

Ser

Fluid Blue

Wave

Ming Blue

BLUE GOES GLOBAL!

Blue is friendly, blue is classic, blue is trustworthy, and as evidenced by its international scope for 2019, blue is global!

Color Marketing Group confirms the importance of blue with its appearance in international regions for 2019. Discussed and predicted in 2017, the similar originating hues of **Ser**, **Fluid Blue**, **Wave**, and **Ming Blue** come forward in 2019 with only differences in value and chroma to set them apart. Basically, blue is ruling the world!

Ser, from Latin America, carries blue as a definition of self and trust, and an identical color, **Wave**, from Europe, flows with nature and our relationship with the environment. **Fluid Blue**, from North America, embraces free-thinking and a refreshed open-mindedness, and **Ming Blue**, from Asia Pacific, embraces the hue's historical and important cultural contexts.

The core hue, an identical, practically full on blue, supports all regions and products, especially when nuanced to reveal the essential stories of these emerging blues.

Considered classic for home and living, these blues touch everything from textiles to furnishings, surface materials to accessories, and act as stars in their own right. The fashion world will continue to embrace these various blues, mixing them with other hues and creating a season-less hue for all parts of the world, all the time. They will touch electronics, transportation, recreation, and almost anything else you can imagine.

The world is a great stage, full of new experiences and ideas, but it now has common denominators, the blues of **Ser**, **Fluid Blue**, **Wave** and **Ming Blue**.

Color Sells
and the right colors sell better.®

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Seen at MDW18

Cappellini

Seen at West Elm