



## NEW IN INTERIOR DECOR: JANUARY

2025 has arrived and B&Q is here to help everyone create a home they love, with a huge range of interior products to suit every style and budget. Whether it's a quick refresh or a complete makeover, B&Q has all the inspiration and tools customers need to make it happen.

With new products launching every week, **B&Q's Head of Décor, Gill Baker** shares her must-have picks from the latest collections - from nature-inspired colour palettes to nostalgic William Morris prints - along with expert advice to help customers refresh their homes for the new year. To complete the new look, B&Q is offering [3 for 2 on Dulux & Valspar paint](#) from 10<sup>th</sup> January until 20th January.

### Trend Watch: Earthy Green Hues

**Gill says:** "Inspired by nature and trending tonal greens, we've curated a warm and welcoming palette of earthy tones to rejuvenate any space. Sage Green, a proven customer favourite, pairs beautifully with earth and neutral tones to create our Earthy Green Hues collection. Think textured textiles, neutral-toned wallpapers, and accents that bring the outdoors in. This collection is all about simplicity and natural elegance".

#### New in:

		
<a href="#">Yard Heavy Chenille Olive Cushion 50x50</a> £15	<a href="#">Cream Urn Vase</a> 32.5cm £26	<a href="#">Cabu Boucle Taupe Cushion</a> 45x45 £14



## Classic Meets Contemporary: William Morris Wallpapers

**Gill says:** "We're so excited to bring the timeless charm of William Morris prints to B&Q stores at an affordable price point. William Morris designs are known for their beauty, but they often come with a hefty price tag of up to £100 but at B&Q, customers can find rolls for just £40. These prints are best paired with contemporary furniture and accessories, creating a perfect blend of classic and modern style."

### New in:

		
<a href="#">William Morris Strawberry Thief Powdered Neutral</a> £40 / 5.2m <sup>2</sup>	<a href="#">William Morris Blackthorn Dusk Blue</a> £40 / 5.2m <sup>2</sup>	<a href="#">William Morris Acanthus Misted Sage</a> £40 / 5.2m <sup>2</sup>

## A Gallery Wall Upgrade

**Gill says:** "This year, we really wanted to expand our collection of art for the home, and we're excited to launch a collection of kitchen art that makes adding personality to your space easier than ever. The William Morris prints in our wall art range are just as popular as our wallpapers, and we've introduced Matisse-inspired designs starting at just £40, fantastic value compared to the £100 price tags seen elsewhere. For those dreaming of a gallery wall, our curated collections take the guesswork out of styling. Simply choose your favourite designs, find the perfect spot, and let your walls do the talking."



### New in:

		
<a href="#"><u>Aperol/Margarita Framed Prints, Set Of 2, (H)50cm x (W)40cm</u></a> <b>£28</b>	<a href="#"><u>Matisse Print with Oak Frame, (H)75cm x (W)75cm</u></a> <b>£40</b>	<a href="#"><u>William Morris Green, Blue, Red &amp; Black Framed print, Set of 2, (H)43cm x (W)33cm</u></a> <b>£30</b>

ENDS

#### Notes to editors:

For more information, images and any other requests please contact: [b-and-q-  
press@wearetheromans.com](mailto:b-and-q-press@wearetheromans.com)

#### About B&Q:

B&Q is the UK's leading home improvement and garden living retailer with over 300 stores throughout the UK and Ireland, offering great prices, with over 700,000 products available to order at [diy.com](http://diy.com) for home delivery or click and collect. For trade professionals, B&Q TradePoint offers exclusive membership to those in trades such as electricians, plasterers, fitters, plumbers, roofers, decorators, joiners, tilers, builders, landscapers and facilities and maintenance professionals. TradePoint members have exclusive access to dedicated TradePoint counters at around 200 B&Q stores as well as to [Tradepoint.co.uk](http://Tradepoint.co.uk).

B&Q launched the UK's first home improvement marketplace in March 2022, adding additional choice for consumers. The marketplace offers a unique, integrated experience with in-store returns for many products and Click + Collect options being explored. Their team of more than 21,000 colleagues of all ages are respected nationwide for providing great home



improvement help to customers. They're the beating heart of B&Q and their iconic orange aprons are worn with pride.

Every year, more than 20 million people improve their homes and make life better with B&Q, and every year the company achieves ever-higher standards for sustainable operations and sourcing, and supports our local communities, including funding B&Q Foundation grants and Shelter's DIY Skills Advisors. For more information on our community initiatives visit [diy.com/corporate/community](http://diy.com/corporate/community) or to read our Build a Life Project annual report visit [diy.com/responsible-business](http://diy.com/responsible-business)

B&Q is part of Kingfisher plc, the international home improvement company, operating 2,000 stores in 8 countries across Europe. Follow B&Q on [LinkedIn](#)