

I-Pop SNAP!

Pay attention because it is all about my power, my vitality, and my resolve. And the color for me is **I-Pop**, a young, juicy burst of color that makes a strong personal statement. Originally emanating from CMG Latin America color forecasts for 2019, it is a “take no prisoners” hue, and concept, that also doesn’t take no for an answer.

This yellow influenced green bursts with freshness and the potential of new ideas put into motion. **I-Pop** is the color of new growth, the fermentation of ideas, and the healthy energy of forward motion.

Various greens continue to be important emerging colors across all products, but **I-Pop** amplifies the excitement and takes green beyond enviro-concerns and smart diets. It electrifies it.

In fashion and interiors **I-Pop** does just what its name implies, it adds a “pop” to whatever it touches. Cosmetics become otherworldly with this hue, fashion accessories bring a sizzle to an ensemble with a color that is both eco-familiar, yet spirited, and clothing items from sportswear to formal appear unique and individual in this color of self-power.

For interiors, not only does **I-Pop** bring the outdoors inside, it does it with the full energy of the first sprouts of growth, full of potential and excitement.

Show your power, and determination, with a hue that commands attention, and embrace your new mantra, “**I-Pop!**”

Color Sells
and the right colors sell better.®

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Seen at MDW18



Caepellini MDW18



Audi Geneva Car Show 2018