

Release

INHALE, and RELEASE.

Inhale, exhale, meditating through deep, cleansing breaths assists in minimizing moments of stress and, ultimately, find **Release**.

The trend for quiet moments, relaxing design, and sanctuary spaces continues as we cope with innumerable interruptions and annoyances. Though many colors can be key in our quest for gentle times, the almost pure white of **Release** offers a distinct cleansing of the psyche, and directional design. It allows pure forms to emerge, generates shadow play with light, and offers a moment of contemplation where the viewer creates their own mental palette.

It embodies the trend of seeking solace, no matter where you find yourself in the world. Though initially predicted in 2016, during Color Marketing Group's European meetings, **Release** is having its trend-forward moment around the world, in every product market category.

There is nothing impractical about a sense of release, so white blazers, footwear, accessories, jeans, for all genders and ages, are having their moment regardless of the season, or the cleaning costs. The feeling of release is powerful, and bright white is the color that transcends our issues, creating a new mood and blank page on which to move forward.

Interiors take on a new freshness with this bold white. Often used as a background color, **Release** is now the key color within a space. It is bold unto itself, in cabinetry, furnishings, and walls, but when textures and various sheen levels are added, it creates a tableau of design possibilities unencumbered by anything.

Crisp and clean it is the trend forward hue that allows you to take a moment to pause, breathe, and **Release**.

Color Sells
and the right colors sell better.®

DECEMBER 2018 CONTRIBUTORS: Judith van Vliet, Sandy Sampson, Mark Woodman, Maryanne Cole

Metro Retro Shag by Capel Rugs

Seen at Z Gallerie

Escada at Neiman Marcus

Seen at Rossanna Orlandi MDW17

Seen at Dillards