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A photograph of a white bust sculpture in a room. A green arrow points to the wall color. The wall is a light, neutral tone. The bust is a classical-style sculpture of a woman's head and shoulders, positioned in front of a window with a view of greenery.

£59.40 for 4L

New to the scene, the ecofriendly Konig Colours has developed its own Konig White, which refreshes the parts that other neutral tones can't reach. It has no tint at all and suits loft apartments, big modern spaces or studios, and also brings out architectural details. Konig White is also ideal for freshening up bathrooms and utility rooms, due to the pure brightness of the colour. However, it's not recommended for cold or north-facing rooms.

konigcolours.co.uk



£37.50 for 2.5L

The eccentric author Vita Sackville-West was also famous for creating an elegantly honed white garden at her home at Sissinghurst, in Kent. Inspired by her designs, and one of 36 shades as part of a collaboration between Fired Earth and the National Trust, this Sissinghurst White will add a softer, creamier touch to a light-filled, south-facing room. Team up with Eads Grey eggshell on the woodwork (£19.25 for 750ml). Or try Debutantes Gown, which offers a hint of warmth to the clinically white palette – “think white gloves, ostrich feathers and the sparkles of the finest pearls”.

firedearth.com



£41.50 for 2.5L

A paint will never look the same in your home as it does on a colour chart or in the shop. The Norfolk-based Marston & Langinger admits that neutral tones are far from being the easy or safe option, and are in fact among the hardest tones with which to achieve decorating perfection. There's no quick fix. Instead, it's all about understanding the lighting – natural and artificial – in your room. Lighting distorts colour, as will the particular finish of the paint. For example, higher sheens reflect more light and matt paints absorb more. Make an elegant entrance with M&L's bestseller White Pepper, pictured.

marston-and-langinger.com



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