



The Lady Design 'Elegance' Collection allows walls to shine with vintage Arabic opulence

Rich with the sheen of metals, the Lady Design 'Elegance' Collection from Jotun adds a modern twist to tradition

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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 day. 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 rustic, nature-inspired look of the Natural Collection; the calming, seaside-inspired look of the Oceanic Collection; the cutting-edge, bold appeal of the Modern Collection; the urban, art-inspired look of the Galleria Collection; the timeless, ancient stone-inspired look of the Historic Collection; and of course the opulent, Arabic vintage inspired look of the Elegance Collection.

Claudio Iurilli, Regional Marketing Director, Middle East, India, & Africa of Jotun explains what's at the heart of the Elegance Collection, "With a hint of Arabic vintage, a touch of glamour and the rich warmth of glowing metal effects, this collection provides a fresh, sophisticated take on traditional Arabic design motifs – allowing homes to shine with unique style."

Iurilli also gives insight into the type of personality who would find the Elegance Collection highly appealing, "This is the type of person who while modern and trendsetting, still identifies deeply with their roots. They want their homes to reflect their connection with their culture and history, but at the same time be at the forefront of contemporary style. This person doesn't shy away from the spotlight, and wants their home to shine as brightly as their distinct individuality."

The various luxurious designs in the Elegance Collection include PRECIOUS METALS, a trendy design that shimmers with traditional elegance of warm metals like copper and gold; GOLDEN PIXELS, a bold design goes so well with dark wood furniture, and gives a room a simple luxurious sophistication without being overpowering; MOSAIC, a distinct design that creates a modern mosaic pattern using gleaming metal colours; TARNISHED METAL, a design with a sparkle that seems to come from within the texture and that gleams in the light; and RUSTED COPPER, a design that

mimics a rough but elegant wall of copper and brings together cutting-edge trend and a longstanding legacy.

Lady Design from Jotun is clearly revolutionizing the way forward in the wall design paints segment, and with the Elegance Collection consumers can now showcase their love of tradition and luxury without compromising on modern day style and innovation.

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