



NEWMOR
WALLCOVERINGS SINCE 1967

Trends 2024

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Newmor are proud to be a family owned business founded in 1967, and the UK's largest commercial wallcoverings manufacturer.

We're pleased to present an overview of our trend insights for 2024.

We hope to inspire you and spark your creativity with 6 trend themes covering key design stories and colours that will shape our product development over the next 12 months.

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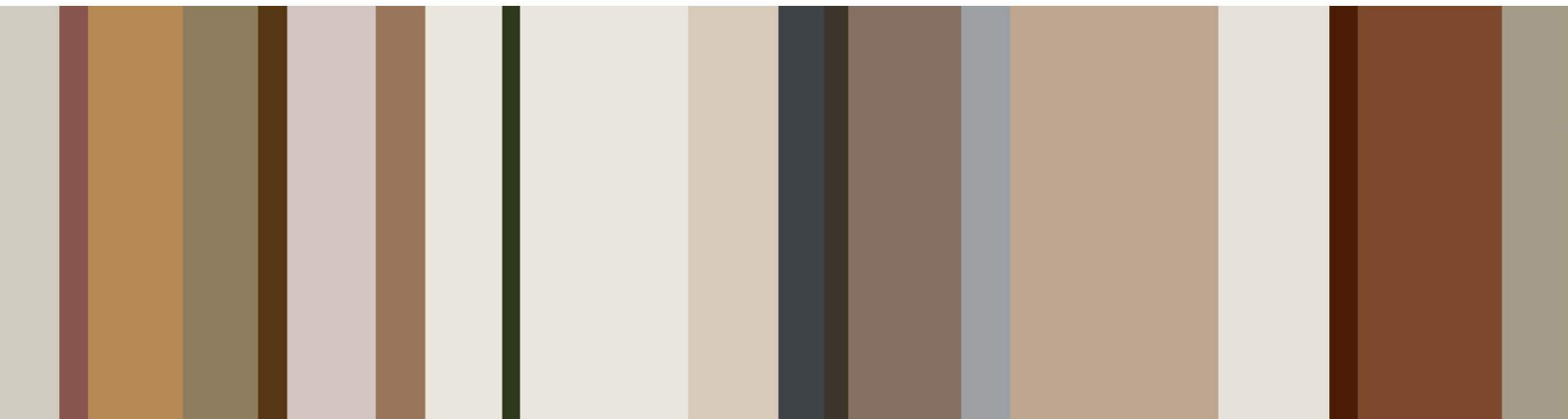
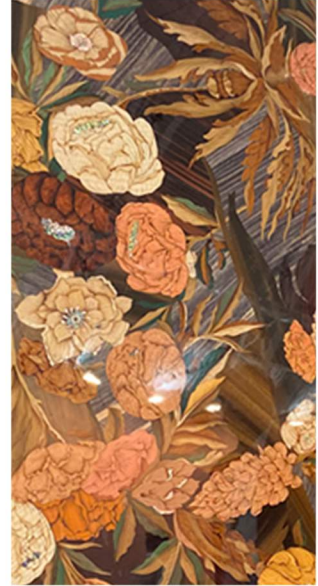
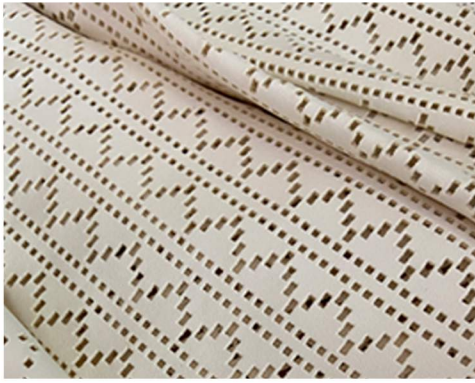
1. Grand Traditions
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Grand Traditions

elegant
quality
nostalgia
authentic
luxe
refined
timeless
classic
oxblood
petrol
umber
gold
camel
forest



Grand Traditions



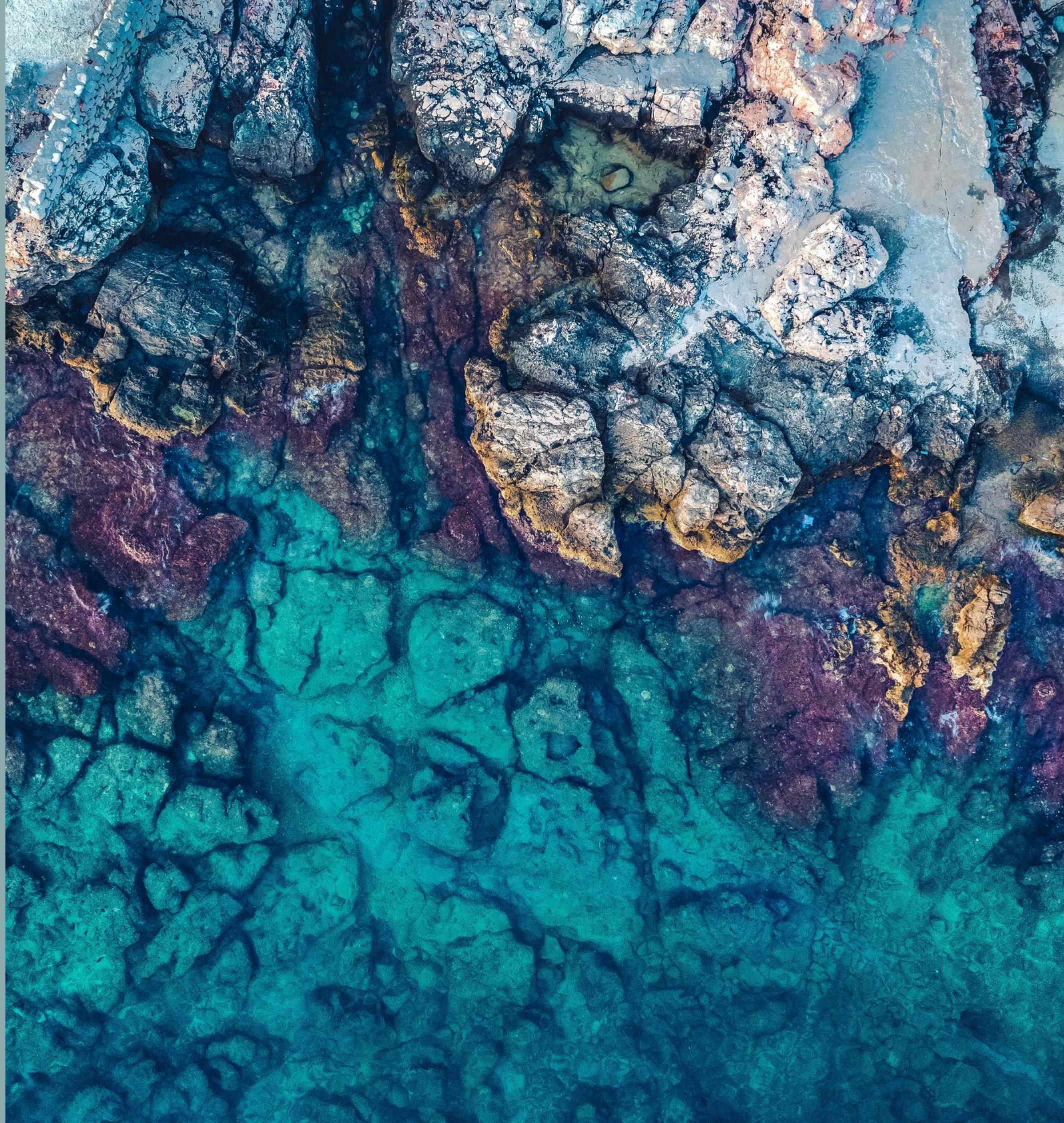
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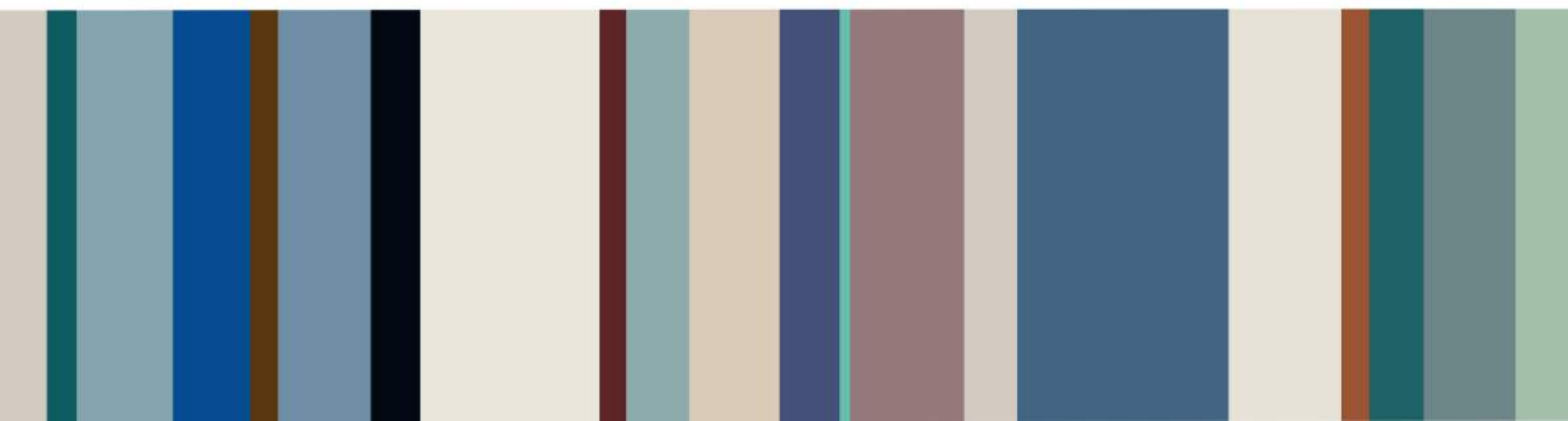
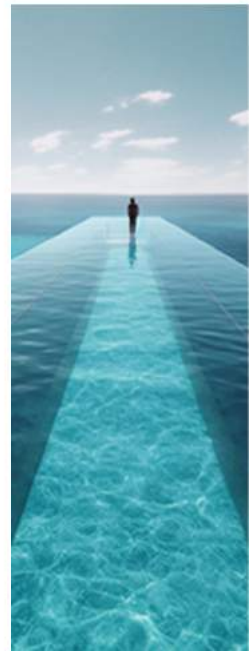
1. Lyon LY113 2. Blooming Marvellous - Flourish - Pastel
3. Marquetry MAR002 4. John Morris - Sofishticated - Slate
5. Kensington KEN004 6. Carrara CAR006
7. Tromp l'oeil - Chateau

Uncharted Waters

seascapes
sky
translucent
exploration
innovation
balancing
ombre
aqua
stone
powder blue
navy
chocolate
tan
lavender



Uncharted Waters



1



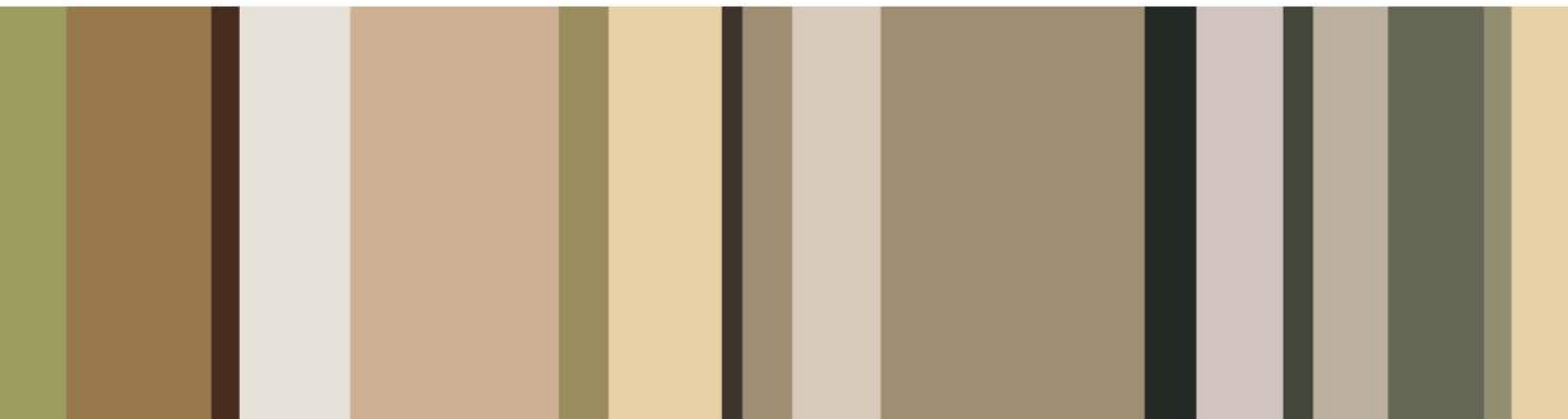
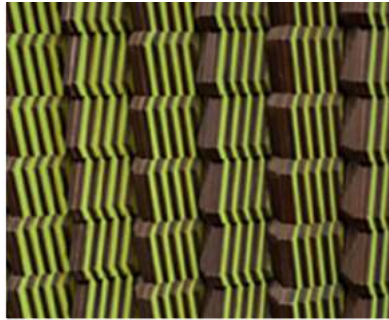
1. Tussah TUS012 2. Hamrony Azurite 8492-HM
3. Raw Surfaces - Marble - Mint 4. Sanctuary - Oceana
5. Watercolours - Watercolour Geometric - Petrol
6. Blooming Marvellous - Ombre - Ultra Violet 7. Linzor LNZ06

Green Fingers

protopian
organic
natural
sensory
textural
sustainable
mycelium
khaki
green tea
olive
sand
taupe
umber
forest



Green Fingers



1

2

6

7

5

3

4

1. Tweel TWE006 2. Batik BAT003
3. Bali BALI04 4. Raffia RAF006
5. Leaves LVS006 6. John Morris - Glyn Cottage - Sage
7. Piazza PIA008

Sugar & Spice

warmth
energising
creative
optimistic
grounding
earthy
empowering
lacquered
textured
terracotta
scarlet
tangerine
mustard
umber



Sugar & Spice



1



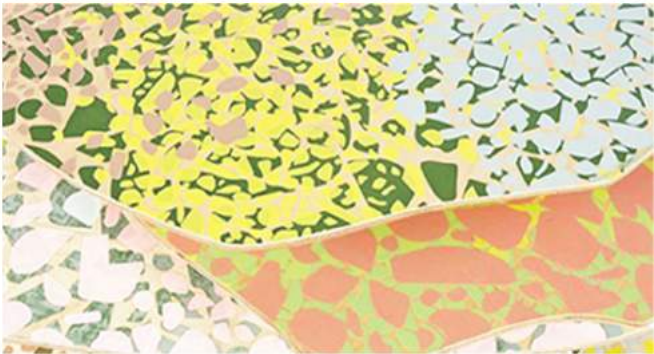
1. Fine Linen FL010 2. Nomad - Palm - Copper
3. Augustus Kotei - Staying Strong 4. Oxford OXF008
5. Blooming Marvellous - Ombre - Sunrise
6. Ptolemy Mann - Ikat Grade Gold 7. Tanner TAN007

Cotton Candy

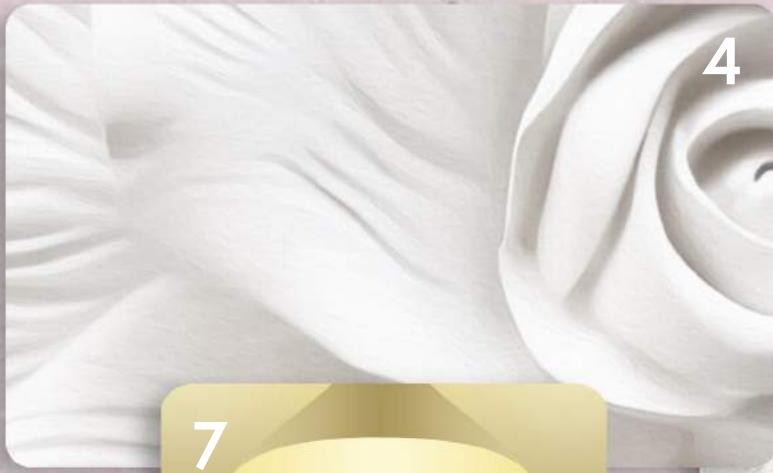
fresh
clean
simple
innovation
tech
sustainable
soft
rounded
futuristic
neon
citrus
pastels
soft grey
dark white



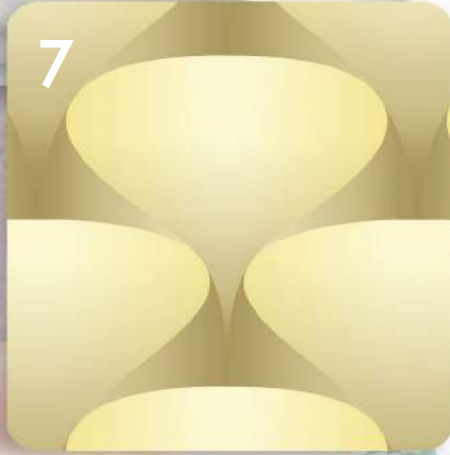
Cotton Candy



1



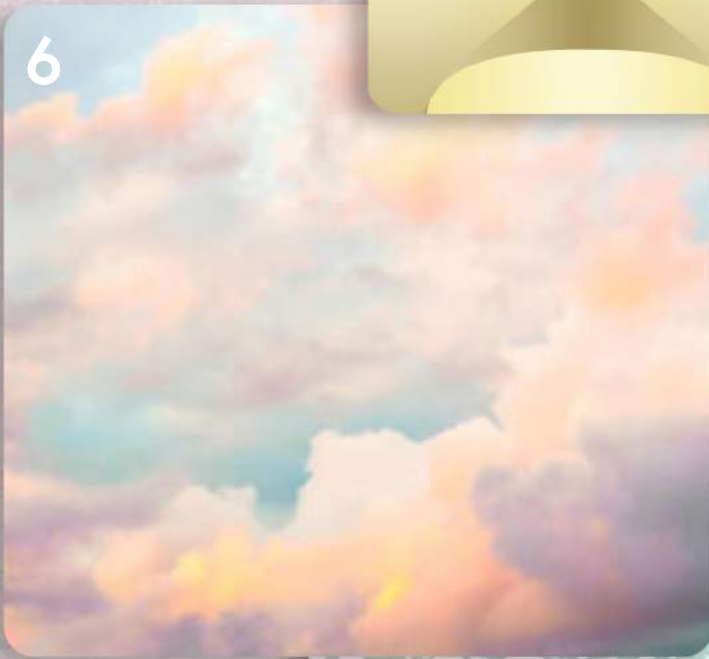
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7



2



6



5



3

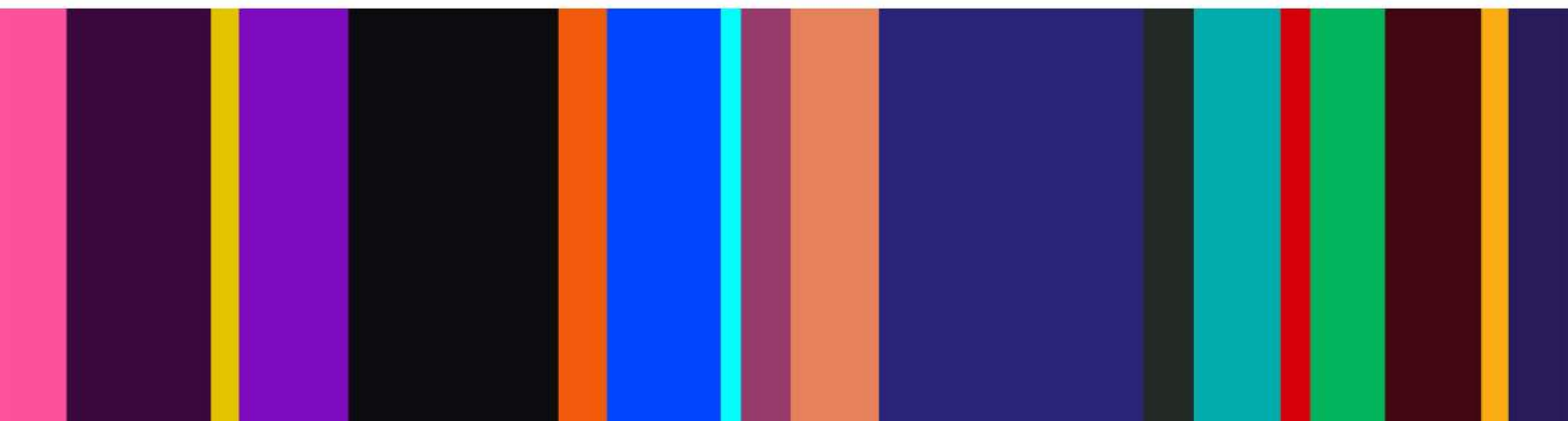
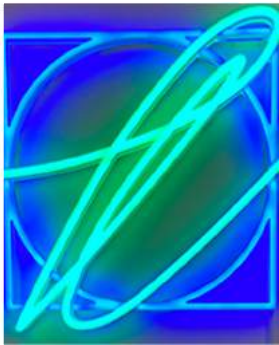
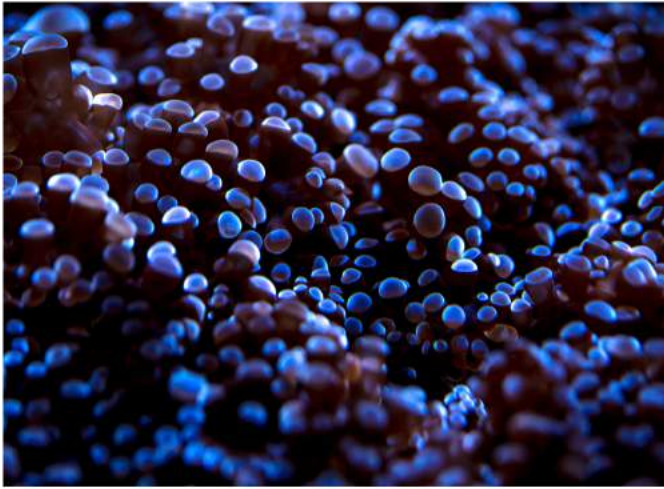
1. Jakar JAK003 2. Art Deco - Deco Arches - Powder
 3. Leigh Bagley - KEF - Yellow 4. Industrialis - Rosa
 5. Mid-Century Modern - Terrazzo - Mint 6. Sanctuary - Nimbus
 7. Isometric - Shade ISHA01

Psychedelia

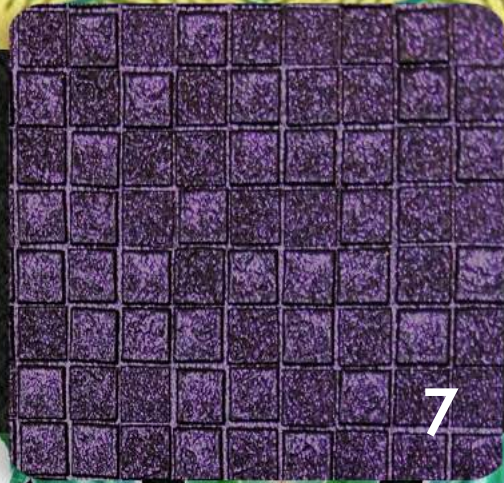
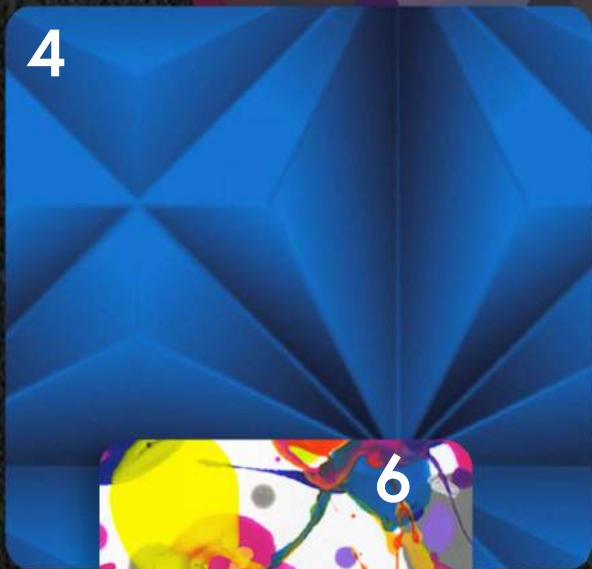
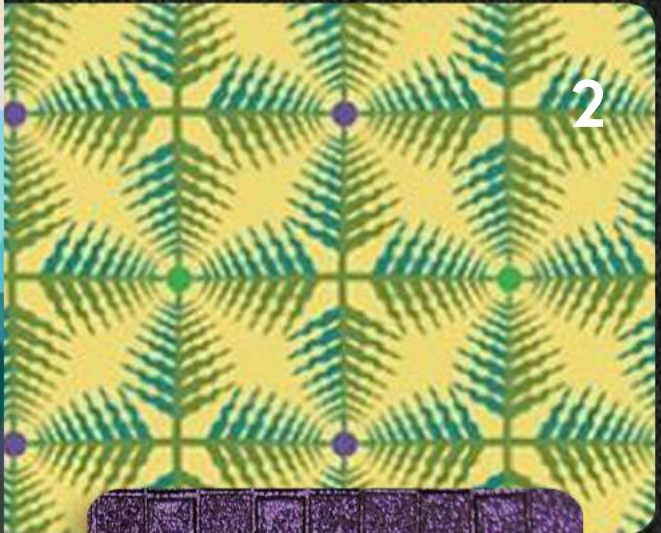
free spirited
imaginative
immersive
artistic
other worldly
atmospheric
light/dark
futuristic
edgy
extreme nature
saturated
neon
absolute black
vivid brights



Psychedelia



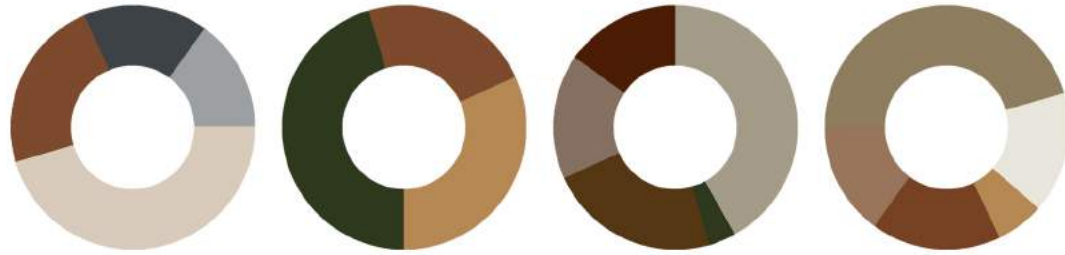
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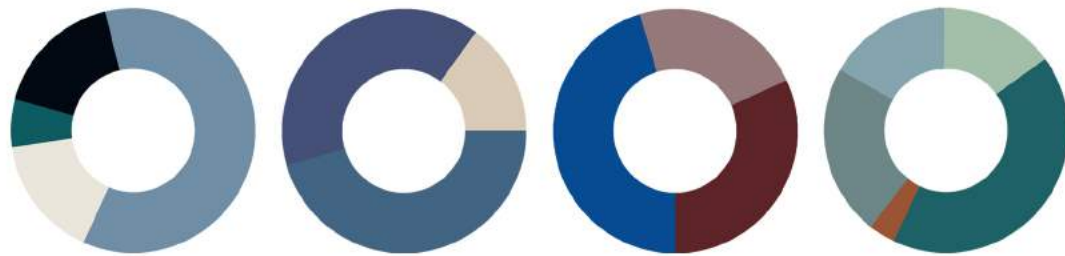
1. Matrix MX1511 2. Patternistas - Diamonds - Lime
3. Geometrics - Triangles - Vibrant 4. Isometric - Origami IOR103
5. Iona Crawford - Tropics 6. Get Arty - Pollock
7. Tessello TES001

Colour Scheme Combinations & Overview

Grand Traditions



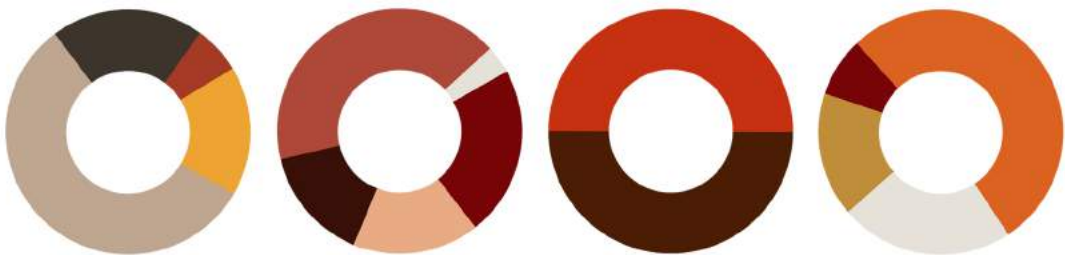
Uncharted Waters



Green Fingers



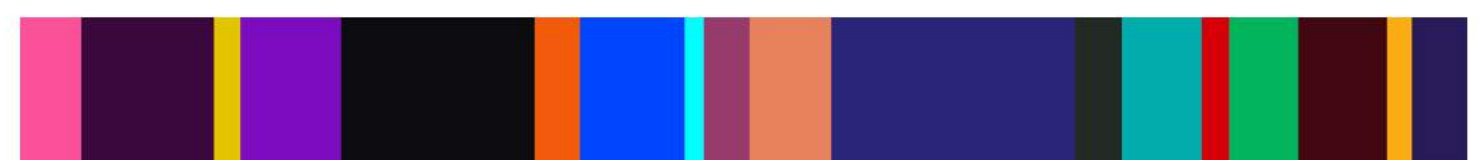
Sugar & Spice



Cotton Candy



Psychedelia





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