



Seen at Petitti Garden Center



Kevin Murphy

Seen at Petitti Garden Center

Halo

HALLELUJAH!

Lift your color spirits to the sky with **Halo**! Rising during Color Marketing Group discussions in Europe in 2017, for emergence in 2019, this light blue has, indeed, arrived to sooth our souls, and eyes, with its soft take on a classic hue.

Beautifully balanced between blue and green, with the perceived lightness of air, **Halo** adds a sense of weightlessness to any product it touches. It practically feels transparent and its clarity adds to its fresh take on its core color.

Halo is the breath of fresh air for which the world has been longing. It may have originated in Europe, but it is embraced around the world and has, like many other light hues, become season-less. **Halo** is a welcome addition to color palettes for fashion, home, technology, and myriad other applications, and consistently delivers a message of newness and clarity.

Lovingly revisited both indoors and out as a ceiling color to mimic a clear sky, **Halo** is also captivating as a glossy painted floor, on furnishings wrapped in casual textiles, rugs, cabinetry and furniture. The effect of **Halo** is freedom from the heaviness of the day and from the confines of a structure.

Fashion understands the nuance of **Halo** as a solid or as a supporting color role in a print. The hue's familiarity is highlighted by its natural, heavenly sky inspiration, but it is also modern as a reinterpretation of light blue. From clothing, to handbags and shoes, to pale blue gemstones, and polished nails, **Halo** is adding to the lightness of being, and sartorial sparkle.

Coordinated with other hues, **Halo** adds a note of whimsy to mid-range and dark blues, as well as offers a cooling caress with coral, orange and yellow. It forms a crisp contrast with dark green and terra cotta, and creates an otherworldly sense when appearing with black or grey. Its ability to remain light and airy remains even with special effects and varying sheen levels, as it is as uplifting in matte as it is in gloss, as intriguing on its own as it is in a pearlescent or metallic finish.

Raise yourself up with the ethereal, clean look of **Halo**, and let it lift your design projects with its new color.

Color Sells

and the right colors sell better.®

MAY 2019 CONTRIBUTORS: Judith van Vliet, Sandy Sampson, Mark Woodman, Maryanne Cole

Photo credit: Clyde RS: unsplash.com



Natural Brazilian Blue Topaz Crystal Rough
Courtesy of: Katinka Design @gemcolorida