

Maximising Trends

The current economic climate has caused many of us to re-evaluate our spending patterns, with trips to restaurants and the cinema being swapped with more modest nights in with a DVD and a tasty takeaway. However this has meant home improvement remains high on the agenda, with many people placing a priority on their interior décor as they spend more and more time in the comfort of their home.

We all know how a great piece of artwork perfectly framed can transform a room at a credit crunch beating price, but what are the key themes your customers might be looking for, and how can you help them achieve that classic display piece? Here are some of our thoughts

Natural Environment:

Nature has always been a big of inspiration. Combining warm stone creams with clear sky blues, or fresh turquoise greens creates a palette made at the beach front. Larson-Juhl's Mantilla mouldings features a deep embossed etched pattern which provides added texture and invokes a warm rustic feel. Ideal for any theme inspired by nature, it comes in a range of organic colours – white, ivory, teak, walnut and black.

Alternatively, Driftwood has a natural, white washed look and distressed, textured finish. Conjuring up images of vanilla ice-cream and soft, white, sandy beaches, this is the ideal partner for any outdoors prints or seaside-themed artwork.

Living Colour:

Colours inspired by living things, beautiful flowers that are really intense when they bloom and fade as they start to wither. Delicate whispers of pale colour mixed with rich tones. Pastello mouldings, with natural pastel tones and whitewashed finish, would be an ideal partner for watercolour or pastel artworks.

Re-using:

LARSON · JUHL®

Inspired by vintage, thrift and recycling, colours are a mixture of bright tones faded by time, like the clothes rail in a charity shop.

Why not consider the Matera range of mouldings, perfectly reflecting boho chic with a stained black flat profile leading into a domed grey crackled pattern – just like crazy paving. Any contemporary image, such as movie posters, photographs, or abstract art, will look fantastic in these frames.

If you're looking to add a splash of colour, take a look at Larson-Juhl's Confetti range. This striking new cubic profile moulding measures 23mm in width and is available in a wide range of colours and is suitable for sports prints and memorabilia such as cartoons and posters.

New Darks:

Drama, opulence and gothic detailing for the digital age are all inspirations for this lavish trend. Decadent purples, blues and blacks take centre stage texture is not left in the wings; here patent and lacquered finishes converse eloquently with smoky matt metals and tactile fabrics.

For complimenting contemporary artwork, such as black and white photographs, try Larsen-Juhl's Gramercy – a hard-edged profile with a softened cross-hatch finish available in black and steel.