



COLOR TRENDS 2005: The Forecast is Bright

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As one year evolves into another, we embark on new adventures. This year, make a colorful resolution: Resolve to put more color in your life.

Color reflects how we feel and express ourselves. It's a way to personalize our space and make our environments feel healthy, safe, stylish and just plain fun.

Every year, a new set of colors is designated as the "in" group. Where do they come from? Color trends are a reflection of events and ideas from around the world. Trends are determined by world travel, consumer research, hot movies and TV shows, and fashion runways. The world's changing interests and moods drive this year's contemporary color palette. Fortunately, there's something for every style and taste.

Color trend forecasters predict a clear trend toward bold and bright. This year, American consumers are willing to take more risks with color in their homes. According to the Pantone Color Institute, the world-renowned authority on color and provider of color systems and leading technology for the selection and accurate communication of color, there will be two distinct color palettes in homes and retail goods: Radiance and Re-Play. Look for bright yellows, reds, hot pinks, oranges, even lacquered black in the Radiance palette, says Leatrice Eiseman, executive director of Pantone. Consumers, especially the younger ones, will be drawn to playful colors like jelly bean green and cobalt blue. These optimistic, cheerful and stimulating colors are part of the Re-Play palette.

If the Radiance palette is too overwhelming, consider the comforting, fruity colors of Pantone's Refresh line, such as apple green, yellow greens, apricot, peach, pistachio, parsley, celery, asparagus, and pale blue. These colors will be a perfect background for a splash of the bolder colors of the Re-Play palette.

Since color is also affected by texture, consider different shades when you want your environment to appear vintage or antiqued. Color washing, staining, faux finishing and using such colors as pink, yellow, burnt red, cornflower blue will give you that look and are still the trend in 2005.

For those who want something a little less vibrant, another trend captures the feeling of refined elegance with colors like mahogany browns, rich golds, and mossy greens. According to Pantone, these non-fussy, creative colors would be right at home in upscale settings such as redone kitchens.