

# Leyland® Trade

The Professional's Paint Since 1922

## African sun shines for Leyland

The colour expertise of leading paint brand Leyland Trade has helped transform a previously bare exhibition space in London into a vibrant corner of Africa.

**Client:** Trolley Books publishers

**Task:** Publishers Trolley Books needed to give the Shoreditch space an innovative and colourful makeover to support the launch and three-week exhibition of its successful new book 'Gentlemen of Bacongo', which is a celebration of a group of Congolese men called Sapeurs, who have a penchant for elegant attire brought to life by striking colours. The men's vibrant clothes are in direct contrast to their living conditions and their approach acted as the inspiration behind fashion icon Paul Smith's latest collection.

**Product:** After being struck by Leyland's eye-catching 'Mad About Colour' campaign in recent months, Trolley Books wasted little time in asking the creative paint brand to give the exhibition space a transformation to match the Sapeurs' outfits... and Leyland didn't disappoint!

Making the most of imaginative colours from its range, such as Rave, Pure Passion and Kiwi, Leyland helped create a series of stunning backdrops bursting with colour to help bring the best out of an array of the book's most visually arresting images.

Colour has long played an integral role in the success of Leyland and we were thrilled to be able to assist Trolley Books in creating such a vibrant exhibition space. With colour cards, free colour matching service, ColorXPress, and in-store tinting services there really is nothing Leyland doesn't have covered when it comes to colour.



**Background:** Leyland's sister brand, Fat Hog, was responsible for providing a wide range of professional decorating tools for the project from its block-busting Evolution range, which has been designed by the experts and utilises the latest intelligent technologies for outstanding performance qualities. Nothing was left to chance for the decorators, with rollers, brushes, extension poles, trays and drop cloths all provided to make the job go as smoothly as possible.

London-based Leyland stockist Leyland SDM, which was founded in 1985 and has 14 branches across the capital, also worked closely with Leyland on the project by tinting the colours in store and providing the paint promptly.

Managing Editor of Trolley Books, Hannah Watson, said:

**"The opening night was hugely successful and that was in part down to the stunning colour combinations provided by Leyland. In fact, it proved so much of a triumph that the exhibition was extended by two weeks, giving people more chance to soak up the unique atmosphere. People were quick to point out how they thought the paint brought out the best in the colourful images, as well as perfectly complementing the exhibition space. It helped to brighten up a very wet and dark time in London and was the only place where the African sun was shining!"**

# GET ON WITH IT!



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