



ANNIE SLOAN PAINT  
the  
**CHALK PAINT™**  
*colour card*

Annie Sloan™





*Neutrals*

Perfect for modern interiors, this cool, clean white makes a crisp contrast with strong colours.  
*Pure*

The white of old painted furniture, pair this with Duck Egg Blue or Antoinette for a delicate old French look.  
*Original*

Use this versatile white to lighten other colours or pair it with Paris Grey or Aubusson for the Swedish Look.  
*Old White*

This soft and gentle colour takes inspiration from French and Swedish interiors, and works well with blues and oranges.  
*Paris Grey*

Inspired by the colour of aged, natural linen, this works beautifully with gold and a range of rich, bright colours.  
*French Linen*

Based on a traditional pigment called Lamp Black, this is perfect for anything from the neoclassical to the modern interior.  
*Graphite*

Inspired by Pompeii, this rich colour has a strong neoclassical heritage and is perfect for sophisticated painted furniture.  
*Burgundy*

Like the silk lining of a jacket or traditional Chinese lacquer, this colour is beautifully deepened with Chalk Paint Dark Wax.  
*Emperor's Silk*

Inspired by a mix of red ochre and white, this natural pink can be found everywhere from Scandinavia to Mexico.  
*Scandinavian Pink*

The Grand Tours of the 18<sup>th</sup> century brought this colour into the finest houses of Europe as part of gentle neoclassical schemes.  
*Honorata*

A soft pale pink, inspired by the dusky wall colours and decorative pieces of 18<sup>th</sup>-century French interiors.  
*Antoinette*

This classic colour is reminiscent of the warm pigment, Burnt Umber, which has long been used in decorative work.  
*Coco*

A colour found in everything from Venetian palaces to Vietnamese temples, use this for rustic pieces or under gliding.  
*Primer Red*

Used first by artists and then in decorative work, this colour finds its beginnings in bohemian Paris.  
*Emile*

This classic colour was used when a range of purples first became possible. It also works well as a contemporary neutral.  
*Paloma*

Named after a harbour town in Normandy and inspired by rich warm browns found in the rustic French countryside and mid-20<sup>th</sup> century design.  
*Honfleur*

This rustic colour takes inspiration from the French town of Arles where earthy yellow ochres are dug from the ground.  
*Arles*

'Ultramarine' and 'Cobalt Blue' pigments used for decorative work in neoclassical interiors were the inspiration for this colour.  
*Napoleonic Blue*

A wonderful 18<sup>th</sup>-century colour inspired by Ancient Rome, use it with red for a little Parisian boho.  
*Old Violet*

Based on the brilliant modern orange used copiously by the Impressionists, and in early advertising and 1960s decoration.  
*Barcelona Orange*

This faded darkened cream colour is evocative of old French painted furniture, woodwork and door exteriors seen in Paris.  
*Old Ochre*

Found on rustic doors, shutters and furniture throughout the Mediterranean, this colour also works well in a neoclassical setting.  
*Greek Blue*

Pair this pastel with white for a fine Rococo look or combine with brights for a vintage retro aesthetic.  
*Louis Blue*

Based on the traditional yellowish colour used on old woodwork, this also works as part of a 1950s vintage look.  
*Cream*

A cool soft neutral, which works well as a foil for other colours, and is a classic choice for painted furniture.  
*Country Grey*

Named after Monet's home in northern France, this brilliant blue was especially popular in early twentieth-century interiors.  
*Giverny*

Recalling the shutters and doors of the south of France, this colour works equally well for a modern look.  
*Provence*

Evoking Rococo interiors, this colour stems from the discovery of a beautiful blue pigment in the 18<sup>th</sup> century.  
*Duck Egg Blue*

Not only found in the neoclassical palette, but also on rustic country furniture from Ireland and the south of France.  
*Antibes Green*

Evocative of fine old French furniture, this sophisticated and gentle colour picks up other colours well.  
*Versailles*

Inspired by hand-painted Chinese wallpaper and the development of Chrome Yellow pigment in the 1700s.  
*English Yellow*

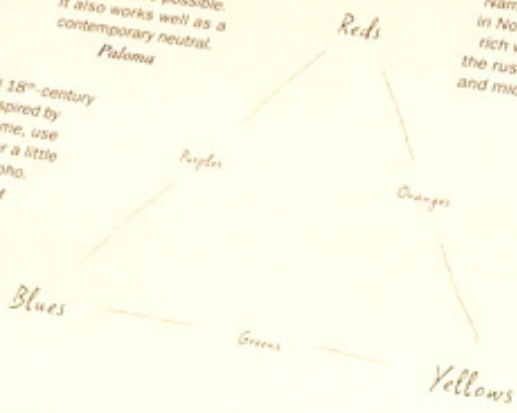
Named after the blue found in 18<sup>th</sup>-century Aubusson rugs, this is the perfect colour for a Swedish interior.  
*Aubusson Blue*

Found in neoclassical Italian and French interiors, this sophisticated colour springs from copper green minerals and malachite.  
*Florence*

This strong, deep green takes inspiration from painted shutters and doors in Amsterdam and throughout Europe.  
*Amsterdam Green*

Historically this green would be found in fine classically painted and lacquered furniture, as well as rustic country pieces.  
*Olive*

This traditional colour came into being when decorative painters mixed all their leftover colours together to make a base paint.  
*Château Grey*



# What is Chalk Paint™?

Developed her revolutionary decorative paint 25 years ago, and the same since



in 1990. Annie's fine-art background and contagious enthusiasm for decorative painting has motivated both home painters and experienced professional artists to be creative



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*Verdant*

This traditional colour came into being when decorative painters mixed all their leftover colours together to make a base paint.  
*Château Grey*



# What is Chalk Paint™?


*Annie Sloan developed her revolutionary decorative paint Chalk Paint™, 25 years ago, and the world of paint hasn't been the same since.*


*Its remarkable versatility and impressive colour range make superb results achievable for the DIY enthusiast as well as the professional painter.*

*The colour palette is inspired by 18<sup>th</sup> and 20<sup>th</sup> century décor and design, and is easy to mix to achieve endless possibilities.*

*Chalk Paint™ is user-friendly – it very rarely requires any preparation, such as sanding or priming, and you can use it indoors or outside, on just about any surface – from wood to metal, and matt plastic to terracotta. It can transform tired old furniture, walls, ceilings and floors with ease, and it's easy, fun, and makes amazing results accessible to everyone.*

associated products. With Chalk Paint™ you get a velvety matt finish. Add Chalk Paint™ Wax to create a subtle sheen as well as protection and durability.

 *"Don't forget your wax!"*

 *"It's eco-friendly too!"*

*Chalk Paint™ is non toxic, contains no lead, near zero VOCs and has no odour – we aim to make all our products as eco-friendly as possible.*

*Annie Sloan is all about sharing her passion for decorative painting, and inspiring people to be creative and adventurous with this versatile paint and its equally versatile*



*Annie Sloan products are exclusively available through her network of over 1,600 independent Stockists located in over 45 countries around the world.*

Chalk Paint™ encourages you to break the rules and enjoy decorative painting, while achieving stunning results you might not have thought possible. It's about decorating with more freedom of expression, independence and intuition.

*By leading the decorative painting revolution over the last 25 years, Annie Sloan is widely recognised as one of the world's most respected experts in paint and colour.*

As well as authoring 26 internationally sold books, Annie Sloan transformed the world of furniture painting with the creation of her own brand of decorative paint, Chalk Paint™,

in 1990. Annie's fine-art background and contagious enthusiasm for decorative painting has motivated both home painters and experienced professionals, unlocking countless creative potentials over the last 30 years.

## Stockists

It's not just our products that make us special, it's the people who sell them. All Annie Sloan Stockists are hand picked for their individual style and we're very proud that no two shops are the same. Each Stockist is carefully chosen for their approach to home decoration and their own unique design style. We strongly believe in the principle of 'shop local' and celebrate the differences between each of our Stockists and how their businesses contribute to their local communities. They are all trained as colour experts and have each created beautiful environments where you can get your hands on our paints and try mixing colours for yourself.

The Annie Sloan business is and will remain family run with Annie and her husband firmly at the helm.







# What is Chalk Paint?

Annie Sloan developed her revolutionary decorative paint Chalk Paint<sup>®</sup> 25 years ago, and the world of paint hasn't been the same since.



### Stockists

It's not just our products that make us special, it's the passion when our paint is used. All Annie Sloan Stockists are hand-picked for their individual style and their very ground level customer service and the nation. Each Stockist is carefully chosen for their approach to design style. We strongly believe in the principle of 'shop local' and encourage Stockists to use their own skills to contribute to their...



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ANNIE SLOAN PAINT  
CHALK PAINT<sup>®</sup>  
colour card



...high, this...  
...fect colour for...  
...the sophisticated colour...  
...springs from copper green...  
...minerals and inlaid...  
...Florence

...takes inspiration from...  
...painted shutters and...  
...shells in Amsterdam and...  
...throughout Europe...  
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...Château Grey





### Brushes & Tools

Comfortable and easy to work with, Annie Sloan's collection of brushes and tools give you the freedom to creatively express your personal style. Whether you're looking for a smooth finish or textured brushwork, stencilling or colour mixing using these tools with the Annie Sloan Method makes it quick, easy and fun.



### Wall Paint

Annie Sloan's tough, matt, water-based Wall Paint takes whatever life throws its way. It offers strength, durability, and a scrubbable matt finish. Gorgeous results have never been so simple!



### Fabrics

As well as Coloured Linen, exclusively designed to match her colour palette, Annie Sloan has hand-selected a range of European fabrics that effortlessly suit many styles. Ranging from tickings, prints and patterns, there is a fabric choice to complement any interior or project.



## The Annie Sloan Method

Alongside her unique and hugely versatile decorative paint, Chalk Paint™, Annie Sloan has developed a whole range of products that will help you achieve wonderful results quickly and easily.



### Stencils

Annie Sloan has designed this versatile collection of stencils to complement her Chalk Paint™ decorative paint range. Her unique designs draw on inspiration from the influential styles of neoclassical, traditional Swedish, modern retro, bohemian, vintage floral, French elegance, rustic country, coastal and warehouse.



### Chalk Paint™

Annie Sloan's unique decorative paint, Chalk Paint™, is available in 36 historical colours and designed specifically for furniture and floors – or for giving walls a matt velvety finish. Chalk Paint™ is water based and contains no volatile organic compounds (VOCs).



### Books

By leading the decorative painting revolution over the last 25 years, Annie Sloan has become perhaps the world's most respected expert in decorative paint, colours and techniques. She has published over 25 books on decorative painting, selling over 2 million worldwide. She currently has 7 books in print which are available through Annie's global network of independent stockists.



### Waxes & Finishes

Annie Sloan has developed a versatile range of finishing products to enrich your creative projects. These include Chalk Paint™ Wax and Lacquer for durability and protection, as well as Gold Size, Image Medium and Craqueleur.

Your local stockist:

**måla&more**

[www.malaetmore.fi](http://www.malaetmore.fi)



\* Chalk Paint™ is only available through our carefully selected network of independent stores.

Find us online at [AnnieSloan.com](http://AnnieSloan.com)