

Assurance

Blue Elephant

Portal Blue

Excited about BLUE? So are we!

We are exhilarated with blue's timeless simplicity, its worldly appeal, and its friendly nature. It is a rare person who doesn't like blue. And this year, with subtle variations on a theme, blue is continuing to dominate design conversations.

Predicted during CMG's 2016 Asia Pacific, European, and North American meetings to emerge in 2018, it is international in scope, inspiration, and acceptance. Three closely aligned hues, **Blue Elephant** (APAC), **Portal Blue** (EU), and **Assurance** (NA) are not only a close-knit family, but demonstrate the wide appeal of one of nature's prolific colors.

An all out emergence of the hue means blue for cars, blue for clothes, blue for kitchens, dishes, rugs, and furniture. And sometimes, it's numerous blues all together in one piece. Warmer than timeless navy, these blues are an upbeat, modern take on versions familiar and classic.

Embrace the blues, in everything you can, because having "the blues" now has never been happier.



Capel Rugs

Las Vegas Market, Bungalow 1



Spartina499 Moonglade Boho Quinn Tote



Seen at HomeGoods

Seen at Milan Design Week



Geneva 2018, Koenigsegg Regera 5



Geneva 2018, Porsche 911 Targa 4S-3



Seen at Milan Design Week