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# Emerging colour trends

For months, industry experts have kept a close watch on the fashion world, trade shows and other key indicators to help forecast home décor trends for the coming year. The report is in and it's all about opulence and luxury.

According to Dominique Pépin, Senior Brand Manager at Sico Paints and a member of the Color Marketing Group, consumers' passion for luxury is not flagging. "Against a backdrop of "I want it all now!" people no longer accept the idea of not being able to have what they yearn for," she explains.

Incidentally, all the luxury trademarks conform by making abundant use of seductive images to reflect high-end products. Today's consumers seem to long for a better life and more comfort to counter an unstable and binding economy.

With this in mind, we see the dramatic return of a range of colours associated with richness, opulence and luxury. Sico Paints' new emerging Colour Trends for 2006-2007 showcase colours such as deep violet, blackcurrant and plum brown, along with superbly intense colours like marine, emerald and teal.

"We are in a frenetic race in the world of mass consumption, where everyone yearns for extremes in personalization. The complexity that consumers show in their choices is reflected in the diversity of their tastes," she adds.

Taking a cue from these diverse themes Sico Paints has come up with four colour palette that reflect today's emerging trends:

### The Luxury series

Stage front among the four colour palette, the Luxury series with its opulent colour trends, is destined to grab the spot-

light. "These are sumptuous shades of a sophistication and radiance that will seduce the senses," added Pépin. It features deep rich colours such as Midnight Tryst (6011-83), a velvety navy blue, Blackcurrant Syrup (6036-75) and deep purples like Cosmic Violet (6046-73) and Purple Suspense (6045-83).

### The Energy series

Sizzling hot in every sense of the word, this vibrant palette shimmers vitality, according to Pépin. The series features lively colours, including turquoise blues like Lazuli Bunting (6160-41), leafy greens (Spring Fern 6140-42), coral oranges (Grecian Urn 6066-74), and acid lemon yellows (Dark Lemon 6098-64) that brighten everyday life.

### The Serenity series

"People seek serenity and calm in a space that is insulated from common daily stresses," Pépin explained. "The pastel colours selected for the Serenity palette, embody a spirit of absolute zen." Colours like Low Tide (6164-21), Champagne Glass (6039-21) and Grey Frost (6207-11) promote inner peace and mix well with the new deeper colours, bringing light to the whole.

### The Comfort series

Characterized by a palette of classic colours that evoke the warmth of nature's elements are featured in the selection. It includes neutrals such as Portobello (6185-41), beiges such as Linden Wood (6143-42) and soft greens like Arctic Lichen (6143-42) that always have a place, reflecting a trend established for years. For more information on the latest colour trends visit sico.ca.

—News Canada

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