

Protein

PROTEIN creates potent color!

Vera Wang

Protein inspired by new plant life, new food sources, and the freshness of a new day, is a color for life, a color for power, with many possibilities. Discussed in European meetings in 2017, to emerge in 2019, **Protein's** green embodies freshness for now and the future.

The light green hue, heavily influenced by yellow, is a color of nature, whether the earliest bud of a new plant, or the vibrant life of insects, **Protein** suggests a new way of approaching the planet and its resources, personal, renewable and forever energetic.

It is the perfect hue to suggest nature and bring it indoors and onto products. From algae to crisp lettuce, air cleansing house plants to terrariums teeming with life, **Protein** focuses attention on its inspiring origins.

Enliven a space with walls in **Protein**, creating an oasis of healthy green, or add it as a sharp accent color in home accessories and accent furnishings.

Its color will bring energy to appliances, dishware, and textiles and add an environmental note to the interior space.

Interiors, however, are only one place where **Protein** can add natural beauty. Fashion will adopt this hue as an animated color that moves beyond basic to a version full of new life. It is a color of health and vigor with a "superhero" aura that translates across gender and generational lines. **Protein** makes everything a power statement.

With special effects, **Protein** can sparkle as though mixed with morning dew on consumer electronics, be a vision of speed in transportation, and add an animating note to graphics.

Protein, it's more than a simple green, it is a color with energy and life.

Color Sells
and the right colors sell better.®

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Seen at Marshall's



Seen at MDW18