

## *About Annie Sloan*



When Annie Sloan developed her unique decorative paint, Chalk Paint™, over 20 years ago, she revolutionised the world of decorative painting. Frustrated with the lack of paint options available at the time, she created her signature paint — with its remarkable versatility and ease of use — for everyone from the novice to the professional to enjoy.

By leading the decorative painting revolution over the last 20 years, Annie Sloan has become perhaps the world's most respected expert in decorative paint, colours, and techniques.

Alongside her unique and versatile decorative paint, Chalk Paint™, Annie has inspired generations with her accessible, lively, and creative approach to getting great results.

Annie's fine art background and contagious enthusiasm for decorative painting has motivated both home painters and experienced professionals and unlocked countless creative potentials. She has travelled Europe, North America and Australasia sharing her love for paint and colour, and teaching her techniques for home decoration, through sold-out lecture tours and intimate workshops. She has also published over 20 books on decorative painting, selling more than 2 million worldwide.

The Annie Sloan range is synonymous with excellent results that are easy and fun to achieve. These products are exclusively available through Annie's network of independent Stockists who are located all over the world.

## *Annie's Background*

Annie trained as a fine artist and turned to decorative work after university in the mid 1970's, whilst painting murals in houses as commissions. By 1987, Annie had written the phenomenally successful book, 'The Complete Book of Decorative Paint Techniques', which is considered to be the industry bible on the subject. Unable to find the paints that she wished to work with, Annie used her knowledge of colour, paint, pigments, and art history and developed Chalk Paint™ in 1990.

Annie runs her business, Annie Sloan Interiors, out of Oxford, England with her husband David and a team of bright, young people who look after global branding, marketing, PR and distribution. Oxford has been Annie's base for over 20 years and is where she first developed Chalk Paint™. She has run and owned a shop there since 2000 and continues to use the studio at the back of her store as a space for developing her techniques and products. Annie has taken great personal care in developing each of her products and she's always working on something new in her studio.

Born in Australia to a Scottish father and a Fijian mother, Annie came to England to a farming life in Kent when she was ten years old. With spells in Southern Africa and connections to France, Cuba, and the US, she feels she has world roots.