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# Purple spirit



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## Purple spirit Spring Summer



**When Pantone's 2018 Colour of the Year Ultra Violet was announced, the reaction was one of excitement...and a little hint of worry about how such a dramatic, provocative shade would fit into the home. Here we embrace the beauty and challenge of this saturated purple, along with two other colours: gentle Mauve, and glamorous Sailor Blue.**

Rebecca Snowden, Interior Style Advisor at Furniture Choice gives her take on working with colour. "The first thing to do is to decide how much of the colour you actually want to use and where. Mauve is a lovely twist on a neutral shade, working wonderfully as a background colour, especially in a soft wash on the walls. It's a hue that injects life into the space, without being too bold."

"Whereas a bright colour such as Ultra Violet, is best used as an accent: either on a wall, or with one special item being a focal point, such as an armchair. This shade pairs well with both light and dark shades, including other jewel tones. For an especially modern look, pair it with high gloss finishes, in either black or white."

"And if you're looking for a colour that is both calming and eye-catching, Sailor Blue is a great choice. This darkened blue has a serene, elegant quality, and it can either be dressed up with crisp whites and brass finishes, or cosied up with fuzzy upholstery and dark wood."

"Ultimately, the important thing is not to shy away from colour. Even shades that seem unapproachable at first can really help create a look with lots of personality and style."

Hi-res images are available for download at [www.furniturechoice.co.uk/about-us/press-centre/spring-summer-2018/purple-spirit/](http://www.furniturechoice.co.uk/about-us/press-centre/spring-summer-2018/purple-spirit/) »

### About Furniture Choice

Furniture Choice launched in 2005 as an independent, online, furniture retailer, matching a deep knowledge of contemporary furniture manufacturing with first-class e-commerce expertise.

With a dedicated UK call-centre and an experienced quality control team in Asia, Furniture Choice is able to offer customers the greatest variety of high quality contemporary furniture and best-in-class customer service, backed-up with fast, free delivery and returns.

For more information please contact Amthal Karim on **0800 035 0070 ext.224** or mail [press@furniturechoice.co.uk](mailto:press@furniturechoice.co.uk) »

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**Windsor Dining Chair - White**

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