



PRATT & LAMBERT PAINTS

Paint

Trends 2012

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.



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Refer to the actual color chips in the Pratt & Lambert Trends 2012 packet for most accurate representation



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essence



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.



Black Plum
31-18

Lucina
31-25

Finesse
4-30

Hearthstone
28-27

Siam Blue
23-12

Woodland
Snow 24-31

Sparkling
Wine 15-3

essence





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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 Cubano
7-25

Leaf Sprout
16-11

Garnet
32-14

Dusty Mink
2-24

instinctive





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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



enough

Orange Spice
8-16

Gettysburg
29-20

Lambswool
11-30

Spinach
20-20

Corsican
28-13





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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

echo

Cirrus
7-1

Our Classic
4-13

Basic Brown
10-18

Frog Belly
20-27





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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
Gold 11-13

Amethyst
Phlox 31-7

Buttery
14-5

Eucalyptus
Leaf 23-20

Cerise Delight
2-14

Twilight
Chimes 28-4

expressive



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