



# ELLE DECORATION

by  CROWN

---

PERFECT FINISH,  
ENDLESS PROTECTION.  
FOR WALLS & WOOD.  
FLAT MATT EMULSION.

*colour &  
inspiration*





breathesasy  
99% SOLVENT FREE



\*than our standard matt paint

# ELLE DECORATION

by CROWN

PERFECT FINISH,  
ENDLESS PROTECTION.  
FOR WALLS & WOOD.  
FLAT MATT EMULSION.

colour &  
inspiration



CONTENTS

A premium, durable interior emulsion offering the perfect flat matt finish with endless protection for walls and woodwork. Each tin carries the quality hallmark of Crown Paints' unique Breatheasy® formulation.

Eine Premium Wandfarbe, die sich ebenfalls für dekorative Holzanstriche eignet und durch ihre perfekte, extra matte, hochbelastbare Oberfläche besticht. Jeder Eimer trägt das einzigartige Gütesiegel Breatheasy® von Crown Paints.

Un'emulsione per interni resistente e di prima qualità che garantisce una perfetta finitura opaca e uniforme, oltre a una protezione completa per pareti e legno. Su ogni barattolo è riportato il marchio di qualità dell'esclusiva formulazione Breatheasy® di Crown Paints.

ELLE  
DECORATION  
by CROWN

PAGE  
06



OUR COLLECTION

The collection from Crown Paints and ELLE Decoration is a new interpretation of colour. Six colour palettes, each with its own unique form and no ordinary shades.

PAGE  
08



OBSIDIAN

An ode to earthly materials, a compilation of classic monochromatic shades, ranging from warm concrete to a cool gemstone.

PAGE  
10



DRIFT

Starting at the ocean floor and rising up to a light breeze. Carelessly adrift, these hues evoke quietude and calm.

PAGE  
12



BOTANICAL

Colours for the unencumbered, this is nature's colour card. A diverse palette from scorched earth to forest vista.

PAGE  
14



CRAFTED

This collection takes its inspiration from beautiful textures and fabrics, with colours ranging from a sumptuous burnt orange to a light-as-mist pink.

PAGE  
16



POWDER

Natural shades with a shimmer of something unexpected. From warm taupes to a soft beige with a hint of purple, these are complex and beautiful.

PAGE  
18



FEATHER

This selection of colours celebrates the ethereal majesty of white. Delicate and light shades ideal for creating an airy space that invites openness.



"At Crown Paints, our mission is to empower homeowners to enjoy colour with confidence. We believe colour can transform an ordinary space into something special which reflects your own personal style. We've designed this collection of calm earthy tones mixed with bold statement colours to help you create a space you'll truly love."

Justyna Karczynska, Crown Creative Design Studio



"The exclusive ELLE Decoration by Crown paint collection is modern, feminine and luxurious, with a vivid and refined colour palette in a range of matt finishes. ELLE Decoration and Crown share a passion for innovation – pushing boundaries to shape and define the trends, instead of following them – as well as a commitment to premium, high-quality products. Selected for their sophistication, these paint shades will allow people to display their personal style at home."

Ben Springg, Editor, ELLE Decoration UK

perfect finish,  
endless protection.

| obsidian                    |                              | drift                      |                           | botanical                |                           | crafted                    |                           | powder                     |                          | feather |  |
|-----------------------------|------------------------------|----------------------------|---------------------------|--------------------------|---------------------------|----------------------------|---------------------------|----------------------------|--------------------------|---------|--|
| Soft Alabaster™<br>No.104   | Crystallised™<br>No.109      | Light Breeze™<br>No.201    | Revival™<br>No.302        | White Grass™<br>No.305   | Stitch In Time™<br>No.402 | Hand Crafted<br>No.404     | Translucent™<br>No.502    | Fine Porcelain™<br>No.506  | Pure & Simple™<br>No.601 |         |  |
| Sidewalk<br>No.111          | Pure Minerals™<br>No.124     | Wave After Wave™<br>No.212 | Silver Sage<br>No.311     | Organic<br>No.317        | Satin Lining™<br>No.415   | Tapestry Thread™<br>No.418 | Delicate Touch™<br>No.511 | Highlight<br>No.514        | White Feather™<br>No.604 |         |  |
| Bare Concrete<br>No.132     | Crushed Moonstone™<br>No.141 | Open Water™<br>No.217      | Trailing Plant™<br>No.323 | Earth Balance®<br>No.328 | Personal Touch<br>No.429  | Weaved™<br>No.438          | Matted Off™<br>No.517     | Flawless<br>No.527         | Angelic™<br>No.606       |         |  |
| Sculpture™<br>No.147        | Stoneware<br>No.162          | Movement™<br>No.242        | Exotic<br>No.342          | Mustard Field™<br>No.345 | Velvetine™<br>No.442      | Tailored<br>No.451         | Natural Look™<br>No.531   | Raw Beauty™<br>No.539      | So Gentle™<br>No.611     |         |  |
| Rock Solid<br>No.173        | Roof Top™<br>No.181          | Into The Blue™<br>No.251   | Enchanted Ivy™<br>No.362  | Go Green™<br>No.368      | Colourfast™<br>No.457     | Cushion Craze™<br>No.468   | Blended™<br>No.545        | Powder Brush™<br>No.557    | Heart Felt™<br>No.621    |         |  |
| Absolute Granite™<br>No.189 | Black Glass™<br>No.194       | Immersed™<br>No.275        | Botanical Noir™<br>No.374 | Forest Vista™<br>No.392  | Pigment<br>No.472         | Tufted Kilim™<br>No.492    | Refined<br>No.565         | Delicately Dark™<br>No.568 | Nestled™<br>No.625       |         |  |





rock solid

No. 173



OBSIDIAN

This collection celebrates the materials found everywhere in our day-to-day lives, from the crude beauty of concrete to the more refined elegance of marble.

Its namesake, Obsidian, is a type of volcanic glass made from molten rock – a beautiful by-product of nature that has an unexpected depth of colour. In a similar way, these are not simple industrial shades, but mature minerals that reflect the hidden beauty of the world around us. The palette is divided: the warmer tones of Soft Alabaster, Sculpture and Rock Solid are inspired by concrete whilst Pure Minerals and Crushed Moonstone evoke the cool undertones of a rare gemstone.

Die Kollektion würdigt die Materialien, die in unserem täglichen Leben überall zu finden sind – von der rohen Schönheit des Betons bis hin zur raffinierten Eleganz von Marmor.

Der Namensgeber, Obsidian, ist eine Art vulkanisches Glas, entstanden aus geschmolzenem Gestein – ein wunderschönes Nebenprodukt der Natur mit einer wundervollen Farbtiefe. In diesem Zusammenhang geht es nicht um einfache Industrietöne, sondern um reife Mineralien, die die verborgene Schönheit der Welt um uns herum widerspiegeln. Die Farbtonpalette ist unterteilt: Die wärmeren Töne wie Soft Alabaster, Sculpture und Rock Solid sind inspiriert durch Beton, während Pure Minerals und Crushed Moonstone an das kühle Blau eines seltenen Edelsteines erinnern.

Questa collezione celebra i materiali che si trovano ovunque nelle nostre vite quotidiane, dalla cruda bellezza del cemento alla più raffinata eleganza del marmo.

Obsidian, che dà il nome alla collezione, è un tipo di vetro vulcanico composto da roccia fusa, un bellissimo sottoprodotto della natura che ha una profondità di colore inaspettata. In modo analogo, non si tratta di semplici sfumature industriali, ma di minerali maturi che riflettono la bellezza nascosta del mondo che ci circonda. La palette si divide tra i toni più caldi di Soft Alabaster, Sculpture e Rock Solid, ispirati al cemento, mentre Pure Minerals e Crushed Moonstone evocano la fresca tonalità blu di una gemma rara.





movement

No. 242



DRIFT

Drift captures the spirit of detachment, creating a space that is slow and quiet. Its colours are seemingly adrift, ascending from ocean deep to the sea breeze. They can be used independently or paired together for a new interpretation of the monochrome look; easily recreated by combining the deep and light colours of Immersed and Light Breeze.

Blue has restorative qualities, but there isn't one standard shade. Immersed resides at the bottom of the spectrum, an inky blue found on the ocean floor, rising to Open Water which is flecked with green and grey. Above sea level, Wave After Wave and Light Breeze appear to have been passed through a misty filter.

Die Farbwelt Drift fängt den besonderen Geist des Losgelöstseins ein und schafft einen Raum, der entschleunigt und Ruhe ausstrahlt. Alle Farbtöne haben etwas treibendes, sie bewegen sich in Nuancen zwischen der Tiefe des Ozeans und einer frischen Meeresbrise.

Sie können unabhängig voneinander verwendet oder für eine neue Interpretation von "Monochrom" miteinander kombiniert werden; dazu eignen sich z. B. gegensätzliche Farbtöne wie Immersed und Light Breeze.

Die Blau-Nuancen dieser Farbpalette haben regenerierende Eigenschaften. Immersed befindet sich am unteren Rand des Spektrums: Ein Tintenblau, erblickt auf dem Meeresboden, das dann in Open Water übergeht, gesprenkelt mit einem Hauch von Grün und Grau. Diese Nuance gilt als die wahre Farbe des Ozeans. Über dem Meeresspiegel scheinen Wave after Wave und Light Breeze in einen nebligen Filter getaucht worden zu sein.

Drift cattura lo spirito del distacco, dando vita a uno spazio lento e sereno. I colori sembrano galleggiare alla deriva, risalendo dal profondo dell'oceano fino alla brezza superficiale. Possono essere usati indipendentemente o abbinati insieme per una nuova interpretazione della monocromaticità.

Il blu possiede proprietà corroboranti, ma non esiste una tonalità standard. Immersed è al limite dello spettro, un blu inchiostro trovato sui fondali dell'oceano, poi si arriva ad Open Water, punteggiato di verde e grigio, rappresentativo degli autentici colori del mare. Emergendo in superficie, Wave After Wave e Light Breeze sembrano essere passati attraverso un filtro nebbioso.





## botanical noir

No. 374



Botanical is full of life. From the forest vista to the soil of the earth, this compilation captures the green carpet of summer and the ground beneath the bed of autumn leaves. Rich colours on a long spectrum, this is nature's colour card.

The palette is diverse, featuring a selection of captivating greens with a blue hue, such as Botanical Noir and Exotic; reflecting the deep verdure of the forest. Whilst other shades are much warmer with a yellow complexion, colours such as Forest Vista and Mustard Field; these are more aligned with the baked earth.

Botanical steckt voller Leben. Angefangen in den Baumwipfeln bis hin zum Erdboden, hält diese Sammlung alles vom grünen Teppich des Waldes im Schoß des Sommers und der Erde, die unter einer Decke aus Herbstblättern schläft, fest. Dies ist die Farbtonkarte der Natur – eine reichhaltige, kraftvolle Palette an Farbtönen.

Die Farbpalette ist vielfältig, bestehend zur einen Hälfte aus Grüntönen mit einem Hauch von Blau, wie Botanical Noir und Exotic, die das Tiefe Grün des Waldes reflektieren. Die andere Hälfte hingegen besteht aus wärmeren, gelblichen Nuancen wie Forest Vista und Mustard Seed. Farben wie diese haben ihre Wurzeln in den südlichen Teilen der Erde.

Botanical è pieno di vita. Dal panorama della foresta al terreno, questa raccolta cattura il tappeto verde dell'estate e la terra sotto il letto dell'autunno. Colori intensi su un lungo spettro, questa è la tabella colori della natura.

La palette è varia e presenta una selezione di verdi dalle sfumature blu, come Botanical Noir ed Exotic, riflettendo così il verde profondo della foresta. Grazie alle tonalità del giallo, colori come Forest Vista e Mustard Field sono molto più caldi e si trovano più in linea con le tonalità della terracotta.

BOTANICAL





## personal touch

No. 429



CRAFTED

The feeling of beautiful textiles against the skin is what inspires this story. The colours are sumptuous and designed to envelop the space, like a blanket. There are no conventional shades; Crafted challenges perceptions of pink and purple by offering new interpretations.

Within the palette there are two origins. As an ode to more delicate fabrics, such as silk and velvet, colours like Pigment and Velvetine feature a purple undertone. The second is more akin to clay, resembling heavy woven fabrics, such as Tufted Kilim and Tapestry Thread.

Das Gefühl von wunderbaren Stoffen, die der eigenen Haut schmeicheln, ist die Inspiration dieser Geschichte. Die Farben sind prunkvoll und umhüllen den Raum wie eine Decke. Es gibt keine herkömmlichen Farbtöne; Crafted stellt die Wahrnehmung von Pink und Lila, durch eine völlig neue Interpretation, auf eine andere Ebene.

Innerhalb der Farbpalette gibt es zwei Ansätze. Als Ode an feine Stoffe wie Seide und Samt haben Farbtöne wie Pigment und Velvetine einen leicht violetten Unterton. Dem entgegen stehen Farbtöne wie Tufted Kilim und Tapestry Thread, inspiriert durch Ton und gewebte Materialien aus kräftigem Garn.

Aspirare questa storia è la sensazione dei più bei tessuti sulla pelle. I colori sono sontuosi e progettati per avvolgere lo spazio, come una coperta. Non esistono sfumature convenzionali. Crafted sfida la percezione del rosa e del viola offrendo interpretazioni inedite.

All'interno della palette ci sono due filoni. Colori come Pigment e Velvetine presentano un accenno viola, ode a tessuti più delicati, come seta e velluto. Il secondo gruppo è più simile all'argilla, avvicinandosi a tessuti pesanti, come Tufted Kilim e Tapestry Thread.





natural look

No. 531



POWDER

In an era of excess, where technology enables us to enhance every element of modern life, this palette recognises the forgotten art of subtlety. Powder is a mature collection of new neutrals; each shade offers a depth of colour with a 'hint' of something else.

The colours are mosaic in their compilation; colours such as Refined and Delicate Touch feature subtle undertones of grey and pink, whilst in other shades like Delicately Dark you can find warm hints of yellow.

In einer Zeit des Überflusses, in der die Technologie es uns ermöglicht, jedes Element des modernen Lebens zu optimieren, erkennt diese Farbpalette die vergessene Kunst der Freiheit. Powder ist eine ausgereifte Kollektion neuer neutraler Farbtöne. Jede Farbe bietet eine besondere Tiefe, vereint mit einem Hauch des gewissen Extras.

Die Farben wirken in ihrer Zusammenstellung wie Mosaik; Farbtöne wie Refined und Delicate Touch, mit leichten Pigmenten von Grau und Rosé, stehen Farben wie Delicately Dark mit einem warmen Unterton von Gelb gegenüber.

In un'epoca di eccessi, dove la tecnologia ci consente di migliorare ogni elemento della vita moderna, questa palette riconosce l'arte dimenticata della sottigliezza. Powder è una raccolta matura di nuovi neutri; ogni tonalità offre una profondità di colore con un "accenno" a qualcos'altro.

I colori sono come un mosaico nella loro raccolta; colori come Refined e Delicate Touch presentano sottili sfumature di grigio e rosa, mentre in altre tonalità come Delicately Dark si possono trovare caldi accenni di giallo.





white feather

No. 604



Without complication, Feather is a celebration of all things white. Timeless and forever classic, shades of white have the ability to invite light and create a sense of openness. True white is achromatic, meaning it has no hue and transmits light by fully reflecting and scattering all visible wavelengths. There is beauty in its simplicity.

Here the creation of white is anything but simple; the spectrum changes according to temperature. Colours, such as White Feather, feature hints of a modern crisp blue whilst other, such as Heart Felt and Nestled, have a warm depth. The possibilities of white are there to be explored.

Ohne es kompliziert zu machen: Feather ist das Zelebrieren von Weiß. So zeitlos wie die Farbe selbst, hat Weiß die Fähigkeit, Licht einzufangen und ein Gefühl der Offenheit zu erzeugen. Weiß ist achromatisch und damit farblos und lichtdurchlässig – alle sichtbaren Sonnenstrahlen werden vollständig reflektiert und gestreut. Die Schönheit liegt in seiner Einfachheit.

Die weiße Farbtonpalette ist in diesem Fall jedoch alles andere als einfach; die Farbtöne verändern sich je nach Temperatur. Farben wie White Feather weisen ein Hauch von modernem, klarem Blau auf, während andere Farben, wie Heart Felt und Nestled eine warme Tiefe in sich tragen. Weiß bietet unendlich viele Möglichkeiten, die mit dieser Farbtonpalette neu entdeckt werden können.

Senza troppe complicazioni, Feather è una celebrazione del bianco. Senza tempo, esattamente come il colore stesso, il bianco ha la capacità di attirare luce e creare una sensazione di apertura. Il bianco è acromatico, cioè non ha sfumature e trasmette la luce riflettendo completamente e diffondendo tutte le lunghezze d'onda visibili. La bellezza risiede nella sua semplicità.

La creazione del bianco però qui non è affatto semplice, lo spettro cambia a seconda della temperatura. I colori, come White Feather, presentano accenni di un fresco e moderno blu, mentre colori come Heart Felt e Nestled regalano una calda profondità. Le possibilità che offre il bianco sono tutte da scoprire.

FEATHER



White Feather™ No. 604





# ELLE DECORATION by CROWN

This collection unifies Crown Paints' British colour heritage with ELLE Decoration's world-leading command of sophisticated design.

**(EN) HELP AND ADVICE:** We can help you with any questions you might have about your project. Call our Paint Talk advice line on +44 (0) 330 024 0281 or visit our website

[elledecoration-crownpaints.com](http://elledecoration-crownpaints.com)

**TELEPHONE NO UK:** +44 (0) 1254 704951

Crown Paints Limited, Crown House, Hollins Road, Darwen, Lancashire BB3 0BG, UK

**TELEPHONE NO IRELAND:** +353 (1) 816 4400

Crown Paints Limited, Malahide Road, Coolock, Dublin 17, Ireland

**(DE) HILFE UND BERATUNG:** Bei Fragen zu Ihrem Anstrichprojekt helfen wir Ihnen gerne weiter. Nutzen Sie unsere Service-Hotline oder besuchen Sie unsere Website

[elledecoration-crownpaints.com](http://elledecoration-crownpaints.com)

**TELEFON:** 00800 7499 3333 freecall

**(IT) AIUTO E CONSIGLI:** Possiamo aiutarti con qualsiasi domanda relativa al tuo progetto. Chiama la nostra linea di consulenza al numero 00800 7499 3333 o visita il nostro sito

[web.elledecoration-crownpaints.com](http://web.elledecoration-crownpaints.com)

**ELLE** TM used by CROWN PAINTS LTD. under license from  
HACHETTE FILIPACCI PRESSE SA, Paris, France.

Crown, the Crown Logo, Breatheasy® & 200 Years logo are trade marks of Crown Brands Ltd.  
© Crown Paints Limited 2019

A part of  **HEMPEL**

6056190