

# Jotun hosts unique workshop to raise awareness on 'Lady Design' collection at Sharjah Ladies Club

*Successful event threw spotlight on new collection's six engaging themes--Galleria, Natural, Elegance, Oceanic, Modern and Historic*

DUBAI, UAE, July 18, 2013 /EINPresswire.com/ -- Jotun Paints, one of the world's leading producers and distributors of paints and powder coatings, successfully hosted a workshop for members of the Sharjah Ladies Club to drum up more awareness on the company's newly-launched 'Lady Design' collection, an endearing range of colours and themes that is expected to bring forth a new chapter in Middle East wall and home design. During the event that was attended by Sharjah Ladies Club members, Jotun presented the six engaging themes of the new collection--Galleria, Natural, Elegance, Oceanic, Modern and Historic.

The workshop featured a product demonstration of three design samples, which included Masterpiece from the Galleria Collection and Sail Boat and Beach House from the Natural collection. Adding more excitement and interaction was a specially prepared demonstration wall where Sharjah Ladies Club members were asked to try out the design themselves. According to the Jotun team present at the event, participants were very participative and wanted to learn more about the attractive and dynamic designs. In fact, crowd favourites were Travertine (Historic collection), No boundaries and Masterpiece (Galleria collection), Sandy Beach (Oceanic Collection) and State of the Art (Modern collection). The special workshop concluded with a raffle prize of a grand room makeover package using 'Lady Design,' which was won by Basema Azmi. In addition, Jotun handed out Lady Design brochures and an AED 150 gift voucher that can be used at Al Manzil - Jotun's Inspiration Centre in Sharjah.

"This was a truly informative and interesting workshop for us. Being homemakers, we are always on the look out for anything decorative—things that will surely add beauty to every part of our home," said Souad Saleem, Media & Marketing Manager, Sharjah Ladies Club. "We are very impressed with the different designs and themes of Jotun's 'Lady Design' collection—offering us a wide range of choices that not only fits our personalities but also adds strong aesthetic values to different parts of our home like the kitchen, bedrooms, living rooms and even personal offices or study rooms. We would like to thank Jotun for holding this unique seminar and teaching us how to transform our walls into bold statements of our personas."

Jotun's 'Lady Design' collection is composed of six themes and 30 designs that are based on the latest market needs and trends, and that were created in collaboration with renowned celebrity interior designer Mona Hussein. All six themes were developed with the key objective of helping the end user come up with a wide array of inspirations that can give their home décor a new look and feel.

"We are very overwhelmed at the positive response that we have received from the members of the Sharjah Ladies Club, who have expressed high interest and appreciation for the designs offered by the 'Lady Design' collection. Using any of the many offered designs promise to transform your wall into gateways to different worlds, while at the same time pushing forth a more homely and welcoming

tone to any part of your home. The best part of the collection is that you are sure to find a design that best suits your individuality and personality,” concluded Biren Arora, General Manager - UAE, Jotun Paints.

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