

# COLOUR TRENDS

Popular palettes for the coming year

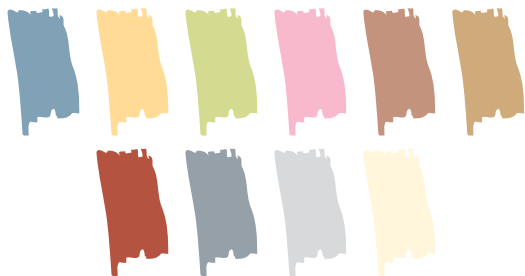
BY ERICA KIRKLAND

*Colour sparks the imagination, inspires people and persuades consumers to buy. What colours will influence consumers to part with their hard-earned money in 2011? We turned to a leading colour expert to find out.*

World events, world economies and the world of entertainment combine to influence and direct colour preferences. To understand colour trends, retailers and product manufacturers turn to the colour experts. Lee Eiseman, the executive director of the Pantone Colour Institute, is one of the world's leading authorities, and for the 11<sup>th</sup> consecutive year she shared her colour predictions for the home and interiors industries during the International Home & Housewares Show in Chicago. The 10 palettes she unveiled to the standing-room-only audience embody a confluence of fashion, film, environmental and global movements, packaged in combinations you can bet your customers will be 'dying' for next year.

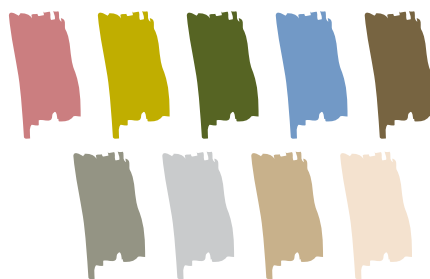
## COTTAGE INDUSTRY

This palette of quiet, unaffected pastels and tasty neutrals rooted by an earthy brick red and a solid rock grey will appeal to lovers of country interiors. Tried-and-true combinations of blue, yellow and ivory have an enduring appeal. For a modern country feel, marry the brick red with white and grey.



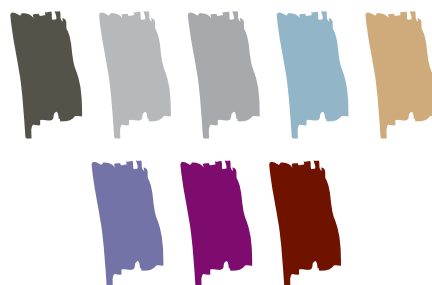
## SIMPLY STATED

Comfortable and simple colours alongside rough and rustic textures give this palette broad appeal. Combine a dusty rose with moss green and deep avocado, or concoct a modern combination of periwinkle, sepia and ivory for urban dwellers. The colours work well with stone, wicker and ceramic.



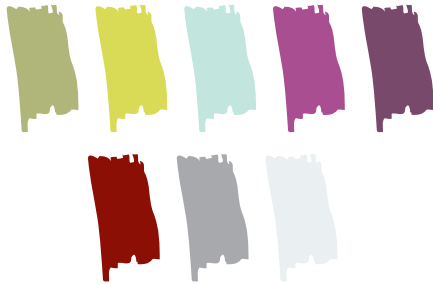
## STYLE AND SUBSTANCE

Elegance and sophistication are two words often used to define style, and in this particular palette a blend of colours succinctly gets the message across. Jet black and metallic gold and silver are juxtaposed against subtle blue and frosted grey, while a substantive purple is flavoured by the addition of a wine-ish brown aptly named chocolate truffle. For an urban upmarket look, combine purple, gold and blue. Traditionalists will like a blue-purple-wine brown array. More masculine interiors are suited to a blue-grey-slate combination.



## CLARITY

Uncomplicated and straightforward with no extraneous details, this palette is the essence of purity. Yet, striking contrasts can be achieved by combining the Zen blues and greens with the mystical mauve, violet and Tibetan red. For a youthful twist, mix the purple, green and white together. For more mature consumers, try a combination of red and purple, grey and white, or purple, teal and green.



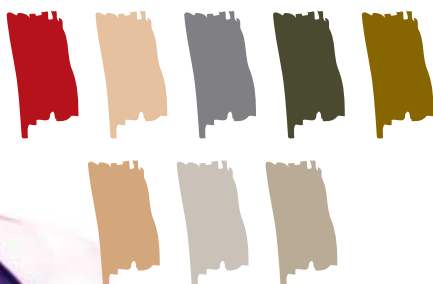
## FRAGMENTS

A compilation of cultures from all over the globe weaved into an integrated whole, this eclectic palette is perfect for followers of “global style”. Carpets, found fabrics, ornamental beads and even discarded bottle caps destined for landfills are cleverly joined to form a colourful patchwork of amber, grenadine red, hot pink, baked clay, citron, grape, cadmium green and bright gold. Trendy combinations include gold-rust-purple, red-orange-pink and pink-sienna-dark brown.



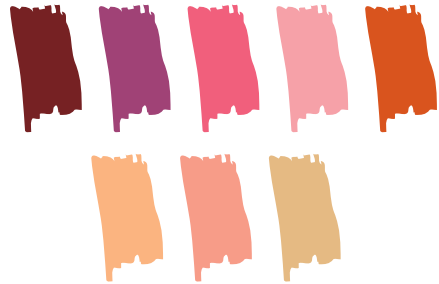
## ARCHETYPES

Classics never go out of style. Just as fashion repeatedly illustrates, basics such as black, brown, beige, grey and taupe can be reinvented in the home by introducing colourful accents like bossa nova red. For a luxe combination, marry brown, gold and tan or gold, brown and red.



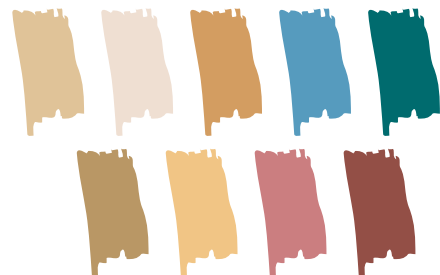
## FOCAL POINTS

Converging colours create a pathway that invariably leads the eye to a given spot. When the hues are both bold and uniquely combined, the effect is even more intense. Warm advancing shades of muskmelon, clay and burnt coral introduced to the drama of aurora red, purples and wine, make for theatrical, intriguing colour combinations. Try purples mixed with earth tones, and orange, pink, tan and purple.



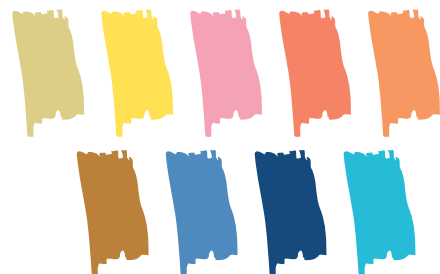
## MIXED MEDIA

Just as the name implies, this palette brings together examples of various fabrications and colours. It's a diverse group of skilfully rendered surface treatments headlined by the light reflective properties of many of the materials. Contrast is provided by complex patterning and the subtle use of deep teal, as well as aqua, ermine, ochre and berry, deftly highlighted by the metallic glimmer of rich gold, copper and frosted almond. A fresh combination of teal, blue and brown will appeal to your modernists, while mustard, orange and tan has fan appeal for traditionalists. Gold, purple and pink is perfect for your glamour girls.



## WIT AND WHIMSY

This is a fanciful palette that invites shoppers to put on a happy face. An energized yellow-green plays against a not-too-pretentious pink, while carrot and coral call out to be cooled down by ultramarine and clematis blue. Bright yellow and bachelor button form a playful duo and all is sweetened by a smattering of brown sugar. For fun, combine red, pink, blue and brown or yellow, red, purple and blue. ■



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