

City Grey

URBAN and URBANE

City Grey is the look of color modernity. Originally emanating from CMG's Asia Pacific 2017 color forecasts for 2019, its appeal is international, and its applications seemingly endless.

Strong, decisive, and influential **City Grey** is appealing as a neutral color that is anything but neutral. It carries no undertones and is simply 70% black. Its depth defines its bold stance, its contemporary attitude, and its decisive industrial edge. It connotes the foundation of the urban landscape, the hushed night as it falls over a city, and the fortitude of a cityscape.

Influences abound for its emergence abound, from technology and space, to edgy fashion, to urban planning, **City Grey** plays a role. It may appear simple, but holds many possibilities. Sheen, finish, and texture give it even greater presence than more nuanced hues, and create a color that stands on its own, at all times.

From a grey flannel suit to leather jewelry, or the tip of a lacquered fingernail, **City Grey** creates a fashion moment both classic and new. It welcomes new meanings and interpretations of the color and responds with a strong voice. Gender fluid, ageless, and unconcerned about material, it can be a statement for anyone.

For interior it casts a like attitude. Simple enough to coordinate with other aesthetics, **City Grey** is capable of standing on its own. As an accessory piece it takes on new substance, as a background it demands to be seen, and in furnishings, flooring, textiles, and more, it creates an interior environment that comforts with its depth.

City Grey is more than a neutral, more than near-black, it is a force unto itself. Chic, powerful and modern, make it your grey.

Color Sells
and the right colors sell better.®

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Ambiente 2018, Frankfurt

Seen at Banana Republic

Seen at HomeGoods

Lexus
Geneva Car
Show 2018