



The Lady Design 'Natural' Collection brings the outdoors in

Consumers can now recreate the freshness and rustic charm of nature on interior walls with the Lady Design 'Natural' Collection from Jotun

DUBAI, UAE, July 7, 2013 /EINPresswire.com/ -- Jotun's innovative Lady Design brand was launched this year and offers six exciting new collections that empower their consumers to show off their distinct personalities on the walls of their home. Based on the latest market needs and trends, the collections were created in collaboration with renowned celebrity interior designer Mona Hussein.

Mona explains further, "People are demanding a lot more these days. They don't just want the same old boring thing everyone else has. They want something unique, something distinctive, and something that shows off their individual sense of style. And by offering customers creative ways to reflect these needs, Lady Design from Jotun creates endless new options and possibilities." She also highlights the benefits of wall design, "With a wall design you could easily replicate the effect of an expensive art piece. It's also great if you need to add texture to a space. With design wall paints it's so easy to replicate a natural material at a reasonable cost, and best of all it's changeable so you can always replace and update it quite easily whenever you get a bit bored."

The Lady Design Collections offer six distinctive worlds of style, colour, texture and inspiration – ensuring a look for every personality. There's the urban, art-inspired look of the Galleria Collection; the rich, Arabian vintage inspired look of the Elegance Collection; the calming, seaside-inspired look of the Oceanic Collection; the cutting-edge, bold appeal of the Modern Collection; the timeless, ancient stone-inspired look of the Historic Collection; and of course the rustic, nature-inspired look of the Natural Collection.

Claudio Iurilli, Regional Marketing Director, Middle East, India, & Africa of Jotun talks about the spirit of the Natural Collection, "Nature comes in various colours and appearance, and with this collection you can bring the peace and tranquillity of the great outdoors into your living spaces. As the names clearly suggest, this collection has a very natural, 'from-the-earth' feel to it; allowing consumers to surround themselves with rustic warmth."

Iurilli also expands on the kind of individual who would be drawn to the Natural Collection, "This is the type of person that lives for the outdoors - an enthusiast who loves the simple things in life like quality time with their kids, cooking healthy organic meals or pottering around in the garden. They would trade the bright city lights in a second to enjoy a solitary walk in the woods. They value their lifestyle and appreciate every little moment of nature because they understand how precious it is."

The various Scandinavian style designs in the Natural Collection include FOREST, a wood inspired design that brings the beauty of trees to life and works well on bedroom walls; DISTRESSED WOOD, a design that forms the perfect backdrop for quality family time in the kitchen; BEACH HOUSE, a nostalgic design reminiscent of beach houses aged by sea breezes; SAILBOAT, a design that mimics the beautiful, sea stained wood of sailing boats; and finally AUTHENTIC TIMBER, a design that captures the essence of nature in a very modern way - this design looks great in the living room with a big sofa covered with warm throws and linen pillows.

The Natural Collection is the collection that consumers can turn to when they're looking to bring a breath of fresh, crisp outdoor air into their homes. And by allowing consumers to express their love of nature on their walls, Lady Design from Jotun is innovating the way forward in the wall design paints segment.

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