

2019 FALL & WINTER ISSUE \ OFFICIAL PUBLICATION OF ITA SHOWTIME® MARKET

# SHOWTIME®

*NEXT SHOW:*

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2020

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**VISUAL**  
STORYTELLING

*From Rags to*  
**REUSES**

*High Fashion to  
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# 2020 KEY COLORS



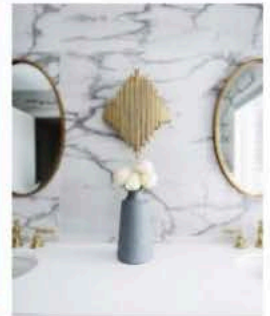
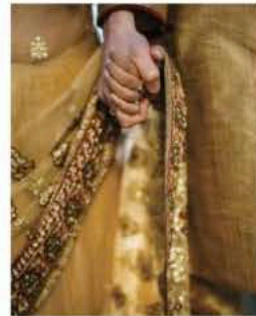
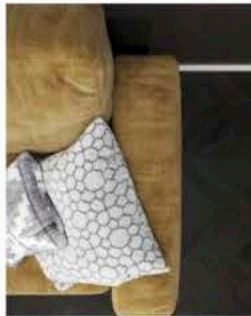
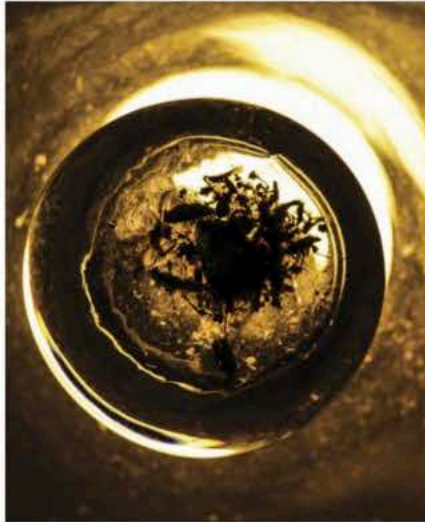
Color Marketing Group, the leading international association of color design professionals, spotlights the organization's forecasted key colors introduced at the 2018 International Summit in Philadelphia, PA and emerging in the market in 2020. These Key Colors are regional colors selected from the CMG 2020+ World Color Forecast™ and are welcoming in a new decade.



## ELECTRUM

A color suggestive of alternating currents, Electrum is the 2020+ key trend color for North America and the beginning of a new decade. The complex green-influenced gold metallic has a chameleon quality that allows it to shift between the two hues and take on altered energy in concert with other hues. This is not a chameleon color to match the background, but one to enhance it.

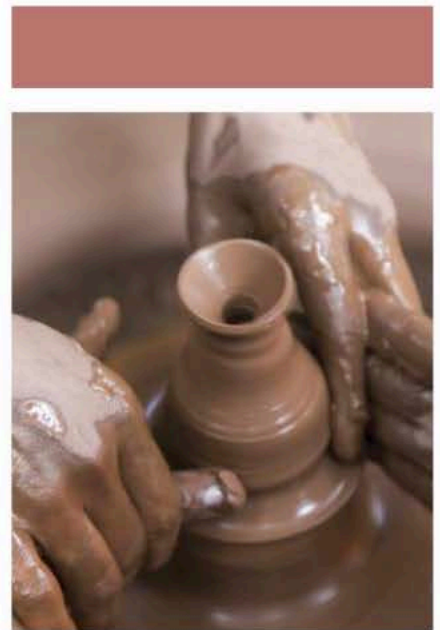
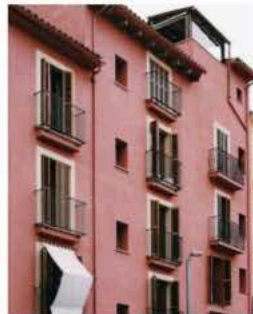
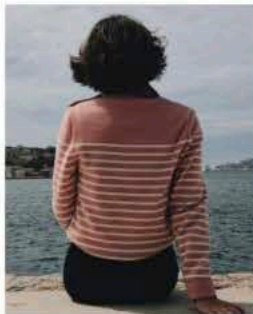
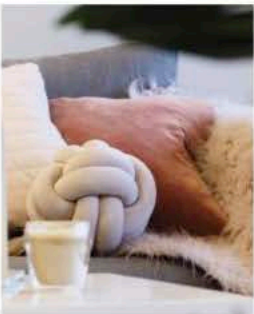
Electrum represents different paths as 2020 approaches and symbolizes the complexity of the future. Its color intricacy will enhance everything from action/recreation to home accessories and the metallic influence of its gold will touch personal care products, electronics and graphics.



## FEEL REAL

Feel Real, the 2020+ and new decade's key trend color for Europe, is a color for life's journeys and experiences. Despite our augmented, virtual, sometimes disconnected world, at the end of the day, we need engage with life that feels real.

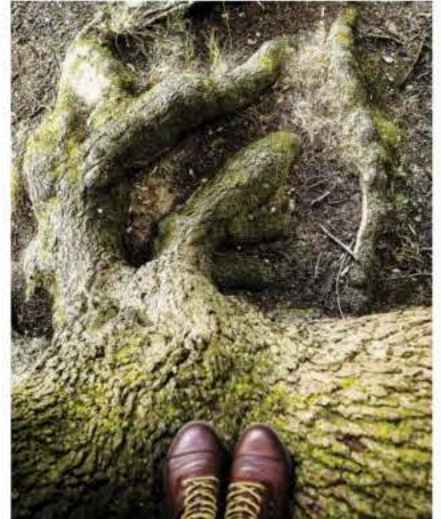
Feel Real is an Earth inspired brown, is visually engaging, and activates the senses for scent and touch in a way that exudes sensuality, frivolity or surprise. You can practically caress and smell the sweetness of this clay-like color. Whether in fashion, residential or commercial spaces, in a matte or satin finish, Feel Real offers the look to quench varied desires.



## VER-DE-VERDAD

Translating to seeing things how they are and how they are evolving, Ver-de-Verdad, Latin America's 2020+ Key Color, and new hue for the new decade, insists we perceive everything with a new perspective and determining exciting new action.

Ver-de-Verdad is a key trend in color and design, and life. An expressive green color, balanced with yellow and toned with black, Ver-de-verdad is a hue that represents an increased awareness and knowledge of nature, of construction, and everything's place on the planet. The hue suggests healing, of journeys into the forest primeval, and the connected nature of the shared eco-system. Ver-de-Verdad is egalitarian in use, embracing all manner of designed products and spaces. Personal items, commercial design, graphics, and art will all play canvases for its lush hue.



## SEED OF LIFE

Seed of Life delivers a statement of simplicity and origin that counters the busy-ness of life. Born of nature, this warm, neutral beige delivers a trend forward message. This Asia Pacific Key Color for 2020+, and growing into the new decade, succeeds in adding a sense of calm and connection amidst modern scenes.

Seed of Life is the antithesis of rampant technology; it is the color for going off-road, for exploring, and for returning to one's roots. It becomes the chromatic off-button to wind down and inhale a moment. Timeless in architectural applications, including residential and commercial interiors, it will also move into fashion and accessories. With a touch of special effects, it will shimmer with metallics, or soothe with a matte finish.

