

Color Trends: What's Hot?

The question I am asked most often by clients and friends is "What color is 'In'?" It's a rather complicated question to answer.

I am a color person. I love color (almost) every shade and hue. The big exception is beige! Neutral colors are fine, but please don't call it beige. I wear lots of black, but always with colorful tops and sweaters, scarves and jewelry. There is color in every room of my house. Different colors, patterns and textures. My formula for choosing color for my wardrobe and home is simple—I go with what I like. That's the easy answer.

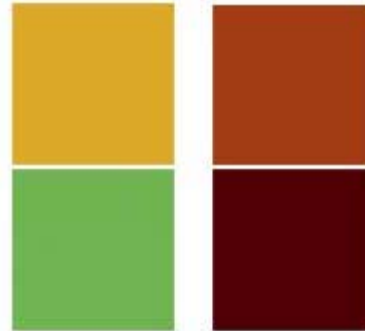
The Color Marketing Group, an international organization, forecasts colors one to three years in advance. Fabric companies (fashion and interior) choose colors they predict will sell. Paint companies develop color schemes every year, as do carpet and accessory manufacturers. The complicated answer to "what's in" is there are no definite answers.

So what are the predictions for 2008? The **'green'** movement continues to pick up steam and doesn't show any sign of slowing down. The 'green' influence in remodeling and new construction is the conscientious effort to minimize the impact on the environment and keep the occupants healthy. This trend is influencing color choices in clear saturated earth tones: rust, shades of gold, wheat and green grass. Natural colors, organic fibers, patterns and textures are also more and more popular.

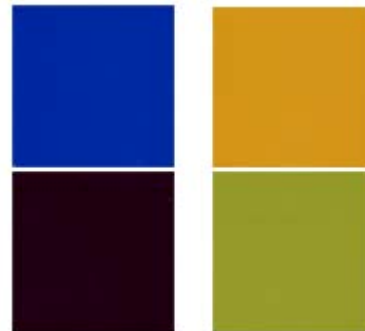
The **global influence** remains. Sumptuous fabrics in deep opulent colors: berry, plum, bronze and sapphire. You'll find warm woods in hearty, rich tones. Metallic finishes have been around for a while and this year they are taking on a warm look. Hand rubbed oil finishes on hardware and light fixtures are starting to replace polished chrome and stainless steel.

Contemporary interiors feature high contrast black and white with bold splashes of vibrant colors, as well as high gloss lacquered finishes. Brown with pink or teal accents are still hot.

With that being said, how do you pick a color for your walls? It's certainly easier if you decorate around a rug, an upholstered chair or sofa. Choose a color that complements the fabric, or go bold and paint in a contrasting color. Remember, paint stores can match any color imaginable. If you feel moved to replicate harvest gold from 1969, the paint guy can do it for you. I always recommend investing in a quart of paint before you take on the whole room. Paint a couple of poster boards and hang them on every wall. See how the color changes with the time of day or night. Many



Green



Global



Contemporary

things affect how color looks, especially light. You have to love it not only on sunny days, but in the evening and on cloudy days as well.

Color is very personal. There are no wrong answers. Your home should reflect your personality and lifestyle. I can help you select the perfect color, but it will be based on your taste and the things the things around your home. But please, don't ask for beige.