



LATIN AMERICA

color alert 2019 Key Color



Opulencia

Exaggerated, eclectic, and energized, **Opulencia** is a hue of sumptuous power and opulent living. The trend of “More is more” becomes a passionate cry to celebrate a new era of maximalism.

Opulencia offers a divergence. It is a direct contrast to the quiet of minimalist design, and offers a point/counterpoint that elevates society. One day is contemplative and simple, another, loud and elaborate. This deviation from pure red, softened with its matte finish, provides a powerful color that can move between the two extremes.

A new eclecticism is on the trend horizon, reflected in varied styles and aesthetics, often expressed in unexpected ways. Traditional design will embrace this familiar hue of luxury and opulence. From home appliances, to automotive, to cosmetics, **Opulencia** is red with a new direction. Emerging with various aesthetics and materials, it is set to spread its bold message in high-gloss or matte finishes, as well as smooth or textured materials.

Opulencia, the color is bold, the attitude is fresh, and the uses are endless.

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