



KEY COLOR

CMG 2021+ EUROPEAN
FORECAST



Raison d'être

Questioning your reason to be and finding your purpose. Giving your contribution to the world no matter how big or small. This color is earthy yet synthetic, representing the duality of our lives. It waivers between the natural and artificial worlds on different levels such as; appreciating history, escaping into entertainment, discovering new foods and other cultures and beliefs. A mid tan color with a purplish undertone.

Industries: Any industry depending on the given effect; matte, sparkly, metallic.