



PRESS RELEASE

July 2013

**The Creative Annie Sloan Stockists of Northern Ireland Present:
Chalk Paint™, Fabrics, Furniture, Interiors Accessories, Gifts & Furniture Painting Workshops**



There are almost twenty Annie Sloan stockists in Northern Ireland including distributor Jill Bennett from Portadown (shown above in her new shop – Dandelion Lane Interiors) and numbers are steadily growing. All stockists are unique, independent shops that are hand-picked for their creativity by the paint legend herself who personally trains the owners to run accredited Annie Sloan Workshops. Thousands of vintage fans throughout Northern Ireland are now learning how to ‘upcycle’ furniture - turning unwanted junk into beautiful, bespoke pieces for the home, all within a few hours of tuition and for the price of a pot of paint!

Jill, who trained as an interior designer, introduced Chalk Paint™, a decorative paint by Annie Sloan, to Northern Ireland two years ago and is now the distributor for the area – **see full list of stockists below***. Jill says: “I fell in love with Annie Sloan’s beautiful range of colours and found that Chalk Paint™ allowed me to paint furniture simply, with no preparation required - you can just paint over existing paint or varnish for very impressive results - I now hold regular Workshops to show how it’s done.”



Annie Sloan says: "I believe in supporting local businesses and as such we only supply Chalk Paint™ through our carefully selected network of independent shops. I enjoy inspiring people to be creative and adventurous with my paint and I believe that the stockists we have chosen in Northern Ireland are the right people to spread the message throughout the region. I am particularly delighted that Derry has been chosen as the City of Culture."

In time for the school holidays, Jill Bennett is taking the popular Furniture Painting Workshops one step further with the introduction of 'Chalk Paint™ & Cupcakes Workshops' where each child receives a wooden toy to create their own masterpiece! Cupcakes are provided of course and birthday parties and special occasions can be catered for – places are available from £10 per child. Most of the Northern Ireland stockists run Workshops which are informative, social and fun events running from a couple of hours to a full day and range in price from £25 to £65 including refreshments. To find out more about forthcoming Workshops contact Jill Bennett at Dandelion Lane Interiors, 9 Church street, Portadown, BT62 3LG – 028 3835 3500 hello@dandelionlane.co.uk www.dandelionlane.co.uk Alternatively visit www.anniesloan.com and look under 'Northern Ireland shops' to find a stockist in your area.



**Images above – Bottom of Page 1: the latest book from best selling interiors author Annie Sloan; the paint legend herself at work and the latest colour in the range – English Yellow
Page 2 – Dandelion Lane Interiors, Portadown –
Annie Sloan Furniture Painting Workshops and the shop interior**

About Chalk Paint™

Annie Sloan developed Chalk Paint™ in 1990 and has since revolutionised decorative painting. Simple to use, Chalk Paint™ is loved by both the DIY enthusiast and the professional painter. With a well chosen range of just over 30 colours, the palette is inspired by 18th and 20th century interior design. The unique formulation adheres to almost any surface - indoors and out - including wood, concrete, metal, brass, plastic, glass, brick, stone, terracotta and even fabric. It dries quickly with a beautiful, velvety matt finish. The coverage from one pot of paint is extensive, it is a highly concentrated formula which covers approximately 13sq metres per litre which is equivalent to a small chest of drawers, as one coat is usually sufficient. Chalk Paint™ also waters down well for further coverage, if required. No mixing is needed before use to produce the colour shown on the tin, but you can create an infinite number of shades by simply mixing one or more colours together.

Most well known for painting furniture, Chalk Paint™ is so popular because there is rarely any need to sand or prime before painting, just paint straight over pre-painted or varnished surfaces for superb results. There are a number of styles that can be achieved from the distressed look - in one or more colours - to smooth, contemporary finishes. Although not essential you can finish your pieces - and even walls - with Annie Sloan Soft Wax, which is simple to apply with a cloth or brush as a durable finish. Available in clear and dark shades it can also be used to change the look of your finished project. All this and Chalk Paint™ has great eco credentials too! This water based Paint is lead free and completely non toxic, Chalk Paint™ is naturally as low in VOCs as you can get and is virtually odour free - all making it ideal for those who are sensitive to traditional paints.

You will find lots of inspiration and tips for choosing and mixing colours in Annie's many books, on-line via the website www.anniesloan.com and via tutorials at www.YouTube.com/AnnieSloanOfficial The Northern Ireland stockists listed below* would be delighted to help you too. Prices for Chalk Paints are £5.95 for 100ml tester pots; £18.95 for a 1 litre pot and Wax starts at £7.95 for a 500ml tin. If you would like a hand-painted Colour Card or Factsheet contact your local stockist or the Annie Sloan head office: 01865 803168 mailorder@anniesloan.com

About Annie Sloan

Annie Sloan is one of the world's most respected experts in the field of decorative painting. Annie has written more than twenty books, including "Colour Recipes for Painted Furniture and More" (2013); the Annie Sloan Work Book (2012), "Quick and Easy Paint Transformations" (2010) and "Creating the French Look" (2008). Annie sells her highly acclaimed range of decorative paint, Chalk Paint™ in over 450 locations worldwide.

Annie trained as a fine artist and turned to decorative work after university in the mid 1970's, whilst painting murals in houses as commissions. Unable to find the paints that she wished to work with Annie used her knowledge of colour, paint, pigments and art history and developed Chalk Paint™ in 1990. In 2000 Annie set up her current shop in Oxford, England to showcase Chalk Paint™, her range of fabrics and other interiors accessories, run Workshops, and offer interior design services.

Born in Australia to a Scottish father and a Fijian mother, Annie came to England to a farming life in Kent when she was ten years old. With spells in Southern Africa and connections to France, Cuba and the US Annie feels she has world roots. Annie has lived in Oxford for the last twenty five years with her husband David who runs the business with her and they have three sons.

* **THE NORTHERN IRELAND STOCKISTS**

Many accredited stockists of Chalk Paint™ also sell Annie Sloan's beautiful range of fabrics, books and accessories and each of the stockist's shops have their own speciality, from gifts to picture framing and a full range of interior design services.

Belfast

Doris and Jeannie, Belmont Road – 028 9543 8177

Co. Antrim

Vintage in Vogue, Randalstown – 07732 813745 www.vintageinvogue.co.uk

Vintage in Vogue, Ballymena – 07732 813745 www.vintageinvogue.co.uk

Off the Wall, Portrush – 028 7055 965

Suzy Designs, Ballymoney – 028 2766 7321

Co. Armagh

Dandelion Lane Interiors, Portadown – 028 3835 3500 www.dandelionlane.co.uk

Bennett's in Armagh – 028 3752 2417

Co. Down

Home Sweet Home, Donaghadee – 028 9188 9416

Sew What Interiors & Upholstery, Castlewellan – 028 4377 0231 www.sewwhatinteriors.co.uk

Sew What Studio, Ballynahinch – 07754 046609 www.sewwhatinteriors.co.uk

The Crowes Nest, Crossgar – 028 4483 0682

Marie Cafolla Flowers, Newtownards – 07989 948423

Co. Londonderry

Finishing Touches Too, Limavady – 028 7776 9833

Little Oaks Creative Interiors, Magheraflet – 07709 495462

Kaela Elliott Vintage Home and Crafts, Derry – 07708 467209 www.kaelaelliott.com

Co. Tyrone

Lovely Little Somethings, Strabane – 028 7141 8545

Bennett's in Omagh – 028 8224 4007

MEDIA INFORMATION:



**For further media information including -
interviews with stockists, interviews with Annie Sloan, book extracts and hi-res images showing:
stockists, Annie Sloan, painted furniture and product shots please contact -**

Georgina McLaren at GM-PR: georgina@gm-pr.co.uk 020 8546 0013