

FORECAST COLOR CARD

2011–2012

(Based on Color Marketing Group International Research
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THE 2010 SUPERSTAR COLORS (carry-over to 2011/2012)

The following colors excelled in the market across all sectors (according to final CMG statistical research). These will continue forward into the 2011/2012 designated color palette:

RASPLENDENT

The lipstick red represented by “Poppy” in 2009 has been replaced for 2011/2012. Red is now wearing a strong blush of pink and we have a fresh, cool-based hue called Rasplendent. This is a focal point color that’s not meant to carry a whole room, but to create drama with a flash of color. It’s all about the element of surprise in successful designs!

VIOLET SATIN

This color was the forerunner to Gotham, the newly announced deep purple for 2011. Violet Satin will carry over as a stand-alone color, and as the perfect complement to Gotham for monochromatic color schemes.

OLDENSAGE

This color has proven its worth and will continue to be important for 2010 and 2011. Gray, green, and brown combine to bring to life this complex neutral.

PERPETUAL

Perpetual became a superstar as designers paired it with crisp, clean whites in interior design. It certainly has earned its name in that its popularity is still rising, and may continue to do so for years to come. This color was built on military inspiration: tradition, quiet reserve, honor and endurance. Besides its successful marriage to white, look for Perpetual to support butter-tint yellows, soft grays and warm neutrals.

SEACREST

The popularity of this color has been tremendous. The automotive sector, fashion, interiors, and recreation have all employed this complex neutral in their products. Overwhelmingly, Seacrest was voted onto the 2011–2012 palette to continue working its magic.

BON NOIR

Once again, the velvet good looks of Bon Noir are a prerequisite for the 2011–2012 palette. Look for home interiors to create products that layer black on black in fabrics, wall coverings, and even floor coverings. Automotive is developing a pearlized version of Bon Noir for use on luxury cars.

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PRESENTING--- THE 2011/2012 NEW HEADLINERS IN COLOR.....

REFLECTION

A cameo color speaking of simpler days-gone-by, this neutral is optimistic and youthful. Both Fashion and Interiors will embrace it as a priority player as we near 2011. Born as a warm neutral in the contract sector, it's natural that it would cross over to Residential.

RIO-STAT

The new orange is cozy and comfortable, bringing together a festival of cultures. Rio-Stat rejuvenates orange with South American flavor, as Rio revs up for the Olympic Games. Inspired by the color of sun-baked terra-cotta pots, this tint of orange is soft and livable.

LIMONCELLO

Although yellow will not be a major influence in the new palette, the consensus was that we did need a summery yellow to pair with blacks, browns and even the new grays. Limoncello suggests the golden coasts of Italy and the icy after-dinner liqueur the Italians are famous for.

RAIN FOREST

Picture rain-misted botanicals thriving in remote rain forests-- lacy leaves bursting with verdant yellow-green. That is our new green for 2011. This color evokes a sense of balance and wellbeing, while still telegraphing the message of sustainability.

X-HALE

This vibrant blue-green is reminiscent of better times, and with the weight of the recession beginning to ease, consumers are finally able to take a deep breath and "X-hale". Borrowed from authentic 1957 Chevy colors, it's retro, yet fresh and energetic.

BAR HARBOR

Sophisticated, pensive, cool and fluid, Bar Harbor is a bridge color between blues and grays. A masterful mix, this is destined to become a key foundation color for fashion, automotive and interiors. Look for a metallic version to add subtle sparkle as well (Automotive will love it).

GOTHAM

Purple has gone deeper and richer with brown undertones for 2011/2012. Gotham is royal in every way and brings richness back to interior foundation colors.

STRATUS

A darkening sky promising a soft, steady rainfall captures the essence of Stratus. Gray comes in from the cold to warm up and add a "comfort" neutral to the palette, and also supports gray wood tones. Overall, grays are becoming less "chilly" and more nuanced with tints of color.