we would have laughed and thought they were crazy! But, as we begin a new 'normal', we realise life has changed for most us. One thing perhaps we can all agree on, however, is that our homes are even more important to us than ever before. Somewhere to shield, our new work environment or our new school, we have spent more time in our homes than ever before. And that is probably the reason why some homeware companies have seen as much as a 42% increase in sales according to some financial analysts. For many of us, there's never been a better time for transformation...

As life at Whitemeadow also gets back to some sort of 'normal', our design and development teams are busy preparing new ranges, ready for you to refresh your stores!

And since we've had more time to reflect recently, we've taken to Instagram to see how people are creating sanctuaries in their own homes. Our own Instagram engagement increased over 147% during the lockdown months, so we weren't surprised to find some of our amazing products looking stunning in customer's homes! So, we thought we would share some of our favourites here with you, hopefully some of these may inspire new ways of looking some of our best selling models that might have passed you by.

We look forward to seeing you all in 2021 and wish you every success in your stores for the coming months.





Images courtesy of @yorkshirecottage (stool customer's own)



GET THE LOOK



Berber Grey



Bentley Marl



Camargue Silver



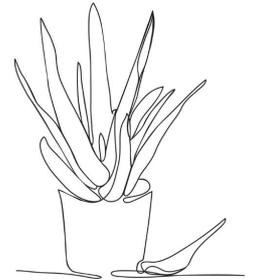
Berber Platinum

HINTS & TIPS

Think about using similar coloured fabrics in different textures such as flat weaves and velvets on matching accent pieces. Make sure you display an accent stool or chair with your sofa display in store to increase add-on sales!

Bergen

We absolutely love this paired back, yet sumptuous, look @yorkshirecottage has created in her home. She's taken the classic corner configuration of the Bergen and modernised it by using a neutral colour palette with super soft textures like faux fur and velvet. It looks like the perfect place to relax!





Images courtesy of @the.renovation.of.cawson.hall

Lyon

We haven't seen the Lyon look this bright and cheerful for a long time! Although neutral tones will never go out of fashion for interiors, this look goes to prove that colour and pattern will also never go out of style. We love how this customer has chosen a bold and striking dark blue for the main body fabric, but has contrasted this with bright and colourful scatter cushions.

GET THE LOOK



Lumino Midnight
Blue



Lumino Teal



Plush Mallard



Plush Daffodil



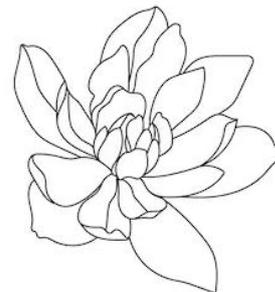
Plush Petal



Astra Flame

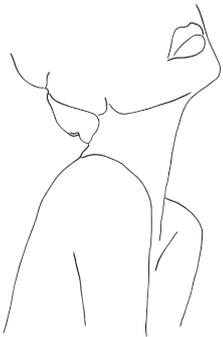
HINTS & TIPS

Don't forget you can always add on scatter cushions as extras to your sofa order, so don't be afraid to display extra scatters with the sofas in store, even if they are not included in the price of the product. Ask your sales manager about our range of co-ordinate hangers today!



Brittany

The soothing tones of this bedroom work wonderfully with the Charcoal colour of fabric on the bed. @nina_moves_in has created a calming sanctuary to relax in. The Brittany is one of a number of our bedframes featuring deep buttoning, which has been a popular look over the last couple of years, and we predict we will only see an increase in demand in the future.



GET THE LOOK



Lovely Armour



Lovely Slate



Blenheim Slate



Lumino Silver



Lumino Mink



Lumino Charcoal





HINTS & TIPS

We get more stockist enquiries for this bedframe on Instagram than any other of our bedframes! With relatively low distribution currently, if you sell beds, make sure you have a Brittany in pride of place! The most popular fabrics are velvets from our Lumino and Lovely ranges.



Images courtesy of @nina_moves_in

Bossanova

How amazing does the Bossanova look here?! We are so used to seeing it in dark, dramatic velvets that seeing it here in a light and fresh colour palette has totally transformed the look of it! @oaktreelodge2020 has proven how a different fabric story can make such a big difference, so don't be afraid to refresh displays and try a different look if they are starting to look tired.

HINTS & TIPS

The Bossanova is our star of social media for sure. We get more re-posts, stockist enquiries and engagements on this sofa than any other bar none. Although it's often photographed in the Chaise Sofa version, don't forget this model is also available in an array of configurations including sofas, chairs and stools!



GET THE LOOK



Camargue
Natural



Barona Natural



Bentley Natural



Kingdom Canvas



Alexandria Ore



Volcano Canvas





Images courtesy of @oaktreelodge2020



Images courtesy of @the_house_on_

Metro

The Metro has been around for a while but has proved to be not only one of our most popular models, but one of our most versatile too. It is available in a large array of configurations, and with the optional scatter pack available we have found customers using this to customise their own look. The colour palette in @the_house_on_sea_view's home works perfectly with the rest of the room, and has cleverly created a look of peace and tranquillity with scatters and throws.



GET THE LOOK



Berber Grey



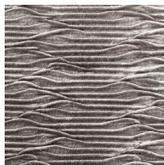
Berber Oyster



Blenheim
Magnesium



Nile Titanium



Pharoah Lunar



Pharoah Mist

HINTS & TIPS

Don't forget to offer the optional scatter pack to your customers in store, and remember they can choose fabrics from any of our co-ordinate hangers. If you would like to update your selection, please speak to your sales manager.



Image courtesy of [@the_house_on_sea_view](#)

Hugo

It's no wonder our Hugo bedframe has stood the test of time with our customers. This sumptuously detailed bed frame features our now trade mark deep buttoning detail throughout the head & foot board, creating a luxurious, yet thoroughly contemporary design- perfect for creating impact within a bedroom. All our beds are available in a wide variety of fabrics, from super soft velvets to soft touch plains with subtle textures.

GET THE LOOK



Zenith Taupe



Malta Ivory



Lovely Stone



Blenheim
Magnesium



Kalahari Natural



Shetland Pebble

HINTS & TIPS

Featured here in the high end option, the Hugo is also available in a low end option too. Indeed, many of our bedframes are available in high and low end options. Low end options are often a good choice for customers with smaller bedrooms but still want the impact of an opulent headboard.



Lorenzo

The Lorenzo is fast becoming the next star of Instagram in terms of our upholstery. Clean cut contemporary lines with sleek legs and stitching to the back seats for a tailored look are proving to be popular points of difference with customers. The fact that it's available in a large range of configurations, including standard and pillow back options, and has a multitude of fabric choices means this model rarely looks the same twice! Everything from bold coloured velvets to soft, tonal chunky chenilles look amazing on the Lorenzo.

GET THE LOOK



Plush Shamrock



Plush Indigo



Plush Mallard



Stella Burnt
Orange



Stella Cream



Stella Mink

HINTS & TIPS

The Lorenzo carries bold colours particularly well, so don't be afraid to experiment with fabrics for your in-store display. It's also worth displaying products in both the standard back and pillow back options if you have the space, as both options are equally popular.

Image courtesy





Image courtesy of @fixingupfarnley



Image courtesy of @downham_abbey

What can we say about the Ralph that's not already said about other popular beds we've ever made, and pops up on Instagram for the best of individuality in terms of design and style, with its graceful curved wing profile and deep buttoned side paneling. The removable pillow designed for sitting up in bed and



HINTS & TIPS

This is a model that can carry trends! When first launched it was popular in dark greys and blues, but over time we have seen a transition into more pastel, muted colourways. Our new Malta bed fabrics look particularly elegant on the Ralph.

...ready been said? It is by far and away one of our most
...instagram and in the press frequently. It combines the very
... whilst still offering superior comfort. Features include a
...ngle width headboard pillow. The headboard features a
...nd relaxing. This is another product that carries colour well.

Ralph

GET THE LOOK



Lumino Mineral



Lumino Old Rose



Lumino Silver



Malta Lavender



Malta Grey



Malta Slate



Image courtesy of @nina_moves_in



Proud to support
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the furnishing industry's charity

