

the Annie Sloan story



Family life in Bladon,
Oxfordshire.

The Early Years

Annie as a Fine Art Student
and band member of
the 'Moodies'.

2015 - 16

Annie launches the MixMat
and Gilding Waxes.



2025

Chalk
Paint's 35th
Anniversary

Annie launches
her new book in
April.

2023

New, '500ml'
Chalk Paint® Tin
Introduced.

2024

Annie Sloan
products are now
sold through nearly
1,200 Retailers
in 60 countries
worldwide



2022

Satin Paint production
begins at Annie's
Oxford factory and we held
our 1st Big Paint Weekend
in New Orleans.



2016

'Annie Sloan Paints
Everything' is published
– Annie's 26th book.



2015

Brand new
packaging
unveiled!



1990

Chalk Paint® developed
with a palette of 12 colors.
Manufactured in Belgium
and sold through Retailers
in the UK and Europe.



1987

Annie's first books on painting
techniques are published.



2014

Chalk Paint® production
begins in-house at
Annie's Oxford factory.

2017

Annie introduces her
Fabric Collections, each based on
the Chalk Paint® color palette.
Collaboration with  OXFAM
leads to new color Lem Lem®.



2021

New Products Galore! Capri Pink introduced to the
Chalk Paint® palette. The Big Paint online workshop
was a great success. Annie Sloan Wall Paint was
launched in 32 brand new colors and Annie also
unveiled 12 new decoupage papers in
collaboration with the RHS.



2020

Launch of 'Pearlescent
Glaze' to celebrate the 30th
Anniversary and a range of
stencils were created!



2018 - 19

Annie unveils her Bookazine
'The Colourist' and collaboration
with Charleston, rural retreat of
the Bloomsbury Set. Oxford Navy
and Athenian Black introduced to
the Chalk Paint® palette.



1997

www.AnnieSloan.com
and online sales launch.



2000

First shop opened in
Oxford, UK. Moved to
Cowley Road, Oxford in
2010 with a new location
planned for 2020!