



# color alert. 2021 Key Color |

## Raison d'être

EUROPE



Welcome to 'Planet Living Room' and the preview of a color that is, indeed a pre-view.

**Raison d'Être** is at once earthy and slightly synthetic in appearance. It is a warm neutral with a red undertone that suggests both the natural and artificial worlds.

Determined by color experts at CMG European meetings in 2019 as a key color for emergence in 2021+, **Raison d'Être** is the connection between nature and the built environment, that the entire planet is home and needs endless respect. **Raison d'Être** is a color of balance to add comfort and sense of reason.

**Raison d'Être** will be found across all industries, with emphasis given to special effects, finishes and textures. The variation in effects add to the balancing nature of the color and create a "just right" application whether transportation, fashion, home décor, or anything else. The subtle depth of Raison d'Être suggests the need for profundity in a superficial and fast-moving world with ongoing global events shifting almost everything,

For home interiors, **Raison d'Être** will bridge the greys, so prevalent now, by appearing in both matte and gloss finishes in architectural coatings. Textiles and furnishings will bring balance and richness to spaces in myriad textures and finishes and when enhanced with metallic finishes, **Raison d'Être** will be the hue for appliances large and small.

As a color for balance, **Raison d'Être** will bridge the synthetic with its naturally inspired hue with more sparkle in metallic finishes. Hovering between classic metal colors like silver and gold, it offers warmth and depth for professional and leisure transport, personal automotive and sports recreation vehicles.

The future will continue to unfold and **Raison d'Être** will emerge to add warmth, balance and depth.

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