



color alert™

Maíz

A 2016+ LATIN AMERICA FORECAST COLOR

Golden “Maíz,” is a substance for life, glowing, abundant, and fulfilling. This hue resonates with history, and the future, as the hue can embrace everything from food to precious metals.

As a color of sustenance and wealth, warmth and health, it is a leading design hue for 2016. With the ability to change its look with materials and finishes, you will find it cozy in wool, sensuous in silk, and gleaming on metal. Fashion is embracing this hue for outerwear, knitwear and practically every-wear. Watch for it teamed with petrol blue, grey, and white, as well as plum and olive green in both women’s and men’s wear. Leather goods, accessories and home décor will also embrace this second yellow of the year. In addition, cars are finished with its lush, gleaming metalized versions.

A color for all, with inspirations from life-sustaining maiz, to those of the sun’s rays, and precious metals, let “Maíz” into your life.



FURLA



SEEN AT SAKS 5TH AVENUE



MUUTO



NISSAN

Sustaining
Glowing
Comforting

Color Sells[®]
and the right colors sell better.[®]