



FINE & DANDY Co.

CURIOUS NEW WALLCOVERING STARTUP LAUNCHES AT TORONTO INTERIOR DESIGN SHOW WITH COLLECTION THAT FALLS SOMEWHERE BETWEEN SPLENDIFEROUS AND FANCIFUL

Fine & Dandy Co. unveils highly anticipated artisan wallcoverings after editorial previews in Canadian House & Home and ORIGIN magazines

TORONTO, ON - JANUARY 18, 2018 - [Fine & Dandy Co.](#), purveyors of fine wallcoverings and dandy designs, today rolled out a distinctive, new look in interior design - and with that, the promise that the right wallcovering can make any room in a home, hotel, or restaurant feel grand.

The new company, whose beguiling, proprietary designs pay homage to bygone eras and timeless artistry, is marking its official launch at the prestigious Interior Design Show (IDS Booth 020) today through January 21st at the Metro Toronto Convention Centre.

With original, hand-painted triptych mural designs, such as the wistfully monochromatic Victorian streetscapes of 'Bustle,' and resplendently striking wallcovering patterns, such as the Art Deco-influenced 'Audubon,' Fine & Dandy finds inspiration in everything from nature, history, and architecture to music, films and the designers' own children.

Perhaps even more inspirational, the pair of eight-year-old design prodigies created two of the whimsical wallcoverings ('Salon' and 'Sly') and are playfully positioned on the company's website in a manner aptly reminiscent of Alice in Wonderland.

EARLY RAVE REVIEWS

According to Canadian House and Home in its November 2017 preview of Fine & Dandy, "New wallcovering company Fine & Dandy is winning raves with its whimsical

wallpapers and murals. The pastoral Trianon mural is lush with rolling hills and verdant trees – perfect for creating an idyllic retreat inside the home.”

Santa Monica-based ORIGIN magazine also recently featured Fine & Dandy’s bold, botanical ‘O Cannada’ wallcovering on a full page of its Global Home issue.

“We are creative storytellers and we use wallcoverings to transform rooms into experiences, and take people places they’ve only imagined,” said Fine & Dandy Co-Founder and Chief Marketing Officer Carla Morano. “At Fine & Dandy, the wall is our canvas and we are able to play with scale, colour, content, and texture and ensure quality and durability in a way that paint cannot. With the right wallcovering, you really can make any room feel grand.”

The Fine & Dandy 2018 Lookbook can be viewed and wallcoverings can be purchased online at fineanddandycompany.com.

For colour matching, samples (measuring 8.5 inches wide x 11 inches long) are available upon request by emailing contactus@fineanddandycompany.com.

PRODUCT SPECIFICATIONS AND PRICING

Strong, durable, and washable, Fine & Dandy Co. wallcoverings are available in a 20-oz. commercial grade Type II certified wallcovering and a 15-oz. Eco-Friendly version. The company’s master-certified printing process ensures that colours are consistent, and match panel to panel. It uses inks, which are non-fading, UV resistant and have passed high North American and European standards. All wallcoverings are shipped untrimmed and unpasted. They are proudly designed and manufactured in Canada.

Wallcoverings are priced per single roll and are packaged and shipped as 36-foot continuous double rolls to better value and help accommodate for larger pattern repeats when installing. A single roll measures 26 inches wide x 18 feet long and covers 39 square feet. For large areas that require fewer seams, double-width single rolls (measuring 53 inches wide x 18 feet long, covering 79.5 square feet) are available.

Murals are 9 feet x 12 feet and are comprised of three numbered panels.

Pricing varies per pattern. Designer pricing is available to accredited interior designers and other verified members of the trade. Bespoke wallcovering design services are also available upon request.

ABOUT FINE & DANDY CO.

Call it serendipity if you must, but the only rational explanation is magic. It happened in a low-rise apartment building in Toronto. Art Deco, naturally.

Three women from three different continents, somehow living in the same place at the same time, bound by a shared passion for the same variety of strange beauty, and a very unusual, alchemical bond occurred.

With careers in advertising & creative direction, consumer goods, and interior styling, their collective design experience, fervour, and desire to create products they could not find elsewhere galvanized the creation of [Fine & Dandy Co.](#) The rest will one day be history. Follow us on [Instagram](#), [Facebook](#), and [Pinterest](#).

MEDIA CONTACT:

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