

Barro Walkabout

ORANGE GETS SERIOUS.

Shake off the frivolity; the trend for orange is earthy, sultry, deep, and serious. This new trend direction for orange is occurring around the corner, and around the globe! Whether they arouse consideration of the planet, inspire a pigment, or simply want to express maturity, **Barro** and **Walkabout** are ready to embrace any and all inspirations and products.

Illustrating the breadth of Color Marketing Group's international reach, the predictions for these similar, trending hues emerged from CMG color meetings in 2016, in Latin America (**Barro**) and Europe (**Walkabout**), as predictions for 2018, and are now being seen in North America and Asia Pacific, as well.

The earthy, rugged appeal is evident in home furnishings as the colors offer a way to spice up an interior, and counter the coolness of very-present grey. Leather chairs with subtle distressing, mixed with patterns, or in full-on color, alter modern designs as they combine these on-trend colors with classic aesthetics. Home accessories colored in **Barro** and **Walkabout** help add texture and add an additional twist to residential and commercial markets with dashes of these unexpected, rich orange hues.

Fashion offers a sultry take as silk and soft wool translate **Barro** and **Walkabout** to wearable, sensuous looks. From clothing to accessories, these two colors offer trend direction that is at once unique and slightly familiar. These earthy hues forge a new direction with luxurious materials and create draping and shape normally reserved for other hues.

At quick glance, **Barro** and **Walkabout** hint at myriad finishes beyond the glow of silk, the depth of leather, or the softness of wool. In matte finishes, they intimate layers of soft earth, with a subtle sheen they suggest pottery and stoneware, and with a metallic finish they evoke hand-forged copper utensils and cookware.

Create something spectacular with **Barro** and **Walkabout**; it's time to get serious with orange.

Color Sells
and the right colors sell better.®

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West Elm

Seen at MDW17

West Elm



Vince

Brahmin