

# Media Matters



F&C | FURNITURE  
ANDCHOICE





Since 2005 we've offered stylish room ideas at feel-good prices. And we make it easy for our customers to transform their homes.



We inspire our customers through lifestyle images based on the latest interior trends and themes. The images on these pages are from our **Soft Living** campaign.





**Soft Living** is just one of our campaigns in our regularly updated, free content pool. Our full range of rights-free images are available for download in our online Press Centre.







All our content is developed in our own photography and design studios.

We also provide exclusive press comments and bespoke content for our journalist and media partners on request.







Our inspiration articles feature tips on how to style our latest products. We've got plenty of ideas on how to decorate your home no matter what your decor style.







## HOW TO *Style the look*

Soft minimalism is one example of how monochrome décor continues to shine. Gone are the days when minimalism was known for its bare or overly stark design; with soft minimalism, the essentials are given an inviting touch. For a cosy feel, a black and white backdrop is softened with textures like cotton, wool or linen.

# Monochrome Décor

This timeless look is given a style update.

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...chrome interiors are  
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...en minimalism was  
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...h. For a cosy feel, a  
...drop is softened with  
...wool or linen. Natural  
...way to liven things up,  
...with indoor plants or

Our lifestyle shoots have been featured across a variety of online and offline publications, including:

- HomeStyle
- Style at Home
- Good Homes
- Ideal Home
- Woman & Home



## Who are we?

### About us

We're a furniture company that helps you achieve stylish room ideas at feel-good prices.

And we back it up with fast delivery, easy returns, 0% finance, UK customer service, and thousands of independent 5-star reviews. Keep on living with Furniture And Choice.



### Living



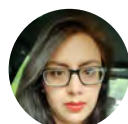
A huge selection of stylish, comfy sofas - all at the right prices.

### Dining



A wide range of dining tables and chairs for all interior styles.

### Contact us



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**Head of Marketing and Design**

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## What's in it for you?

Working with our marketing and design studios we develop lifestyle content and provide commentary and expert quotes around the latest interior trends.

At our online Press Centre, journalists and media are welcome to explore our wide range of lifestyle shots and compelling interior design articles - all available as free downloads, with images available in high resolution: [furniturechoice.co.uk/press-centre](https://furniturechoice.co.uk/press-centre)

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Homebuilding  
& Renovating

YourHomeStyle

GoodHomes  
magazine

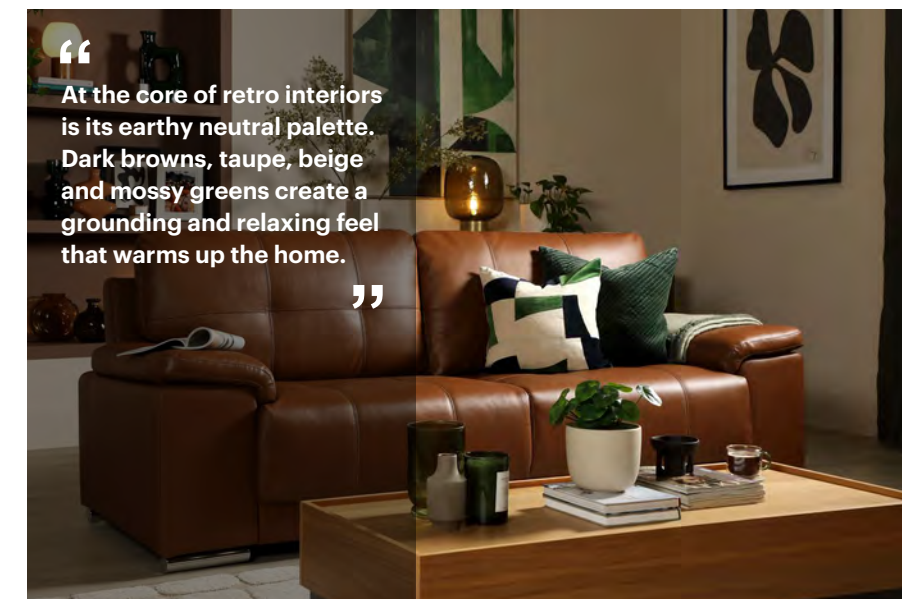
Ideal Home

HomeStyle

woman&home

HouseBeautiful

### Just launched



“At the core of retro interiors is its earthy neutral palette. Dark browns, taupe, beige and mossy greens create a grounding and relaxing feel that warms up the home.”

### Image library



Product cut-outs and close-ups, lifestyle images

#### Image library & content pool

Instantly download press packs and rights-free, hi-res images - including product close-ups and cut-outs - from all our lifestyle photoshoots.

#### Partnerships & bespoke content

We develop partnerships and bespoke content with complementary brands, websites and publications.

### Press content



We produce lifestyle content and images on the latest interior trends.

#### Expert comments & quotes

Quotes and bespoke commentary from Head of Design on trend and interiors features

#### Interior design features

Insightful interior design features, advice and trend round-ups.