

All great events and remarkable concepts can be traced back to a pivotal moment or idea.

In the same way, notable and lasting trends have their roots in the fundamental interests and emotions of the era. Art imitates life, and trends reflect the pulse of society.

Our 2012 color trends can be linked to feelings we all recognize. These are the color expressions of who we are and how we live today—surrounded by technology and embracing spirituality, building firm foundations on remembered moments, expressing ourselves with primitive passion and ethereal delight. The shades and hues within each trend were chosen with care to ensure that, like memories and dreams, they endure.

These are the significant trends that we see coming, and we are sure you will see yourself within them. Enjoy.





essence



Black Plum 31-18

> Lucina 31-25

Secularism and neutrality are leaving a void, and we are filling it with a renewed focus on spirituality and the search for balance and truth. This trend is reflected in ethereal hues from the skies and sea, grounded with dark, rich colors from the earth. The light and shadow of this palette almost shimmer, and the effect is at once aged and ageless.

Finesse 4-30

Hearthstone 28-27

Siam Blue 23-12

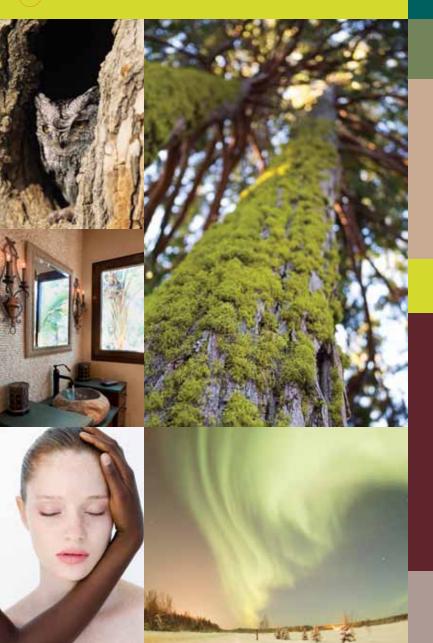
Woodland Snow 24-31



Sparkling Wine 15-3



instinctive



This exciting trend is environmentalism at its most unprocessed. Colors are pungent with primal energy. Rich hues from the forest canopy to the fertile soil coexist in creative harmony, and form a protective camouflage. For a moment, ecology meets mystery, past meets future, animal meets mineral...then it all melts back into the primordial mist.

Dark Teal 21-16

> Peridot 18-20

Café Cuban 7-25

Leaf Sprout 16-11

> Garnet 32-14

Dusty Mink 2-24





enough



Finally, our dependence on technology has met its match in our desire for simplicity. This paradox is brought to light in a trend that sees the clean, uncomplicated colors and lines of old-school technology entering today's state-of-the-art homes. Strong neutrals that are timeless. Bold accents that awaken the walls and the memory. It's our way of hitting "backspace" on fast track tech.

Half-Tone 29-25

Orange Spice

Gettysburg 29-20

Lambswool 11-30

> Spinach 20-20

Corsican 28-13





echo



Today, more and more people are moving into their future to the strains of a same old song. Comfort comes from the echoes of the past. And as we look back, we see the colors and patterns of the great American childhood. So this trend includes circus brights and summer vacation skies, log cabin brown and the green of a putt-putt golf course. It makes you want to come out and play!

Montana Sky 25-9

> Pale Cornelian 7-13



Cirrus 7-1

Our Classic 4-13

Basic Brown 10-18

> Frog Belly 20-27



expressive



The passion for self-expression has never died down for long, and the current trend is generations deep. You'll see it in the fashions and patterns from the 1930s, restyled for today. Pop-art colors from the '70s reimagined. The rich, vibrant hues and bright florals are as bold as the feminist and as adamant as an independent thinker from any era.

Velvet Night 31-21

Burnished

Amethyst Phlox 31-7

> Buttery 14-5

Eucalyptus Leaf 23-20

Cerise Delight

Twilight



