

Pantone Home Color Forecast 2007

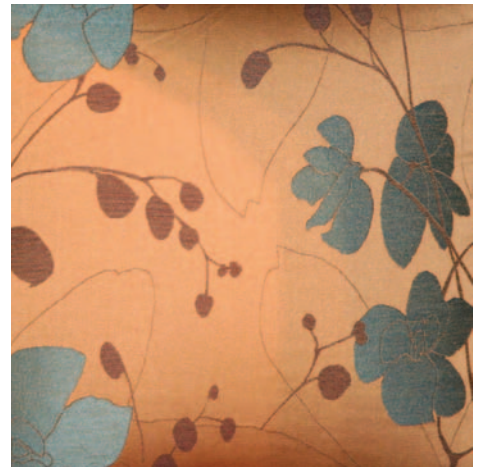
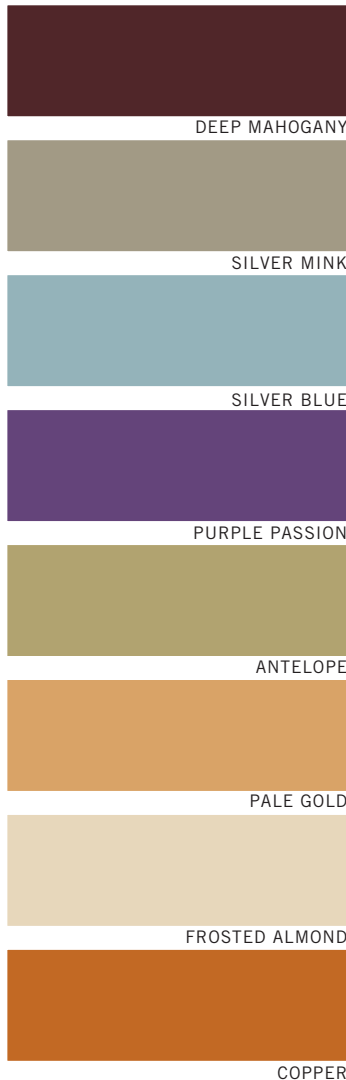
THROUGH MODERN-EYES

"In the ever-evolving world of trends, it's important to update and modernize your thinking; to look at color and styling influence through 'modern-eyes,'" says Leatrice Eiseman, executive director of the Pantone Color Institute. "Even those of the 2007 palettes that are not generally thought of as modern, now include more contemporized looks and, most importantly, newly-invented color combinations. As ever, home-furnishings colors are influenced by leading lifestyles and playstyles, pop culture, international influences, entertainment and social issues, but most of all, the comfort levels that best express individual taste and sensibilities."

PANTONEView Home 2007 is a forecasting tool that provides color and trend inspiration, enabling designers to select the right shades and combinations when creating products for the home, or matching and coordinating home interiors. PANTONEView Home 2007 contains 2"x2" swatch cards of each of the 72 forecasted colors, along with visual inspiration and color harmonies for each of the individual palettes, all in a convenient binder. CMYK printing equivalents are supplied to easily achieve the forecast colors in printed materials and packaging.

Each palette features a combination of colors from the PANTONE for fashion and home color system. Consisting of over 1,900 colors, the System makes it possible for designers, manufacturers, retailers and consumers to speak the same color language.

The eight most directional color palettes for 2007 are Simply Elegant, Classic Chic, Lumens, Mélange, Aux Naturele, Grass Roots, Fresh Air and Light Touch.



SIMPLY ELEGANT is a prime example of the marriage of tradition and the modern day, the continuing eclectic approach where new technologies, especially in fabrication, finishes and styling, adeptly enable and encourage the use of unexpected mixes and textures. Color treatments are equally unique in beautiful blends of mahogany silvered mink, silvery blues, elegant purples and deep bronzed tones set off by the glint of pale gold, frosted almond and copper.

LUMENS

Luminous finishes, shiny or slightly de-lustered surfaces, and technically-correct lighting (both dramatic and low-key) all reflect the sleek simplicity of uncluttered lines interspersed with multi-faceted hues. Lumens includes the dazzling water-borne blues, jewel-like emerald or opaline greens, ultra violet, vibrant rose, metallic silver and the piercing clarity of bright white.

MÉLANGE

Flavored by melon, apricot, strawberry and orange, Mélange is an assortment of tantalizing shades guaranteed to stimulate the visual appetite. In addition to the warm fruit flavors, and feeding the need for fresh, vital combinations, there is a toasty tan, a vibrant poppy red, a vivacious yellow, a balancing blue – all well grounded by a rustic khaki.

NATURELE

Cleaning up, paring down, a lack of pretension and excessive ornamentation will continue to have great appeal for many. Aux Naturele spawns a variety of so-called organic colors, especially those that seem to have an unbleached quality. The most important shades are creamy whites, sandy beiges, essential tans, taupes, gray and mellow browns accented by subtly shaded roses, lily pad green and the ultimate color of integrity, a denim-like blue.

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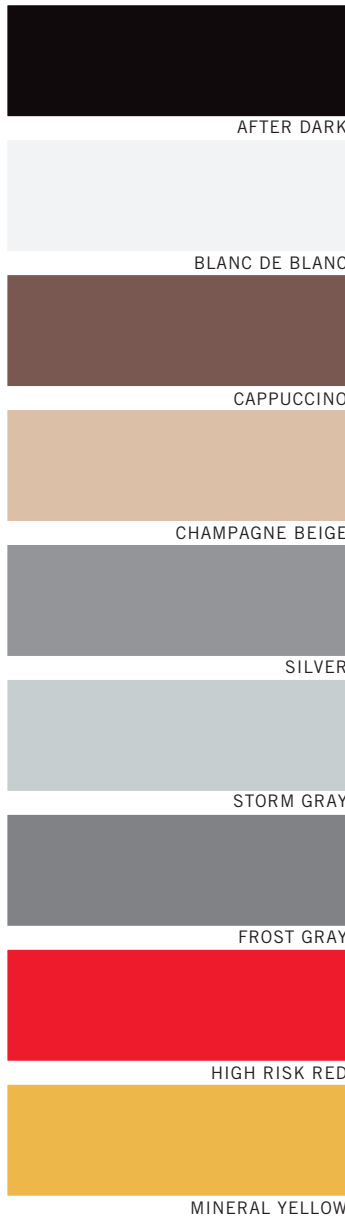
CLASSIC CHIC invokes both neo-classic and newly classic — the always-in-style, tasteful tones and timeless lines that promise lasting value. Gray provides a real presence in both light and deeper tones, while the sister shade of silver and a lustrous champagne add a glamorous sparkle. A mineralized yellow and a sensuous red bring a ripple of excitement to cappuccino brown. A classic palette would not be complete without the ubiquitous yang and yin of black and white, often used with the cappuccino colors.

LIGHT TOUCH

A Light Touch suggests a soft impression – the deft use of softer colors that speak of quiet spaces in an increasingly noisy world. For many people, it is a comfort zone to return to again and again. The challenge is how to keep it looking up-to-date. Modernizing a pastel palette can be skillfully and easily done by re-inventing the colors and the color combinations. Take the classic pastels of foamy aquas and greens, pinks and lavenders, powdery blues, sun-tinged yellows and angora whites to the next level by infusing them with a touch of champagne, or by introducing the sophistication of a silvery gray or rosy taupe.

PRICING AND AVAILABILITY

PANTONEView Home 2007 is currently available on Pantone's website, www.pantone.com, for the manufacturer's suggested retail price of \$275. Corresponding PANTONE PLASTICS Chips are also available for industrial design, and can be purchased with PANTONEView Home 2007 for a total package price of \$400. The PANTONEView Home 2007 forecast kit, containing the forecast plus the PANTONE for fashion and home color guide, is available for \$440.



FRESH AIR

The dictionary defines “fresh” as that which is refreshingly different from what has been done previously. Certainly, the spontaneity of the stylized designs and finishes mixed into this palette is truly like a breath of Fresh Air, where woven twines may meet with metallic sheens and smooth resins are coupled with textured leathers. Color combinations are equally inventive, for example, green pesto, vibrant yellow and yellow-greens combining artfully with cyclamen pink, purples and violets, sky blues and snow whites.



GRASS ROOTS

Grass Roots looks to indigenous crafts and materials that bring a regional flavor to products or environments. Some of those regions might be far-flung, while some are much closer to home. In reality, while some of the products may be mass produced, they look as if they are hand hewn, hand loomed or individually crafted. Grass Roots starts with the variations on a green theme, moves on to mineral blue and various wood tones that are enhanced by unexpected mixes including grape, rose and terra cotta.