



color

alert 2021 Key Color |

Uni-Coral

ASIA PACIFIC

@ColorSells



It's time for a color preview for 2021!

The desire for new, innovative aesthetics is always intriguing, and despite global events, color continues to inspire through many lenses. **Uni-Coral**, Color Marketing Group's Asia Pacific 2021+ Key Color, will emerge to visually celebrate the perceived energies of the globe.

Uni-Coral colors the world as its virtual playground and as the virtual world has become ever more important, the idea of this hue is even more prescient. The vibrant red buzzes with thoughts of leisure time and engagement, being involved in a busy life, but taking a moment to step back and allow devices and AI to take on some of the tasks.

It is a trend direction for color that is well-suited to pop-up culture from events to retail to fashion. Pop-up shops can be physical, if done safely, or virtual, but are always energized and of the moment. **Uni-Coral** exudes motivation and drive, perfect for instant attention and long-lasting energy. Its playful quality grants a much needed sense of joy.

In fashion, celebrity bloggers will continue as important influencers. The bloggers highlight being bright, fresh, and strong with **Uni-Coral** as a color that identifies and unites their energy and youthful vigor. The excitement carries from fashion to decorative home as "lifestyle blogging" incorporates all levels of life from wardrobe to living to cuisine, especially as home becomes the epicenter of creativity and social sharing. **Uni-Coral's** high energy warmth unifies all of the elements of home and life with a color that is as stylish on a dress as it is on a dinner plate. Modern, bright, quick, and "Insta-worthy," **Uni-Coral** helps unite the globe with its energy and drive.

2021 KEY COLOR CONTRIBUTORS: Judith van Vliet, Sandy Sampson, Mark Woodman, Samantha MacLean