

Annie Sloan Chalk Paint

from England

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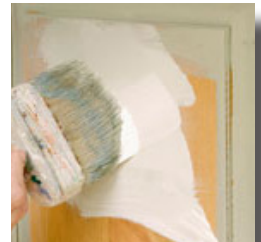
Nicknamed *'the girl's paint'* - no prep needed to create a vintage look for furniture, floors, and cabinets - great for walls too.

Annie Sloan Chalk Paint comes in 28 colors, from pale to bright. Four new colors launched recently: Pure White, Coco, Barcelona Orange, and French Linen.

Annie Sloan revolutionized the world of painted furniture when she introduced her specially formulated Annie Sloan Chalk Paint some years ago, at her store in Oxford, England. She is the author of more than 20 books on painting techniques (two million sales worldwide), including the recent US release of the paperback 'Creating the French Look'. Annie Sloan Chalk Paint is now Annie Sloan's trademark brand. One of the most talked about paint products in the home decor blogosphere worldwide, until recently it was only available via the UK. Now it can be purchased in the USA and Canada from an ever-growing list (nearly 100) of individual stores that specialize in decorative arts and vintage decor. The US manufactured paint is identical to the British formula, and is made under Annie Sloan's personal direction in conjunction with US distributor Jolie Design & Decor (www.anniesloanunfolded.com)



Annie Sloan Chalk Paint is so user-friendly it's been nicknamed the 'girl's paint' because little or no prep (neither sanding nor priming) is required to transform worn or outdated furniture into something to cherish. It also works like a dream on walls, floors, and kitchen cabinets and for outdoor projects. It is extremely low VOC and very quick drying.



Thousands of home decorators are discovering the joy of working with Annie Sloan Chalk Paint. As Annie Sloan says, 'Using our paint should always be a pleasure. The paint lets you get creative because changing your mind is always an option. not a hassle.'

Colors

Four new colors have just been launched here in the USA: Pure White, Coco, Barcelona Orange, and French Linen. Not only do the 28 colors (many from historical sources of Annie Sloan Chalk Paint give users a beautiful starting point with a color palette in highly desirable shades, but different colors can be combined to create unique shades and an almost infinite variety. Add 'Old White' to any color to lighten. New colors are regularly introduced. Paint comes in quart cans, list price: from \$34.95

Workshops & Where-To-Buy

Regular workshops are held nationwide, demonstrating painting techniques using Annie Sloan Chalk Paint, and organized locally by retailers. In keeping with the style of the paint, you won't find it in a hardware store. It is only available at decorative arts studios or vintage home décor stores, whose owners are enthusiasts for the paint. These retailers love sharing their knowledge and expertise with others as much as Annie Sloan does in her Oxford, England store. Sharing the creative process with others - whether online or in workshops - is an important part of the paint's success.

Paint Effects

Creating paint effects with chalk paint is easy. That's the charm of the paint - all you need is enthusiasm, some paint and a brush. Distressing the paint after it dries is a breeze, thanks to the chalky finish. Use one color, wax, then sand where you wish, to highlight detailed molding for example. The paint is easily thinned with water for a lime wash effect, or thickened to an impasto by removing the lid for an hour or two. Layering colors is a wonderful way to create depth and give a unique look to painted furniture: distressing the second layer allows the first layer to subtly appear. Finish your piece with Annie Sloan's Soft Wax, which comes in clear or dark; the dark wax enhances and antique look, while the clear wax is a protective layer that gives a soft sheen to the matte paint.

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