

Step Inside Graham & Brown's New King's Road Showroom

A Must-See Destination at London Design Festival

Leading UK interiors brand Graham & Brown is proud to be part of the London Design Festival program for 2025.

In an exciting announcement for the interiors brand [Graham & Brown](#), is delighted to announce the launch of a brand-new retail experience with the opening of its flagship London showroom.

Located at **187 King's Road**, the thoughtfully designed retail store and showroom will officially open its doors on **Tuesday, 16th September**. The exciting new space marks a significant milestone for the fourth-generation family business as it expands its physical retail presence into the capital for the very first time.

We're inviting visitors to stop by the showroom during the London Design Festival and take part in a hands-on experience by helping to colour in a unique version of our 2026 Mural of the Year. Whether you're a seasoned designer or just love to doodle, it's a fun and collaborative way to leave your mark and celebrate the power of design.

Designed as an inspirational space for interiors enthusiasts and design professionals alike, the new showroom offers a welcoming environment for customers to curate their perfect palettes and collaborate directly with Graham & Brown's expert in-store team.

A dedicated digital design hub invites customers to interactively create their bespoke mural designs using a custom-built tool. An accompanying mood-boarding space complements striking floor-to-ceiling displays of paint, wallpaper, and fabric, showcasing the full breadth of the Graham & Brown offering.

Customers are invited to browse and shop for samples in-store, while an on-demand paint mixing station is available to mix up the perfectly partnered colours. Every detail has been carefully considered to spark creativity and support customers in bringing their interior design visions to life.

Iona Graham of Graham & Brown, comments,

"Opening our flagship London showroom on the King's Road marks a significant milestone for the brand. It not only reflects our continued growth but also gives us the opportunity to connect with our London-based customers in a more personal and collaborative way. As a fourth-generation family business, I believe my great-grandfather Harold Graham and his best friend Henry Brown would be immensely proud of what Graham & Brown has achieved the result of nearly 80 years of innovation, craftsmanship, and hard work.

Our flagship showroom embodies our design-led philosophy and we are honoured to bring this to life during the renowned London Design Festival for 2025. We hope people will stop by and see what we have to offer while they make their way around the festival route."

Located at: 187 Kings Road 187 King's Road, Chelsea, London, SW3 5EB

Opening Times

Mon-Fri: 8.30 AM to 5.30 PM

Sat: 9 AM to 5 PM

Sunday 11 AM to 5 PM

Bank Holidays (TBC)

Alongside the interactive mural activation, Graham & Brown will be running several workshops and events at the new showroom and welcomes all to join. These events include:

- Thursday 18th September - A sensory Workshop hosted by the founder of the Sensory Home, Pippa Jameson
- Saturday 20th September- A Customer Coffee morning and 10% off your first in store purchase
- Monday 22nd September - An Interior Design Workshop
- Tuesday 23rd September - Media and influencer panel talk

For more information on the above, please visit [grahamandbrown website](#)

Social channels:

Instagram [@grahamandbrown](#)

Facebook [@grahamandbrown](#)

Pinterest [@grahamandbrown](#)

LinkedIn [@grahamandbrown](#)

- ENDS-

For press enquiries, please contact: ellen.cartwright@grahambrown.com

NOTES TO EDITORS:

About Graham & Brown

Founded in 1946 by two friends, Harold Graham and Henry Brown, Graham & Brown is a fourth-generation family-run interiors brand based in Blackburn, Lancashire. For nearly 80 years, Graham & Brown has inspired people to think differently about their homes through continuous innovation, creativity, and craftsmanship.

Designing wallpapers, paint, murals, soft furnishings, bed linen, and wall art from its in-house studio and drawing on inspiration from an archive of over 50,000 pieces.

A carbon-neutral company, Graham & Brown uses sustainably sourced paper and water-based paints, continually working to reduce waste and environmental impact.