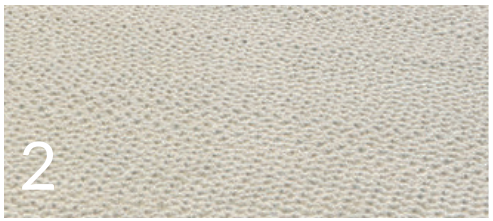
CMG color alert MAXIMIZE

RELEASE

1


2

3

4

5

The chic power of Release

"White is classic." "White goes with everything." "Is white even important?"

Yes. To all of them.

Release, the white emerging around the world, offers not only liberation from stress but clears the mind for new thoughts and ideas. It is timeless, yet always modern, and full of possibilities.

On trend for 2018, and continuing into 2019, **Release** is a simple white that carries major influence. The fashion world has long known that white is season-less, and the hue has taken on the catwalk for everything from boots to dresses, and coats to sweaters. Jewelry and watchmakers have also realized a flash of crisp white on the wrists signifies you mean business.

For interiors, the maximalist trend balances its bright hues with the presence of the clean white of **Release**. In wellness environments, the cool, clean white of **Release** calms the eye and mind with its presence. There is nothing "off-white" about it; **Release** makes a statement, even when it is supporting other colors.

Supporting other hues is a major accomplishment for any color, but **Release** has a special knack for balancing any hue with which it connects. In addition, it can take on any sheen or special effect with the only consequence being of it increasing its value as a design color element.

Release is a white hue for now and a white hue for next year. Never underestimate the power of white for a product, for fashion, or for interiors. It may seem familiar, but its possibilities are many, and its chic is unbounded.

Color Sells
and the right colors sell better.®

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1. Seen at Z Galerie; 2. Capel Rugs;
3. Seen at MDW17; 4. Moooi at MDW17;
5. Ceasarstone at MDW17