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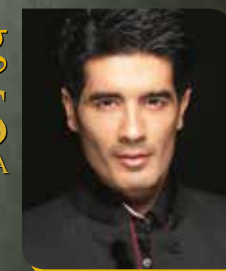
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# WALLS *in* VOGUE

Introducing  
**PORTRAITS**  
BY MANISH MALHOTRA



**“Make your walls a part  
of your story, make them  
a backdrop for what is  
truly important  
- your special moments.”**

*Manish Malhotra*

## Velvet Touch

FASHION TRENDS FOR WALLS

**5** *New  
inspiring  
wall  
prints*

*& Showcasing Exclusive*  
**RARE PEARL**  
*finish*

- \* **Celestial**
- \* **Tiara**
- \* **Baroque**
- \* **Rosette**
- \* **Solitaire**



**AkzoNobel**

Visit [www.dulux.in/fashiontrendsforwalls](http://www.dulux.in/fashiontrendsforwalls)





## PRESENTING THE NEW DULUX VELVET TOUCH RANGE



Renovating your home is always exciting, and Dulux Velvet Touch has been making it easier for you to create elegant and luxurious homes for years. For this, you get superb wall decoration solutions that include sophisticated patterns, wallprints and finishes. All with a distinctive Indian touch.

### Dulux Velvet Touch Pearl Glow

The Dulux Velvet Touch Pearl Glow is a best-in-class paint, which comes in shades that reflect your elegance and fine taste. You can bring your walls to life with the unique glow of pearls and a velvety smoothness that is a joy to look at and touch.

The Trends Range from Dulux Velvet Touch includes unique wall patterns inspired by the latest in fashion - available in both non-metallic and glitter effect.

The Dulux Velvet Touch range of finishes is a selection of international designer finishes that bring an absolutely unique touch and feel to your walls.

- NY Metallics: Inspired by the land of fashionistas, it brings the metallic essence of New York to your walls
- Persian Silk: Inspired by the smoothest Persian fabrics, it drapes your walls in a luxurious fabric finish
- Irish Linen: Inspired by the world's finest linen, it gives your walls an outstanding 'textured fabric' effect
- Italian Marble: Inspired by the land of finest marble stone, it recreates a luxurious marble-like finish on your walls
- Rare Pearl: Inspired by Nacre - the mother of pearl, it brings alive the iridescent two tone effect of the finest pearls on your walls and makes them timelessly fashionable

Our range of fashion inspired wallprints add that subtle, stylish look to your walls. Now introducing latest and exclusive wallprints from **Manish Malhotra**.

Celestial, Tiara, Baroque, Rosette & Solitaire

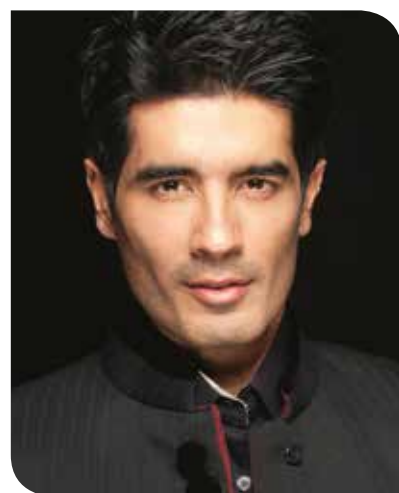


## Velvet Touch

FASHION TRENDS FOR WALLS

Decorating your home is one deeply invigorating experience. Moreover, it's an opportunity to begin again and redesign your interiors so they reflect your personality and standing in life. The Dulux Velvet Touch range makes styling them a pleasure, with five all-encompassing themes. Three of those: 'Pearl Elegance', 'Stylized Simplicity' and 'Creative Expression', have been created along with our Global Aesthetics Center. Our latest collection, 'Portraits', has been curated by Manish Malhotra - India's foremost fashion designer. With vintage motifs and an international palette, it brings a timeless appeal to your walls. This collection follows 'Celebrations', another landmark theme created by him. So go ahead, let your walls enjoy a few second looks. When that happens, you'll know they've set their own trends.





MANISH MALHOTRA

"A PORTRAIT IS A LOT MORE THAN JUST A PHOTOGRAPH. IT IS A STORY, A FEELING, AN EMOTION, A PRECIOUS MOMENT CAPTURED PERFECTLY SO AS TO RENDER IT TIMELESS. A PORTRAIT IS MADE UP OF MEMORIES THAT CANNOT BE CONTAINED IN WORDS, MEMORIES THAT ARE REMINISCENT OF SOME OF THE BEST TIMES. FOR SOMETHING SO PRECIOUS, YOU NEED A SPECIAL PLACE IN YOUR HOME. MAKE YOUR WALLS A PART OF YOUR STORY, MAKE THEM A BACKDROP FOR WHAT IS TRULY IMPORTANT-YOUR SPECIAL MOMENTS."

MANISH MALHOTRA





# PORTRAITS

BY MANISH MALHOTRA

Ever feel like capturing your most special moments and keeping them forever?

'Portraits' brings that sentiment alive on your walls. Rooted in vintage Turkish architecture and dressed in contemporary colours, it is reminiscent of a glorious past, while staying true to the present. Together with your cherished moments, its wallprints and motifs weave magic on your walls, turning them into timeless portraits.



Manish Malhotra Red  
by Manish Malhotra  
19YR 14/629

China White  
45YY 74/073





Riverboat Cruise  
30BG 33/207

Reflecting Pool  
10GG 62/026

Wall Print: Solitaire  
T: Venetian Turquoise | 30BG 15/322

Trend: Signature Spotula  
T: Bronze Gold (Tinted in Trends Glitter Gold)  
B: Riverboat Cruise | 30BG 33/207





Dalmuir Mews  
70YY 37/296

Butterfield  
20YY 51/306

*An ode to simpler times,  
and the art of doing nothing.*

*"You'll be amazed at how contemporary hues  
can actually create a classic appeal"*

- Manish Malhotra

Dalmuir Mews  
70YY 37/296

Pearl Ivory\*  
Finish: Rare Pearl  
T: Copper  
B: Baker White I 40YY 83/064

Wall Print: Baroque  
Finish: NY Metallics  
T: Deep Garnet  
80RR 07/260 in Silver

Wall Print: Baroque  
Finish: NY Metallics  
T: Dalmuir Mews  
70YY 37/296 in Silver







Deep Garnet  
80RR 07/260

Cameron's Court  
10YR 42/250

Wall Print: Tiara  
T: Blush | 80YR 75/057

The shape, size and lighting of a surface can influence the appearance of the final shade. Please refer to the shadecard chips or Dulux fandeck for accurate shade reference.

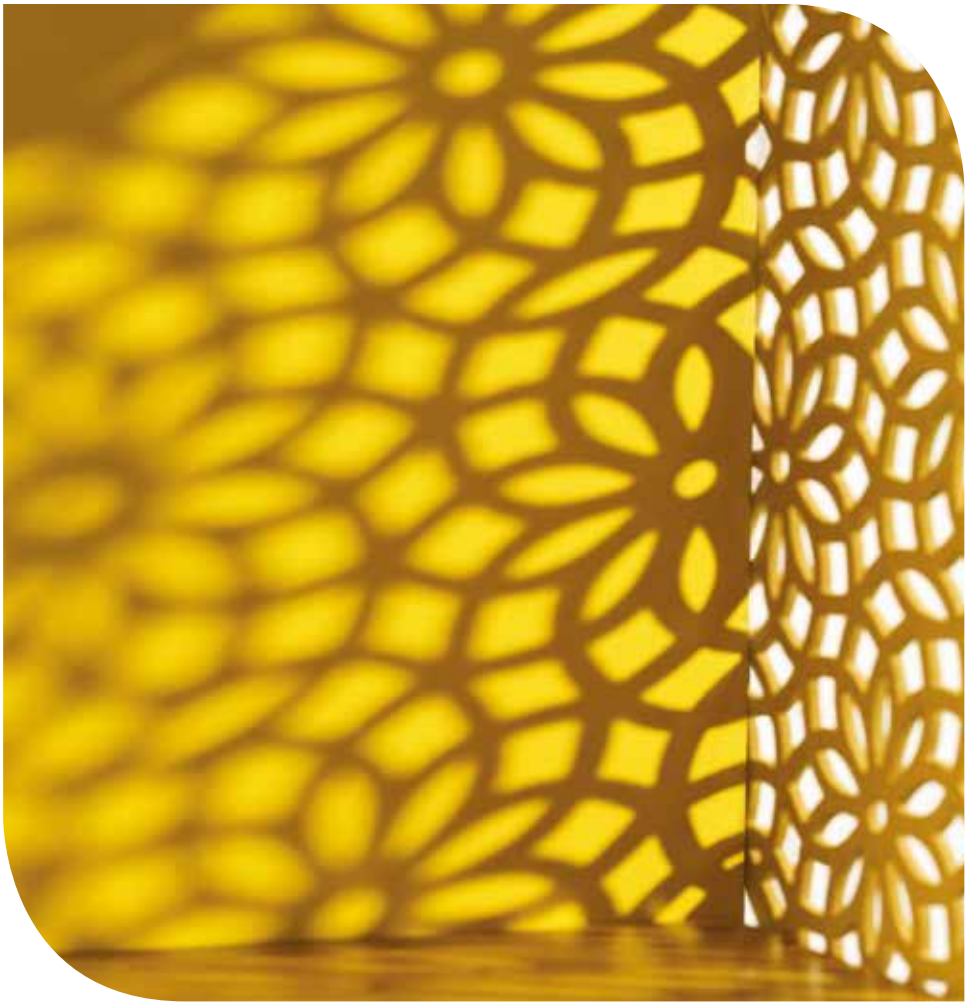


Pearl White\*  
Finish: Rare Pearl  
T: Green  
B: Inverness | 10GY 83/075

Wall Print: Rosette  
T: Hidden Treasure | 20YY 32/494

The shape, size and lighting of a surface can influence the appearance of the final shade. Please refer to the shadecard chips or Dulux fandeck for accurate shade reference.  
\*Top Coat is Green in Dulux Velvet Touch Rare Pearl and requires no tinting.



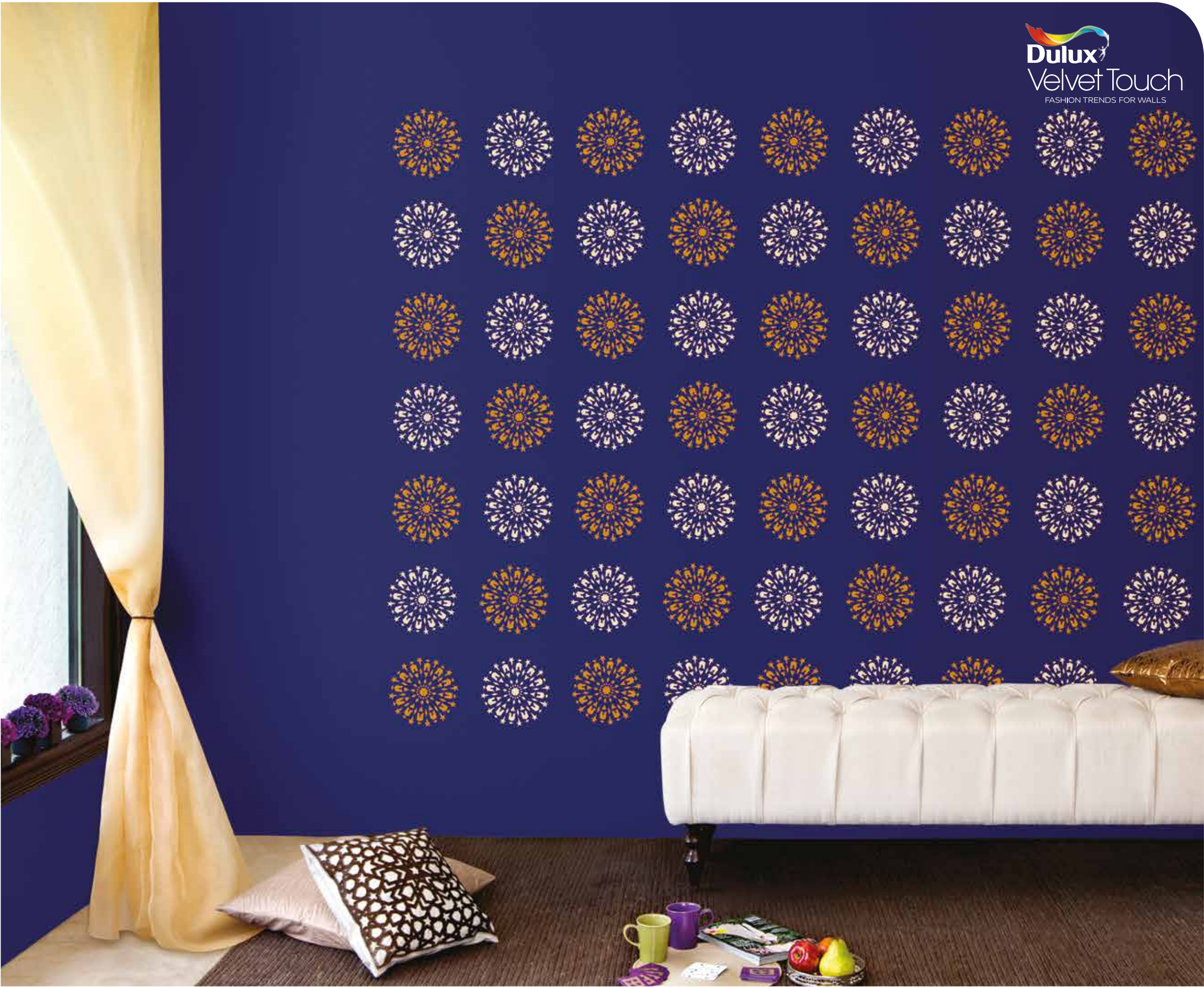


Hidden Treasure  
20YY 32/494

*You know it's perfect  
when the mind sees what the heart wants.*



Picture it, before you paint it. Download the free app today.



**Dulux**  
**Velvet Touch**  
FASHION TRENDS FOR WALLS

Inspired Violet  
90BB 09/186

Wall Print: Celestial  
T: Western Navajo | 40YY 69/112

Wall Print: Celestial  
T: Gold (Trends Glitter Gold)

The shape, size and lighting of a surface can influence the appearance of the final shade. Please refer to the shade card chips or Dulux fan deck for accurate shade reference.





Cameron's Court  
10YR 42/250

China White  
45YY 74/073

*One thing led to another,  
and there was beautiful chaos.*

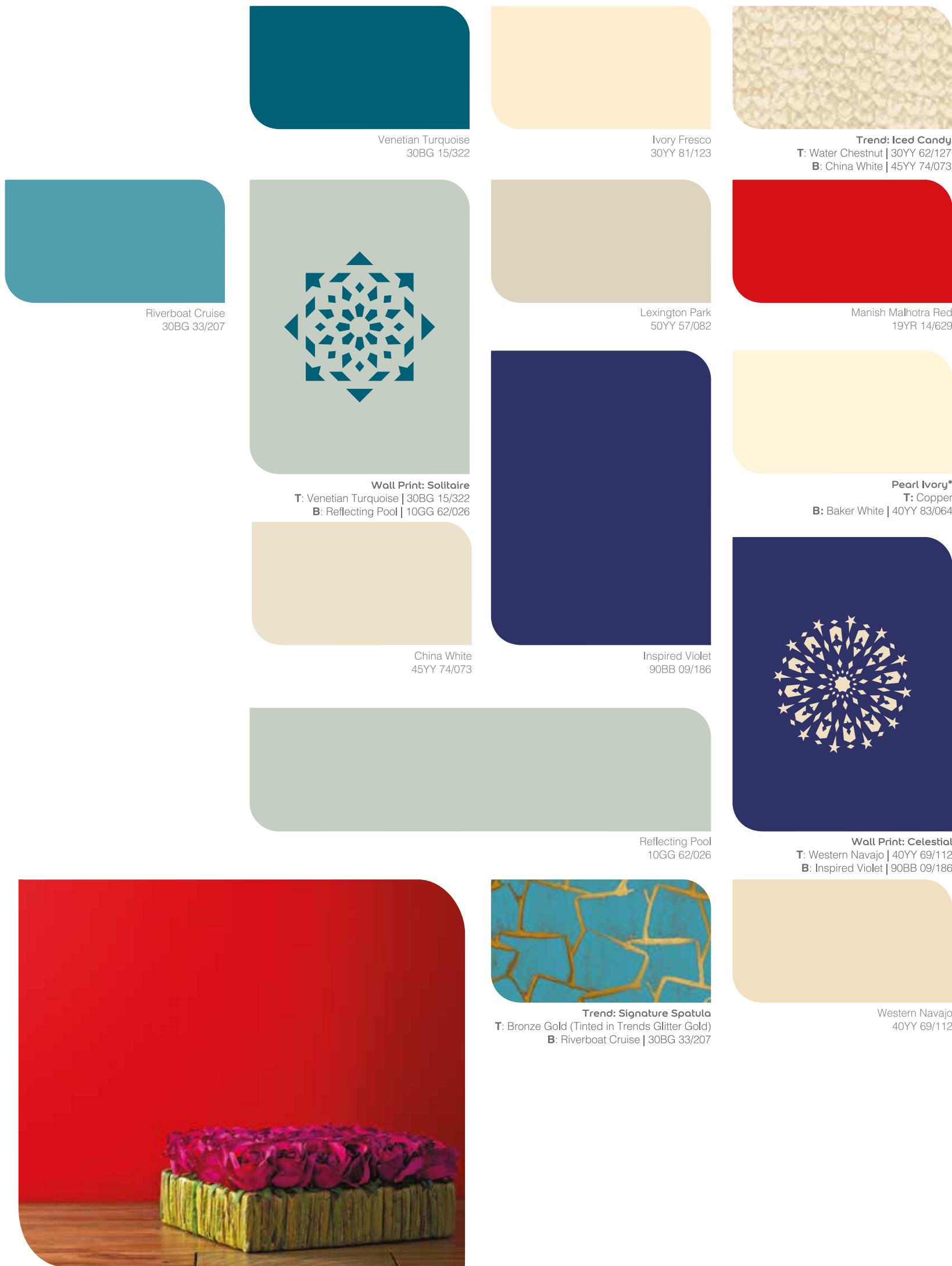
Wall Print: Rosette  
T: Cameron's Court | 10YR 42/250

China White  
45YY 74/073

Finish: Persian Silk  
T: Chorus Rouge | 10YR 28/361 in Silver  
B: Romantic Atmosphere | 10YR 53/175







# PORTRAITS BY MANISH MALHOTRA

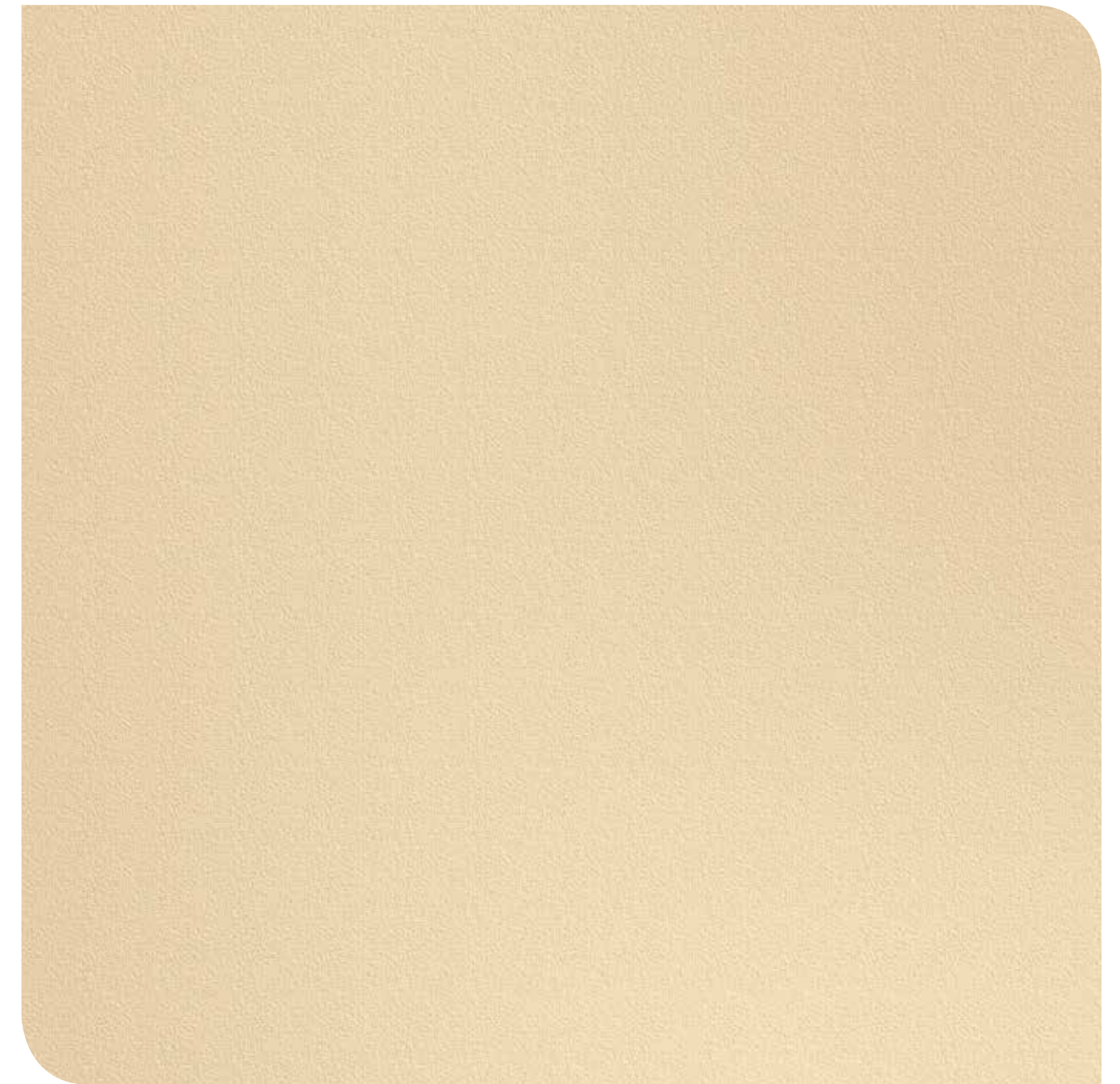
## colour cloud

To bring Manish Malhotra's vision alive, add your own discerning eye to it. Just choose a colour and add any of the surrounding colours/patterns that match with it. And right there, you have a moment that's ready to be framed.



# RARE PEARL

*Adorn your walls with the timeless fashion of Pearls...*



Pearl Ivory\*  
T: Copper  
B: Baker White | 40YY 83/064

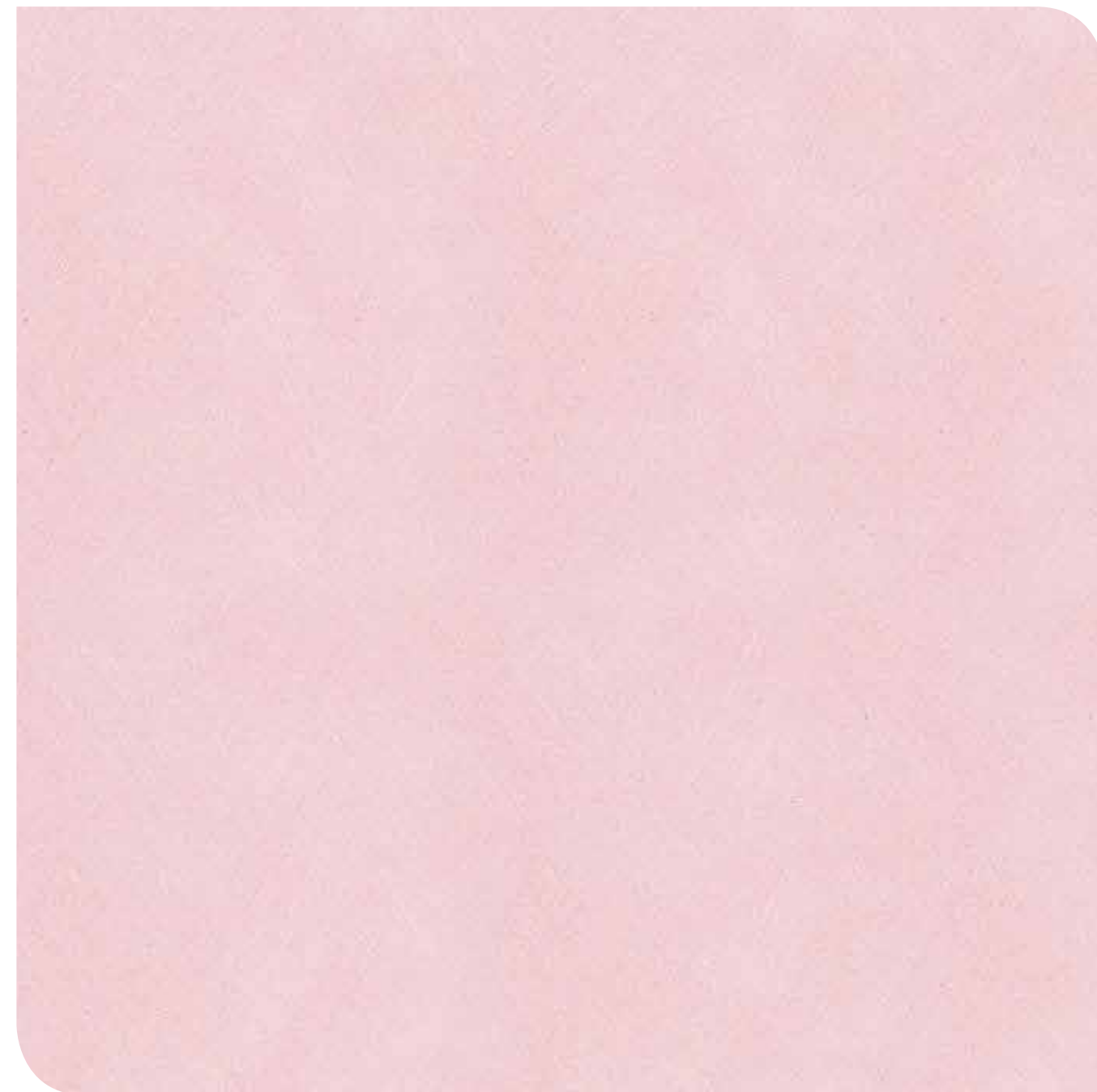
Is there anything more integral to fashion than pearls? Worn around slender necks, wrapped around dainty wrists, strung together in majestic chandeliers; pearls have always been in vogue over years and across cultures. With Dulux Velvet Touch Rare Pearl, bring alive the visual marvel of the finest pearls on your walls and make them timelessly fashionable.

\*Top Coat is Green in Dulux Velvet Touch Rare Pearl and requires no tinting.





*Adorn your walls with the timeless fashion of Pearls...*



**Pearl Pink\***  
T: Romantic Pink | 50RR 75/068 in Green  
B: Romantic Pink | 50RR 75/068

The Rare Pearl effect has been inspired from Nacre - the mother of pearl, which is subtle, shimmery and iridescent. The iridescence and two tone effect of the finish gives depth and movement to the pattern, which sparkles on top of the natural colour beneath. When viewed from different angles the finish gives a colour-travelling effect. It can be applied on a signature wall in the form of a beautiful 'Jaali' – an elegant, interlaced pattern. Or it can be applied as a four wall finish to lend your room a truly majestic look.

\*Top Coat is Green in Dulux Velvet Touch Rare Pearl and requires no tinting.



**Pearl Pink\***  
T: Romantic Pink | 50RR 75/068 in Green  
B: Romantic Pink | 50RR 75/068

Reflecting Pool  
10GG 62/026





Pearl White\*  
T: Green  
B: Inverness | 10GY 83/075



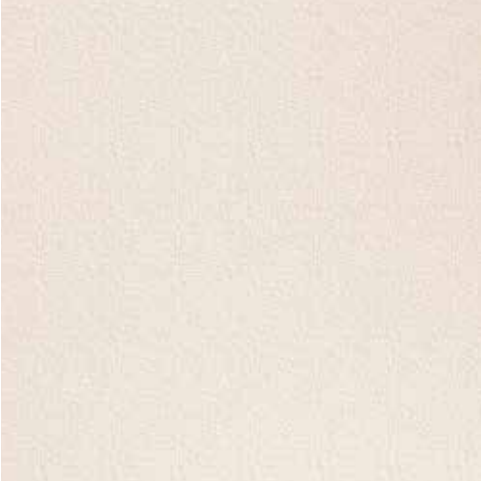
Pearl White\*  
T: Green  
B: Inverness | 10GY 83/075

Rare Pearl comes in 11 beautiful shades that have been handpicked to lend a unique and pearlescent finish to your walls - so that your walls stand out as symbols of timeless fashion. **The ‘Jaali’ Pattern can be made in any of these 11 shades.**

\*Top Coat is Green in Dulux Velvet Touch Rare Pearl and requires no tinting.



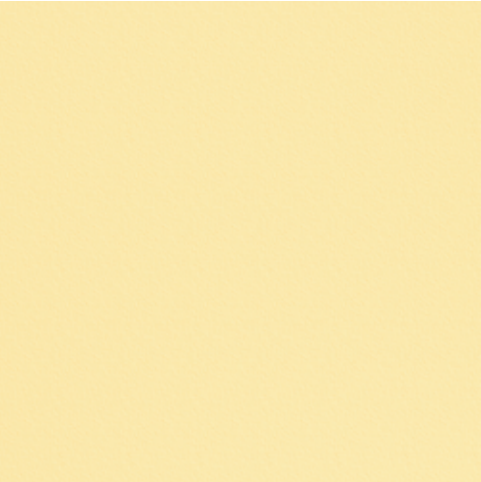
Pearl Lavender  
T: Lavender Twilight | 38BB 69/096 in Copper  
B: Lavender Twilight | 38BB 69/096



Pearl Silver\*  
T: Green  
B: Romance | 10BB 83/020



Pearl White\*  
T: Green  
B: Inverness | 10GY 83/075



Pearl Beige  
T: Cotton Blossom | 35YY 86/117 in Copper  
B: Cotton Blossom | 35YY 86/117



Pearl Purple  
T: Noteworthy | 90BB 53/129 in Copper  
B: Noteworthy | 90BB 53/129



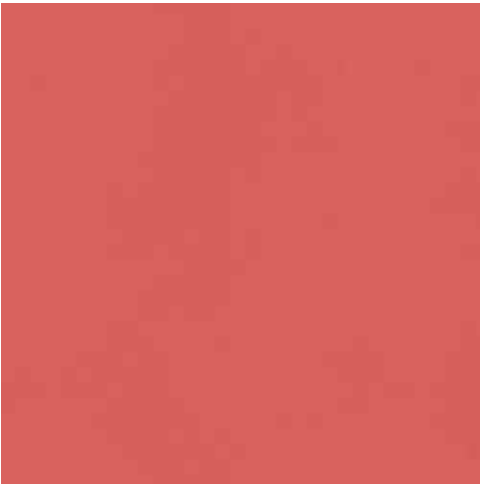
Pearl Green  
T: Lichen Green | 70YY 55/299 in Green  
B: Lichen Green | 70YY 55/299



Pearl Gold  
T: Warm Gold | 35YY 59/533 in Green  
B: Warm Gold | 35YY 59/533



Pearl Orange  
T: Salmonberry | 98YR 65/333 in Copper  
B: Salmonberry | 98YR 65/333



Pearl Red  
T: Chorus Rouge | 10YR 28/361 in Copper  
B: Chorus Rouge | 10YR 28/361

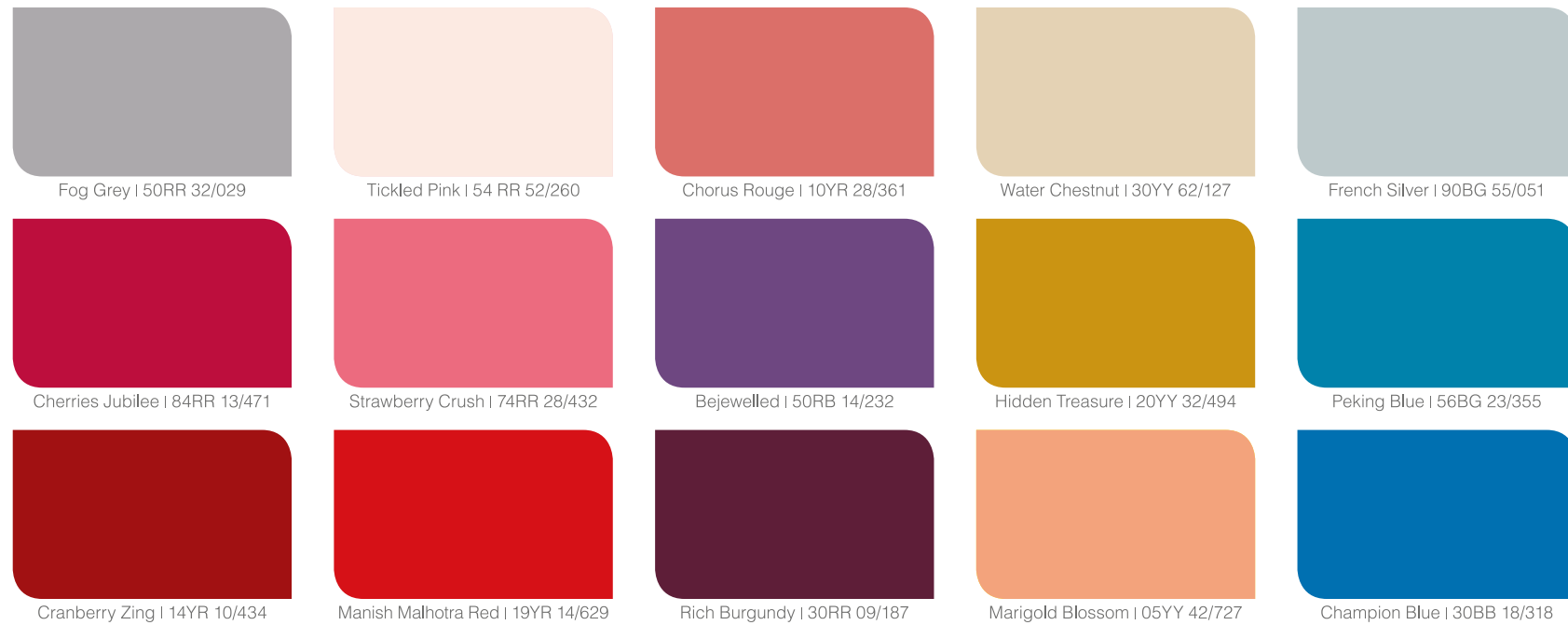
Example of Tinting procedure: To Make Pearl Lavendar - Tint Dulux Velvet Touch Rare Pearl Copper Base in the shade - Lavender Twilight. For Rare Pearl Finish - T: Top-coat tinted in Velvet Touch Rare Pearl Copper or Velvet Touch Tear Pearl Green; B: Base-coat tinted in Velvet Touch Pearl Glow  
\*Top Coat is Green in Dulux Velvet Touch Rare Pearl and requires no tinting.



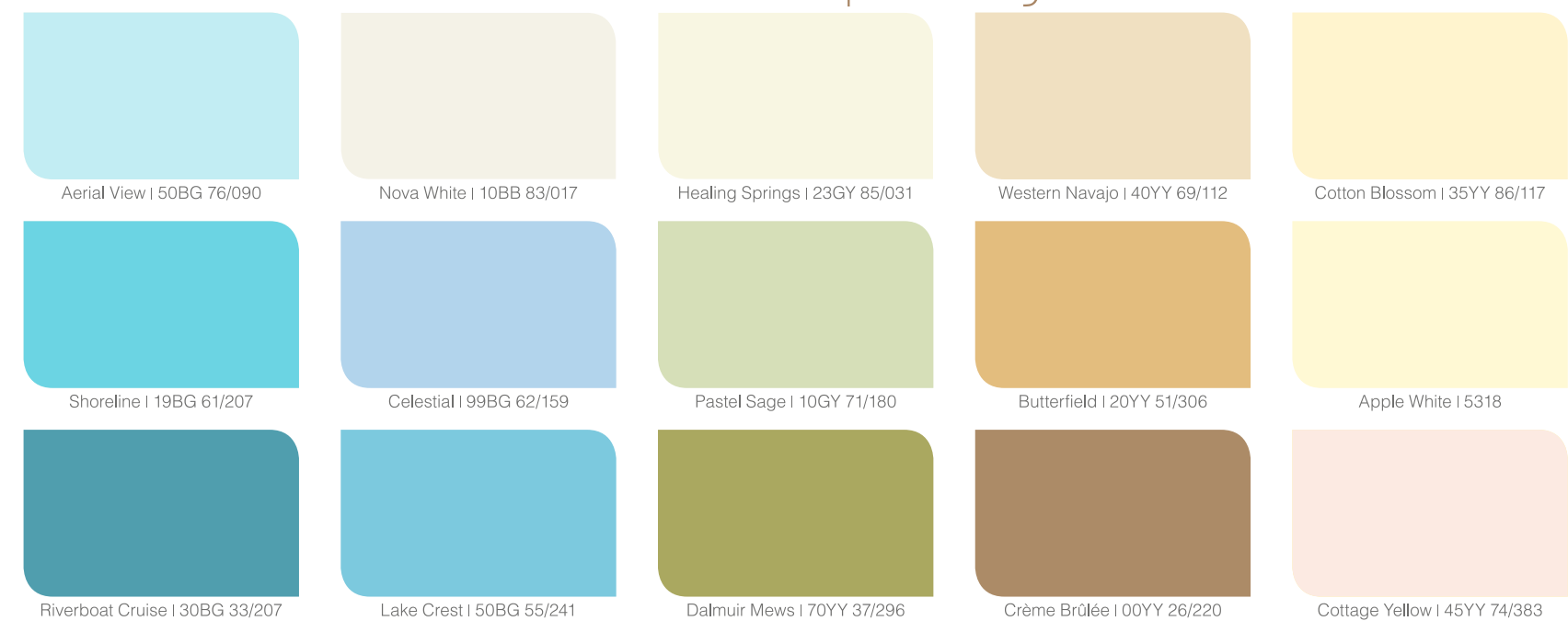
# Other inspirational themes to choose from.

For more information, refer to the Velvet Touch Coffee Table Book.

## Celebrations BY MANISH MALHOTRA



## Stylized simplicity



## Pearl Elegance



## CREATIVE expression





# DULUX VELVET TOUCH PRODUCTS



## Dulux Velvet Touch Pearl Glow

The only luxury emulsion with the glow of pearls & the smooth touch of velvet.

- Brilliant white and 6 tintable bases - 90, 92, 94, 95, 96, 97
- Coverage\*: 160-180 Sqft/L (2 coats)
- Dilution: 25-50%
- Base coat: same as top coat
- Top Coat Application: brush followed by sponge roller
- 2 to 3 top coats required

## SPECIAL EFFECT PAINTS

Trends is a range of special effect paints to deliver fashionable wall patterns.



## Dulux Velvet Touch Trends

Special Effects Paint, for delivering a range of unique patterns that are redefining fashion.

- 1 tintable base
- Coverage\*: 70-80 Sqft/L
- No dilution
- Base coat: Pearl Glow
- Top coat: by genuine Dulux application roller & tool
- 1 top coat required



## Dulux Velvet Touch Trends Glitter

Special Effects Paint, for delivering a range of metallic patterns with a fashionable glow.

- Gold & Silver (tintable)
- Coverage\*: 70-80 Sqft/L
- No dilution
- Base coat: Pearl Glow
- Top coat: by genuine Dulux application roller & tool
- 1 top coat required

## SIGNATURE WALL FINISHES

A range of international designer finishes inspired from fashion.



## Dulux Velvet Touch Rare Pearl

Inspired by Nacre - the mother of pearl, it brings alive the iridescent two tone effect of the finest pearls on your walls and makes them timelessly fashionable.

- Bases: Green & Copper
- No Dilution
- Top Application Procedure: Roller (for a solid colour wall finish); Jaali Pattern: Roller+Brush for the 'Jaali' Pattern
- Coverage: Solid Colour Wall (2 coats required): 50 Sqft/L; Jaali (1 coat required): 100 Sqft/L
- Base Coat: Pearl Glow



## Dulux Velvet Touch NY Metallics

Signature Wall Finish, inspired by the land of fashionistas, delivers the pure metallic essence reminiscent of New York to walls.

- Gold, Copper, Bronze, Silver (tintable)
- Coverage\*: 40-50 Sqft/L
- No dilution
- Base coat: Pearl Glow
- 2 top coats required
- Top coat application: by genuine Dulux application metallics roller



## Dulux Velvet Touch Persian Silk

Signature Wall Finish, inspired by the smoothest fabrics of Persia, delivers a luxurious fabric finish to the walls for a timeless touch.

- Gold & Silver (tintable)
- Coverage\*: 25-45 Sqft/L
- No dilution
- Base coat: Pearl Glow
- 2 top coats required
- Top coat application: by genuine Dulux application trowel



## Dulux Velvet Touch Irish Linen

Signature Wall Finish, inspired by the finest linen in the world, brings alive the unique textured fabric effect on walls.

- Available in 1 tintable base
- Coverage\*: 70-80 Sqft/L
- No dilution
- Base coat: Pearl Glow
- 1 top coat required
- Top coat application: by genuine Dulux application metallic roller & tacto tool



## Dulux Velvet Touch Italian Marble

Signature Wall Finish, inspired by the land of the finest marble stone, brings alive the luxurious touch of marble finish on walls.

- Available in 1 tintable base
- Coverage\*: 18-22 Sqft/Kg
- No dilution
- Base coat: same as top coat
- 3 top coats required
- Top coat : by genuine Dulux application trowel

## DULUX SMOOTHOVER

Perfect basecoat for a perfect Velvet Touch Finish.

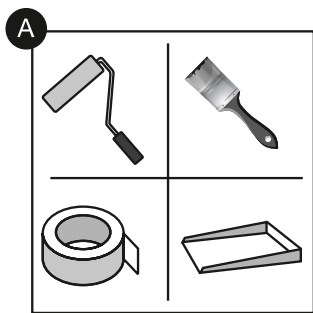


- Ready mix primer + putty
- Easy roller application
- Quick delivery
- Gives you ready to paint walls

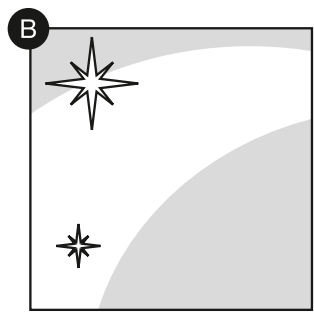


# DULUX VELVET TOUCH APPLICATION PROCESS

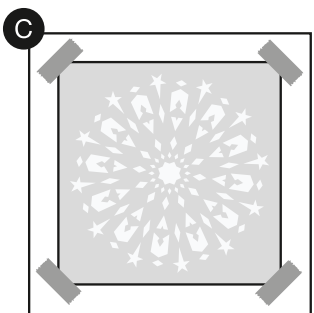
## WALL PRINTS - CELESTIAL



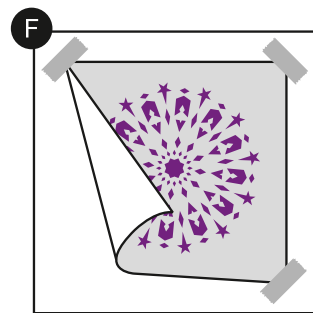
Things you will need.



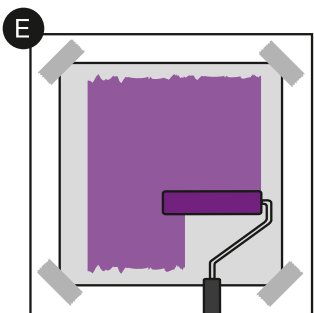
The wall surface should be clean, flat and smooth. Sometimes the wall area may need light sanding to allow the paint to adhere.



Place the stencil straight on the wall and mask it from all the four sides. Do ensure it is completely flat and stuck on the wall.



Roll the stencil with a 2" regular roller using light to medium pressure. Excessive pressure may cause the paint to bleed under the stencil. Be careful not to roll over the outside edges of the stencil too.



Remove the stencil before the paint has dried completely. If required, a fine brush can be used to do touch ups.

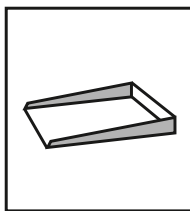


No dilution is required while painting the stencil.

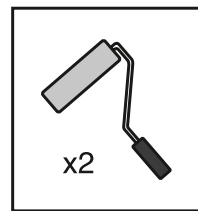
## RARE PEARL NORMAL APPLICATION PROCESS

Base Coat: Apply Velvet Touch Pearl Glow as Base Coat tinted in the mentioned Shade.

Top Coat: Apply Velvet Touch Rare Pearl as Top Coat tinted in the mentioned Shade.



Use Dulux Velvet Touch Rare Pearl in the required colour. Stir well and pour Dulux Velvet Touch Rare Pearl onto a roller tray.

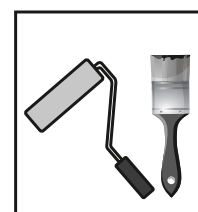


x2

## FOR AN AESTHETIC AND ARCHITECTURAL 'JAALI' PATTERN

Base Coat: Apply Velvet Touch Pearl Glow as Base Coat tinted in the mentioned Shade.

Top Coat: Apply Velvet Touch Rare Pearl as Top Coat tinted in the mentioned Shade.

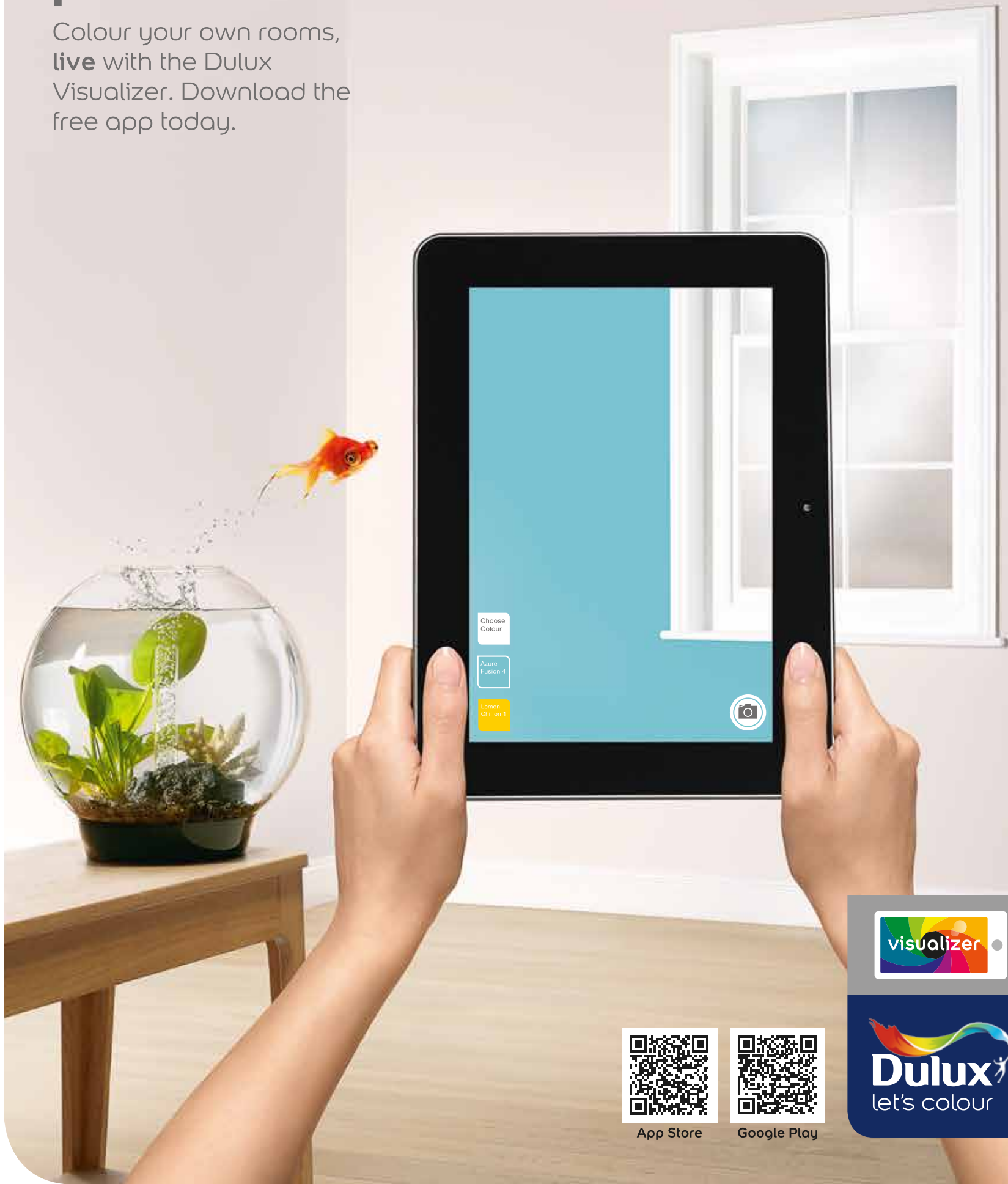


Apply 1 coat using genuine Dulux Application Metallics roller followed by creating the criss-cross effect by a brush over small / manageable sections. Ensure a slight overlap of sections while working to avoid demarcations of the finish. Repeat the above till the entire surface area is complete.

# picture it, before you paint it.

Colour your own rooms,  
**live** with the Dulux  
Visualizer. Download the  
free app today.

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