



PRESS RELEASE

COLOR MARKETING GROUP® Previews 2021+ Asia Pacific Key Color – Uni Coral

Summary:

Color Marketing Group, the leading international association of color design professionals, previews the organizations' Asia Pacific forecasted Key Color revealed at the 2019 International Summit in Tucson, AZ late November and emerging in the market in 2021. The Color Marketing Group's 2021+ Asia Pacific Key Color "**Uni Coral**" a strong hybrid of orange and red, a color of extreme happiness that inspires both fun and the need for action and is one of 4 regional colors selected from the CMG 2021+ World Color Forecast™.

Uni Coral exudes motivation and drive, perfect for instant attention and long-lasting energy.



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Color sells... and the "RIGHT" colors sell better!®

The Premier International Association for Color Design Professionals®

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Alexandria, VA, September 1, 2020 -- 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.

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color alert 2021 Key Color | **Uni-Coral**



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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.

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

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About Color Marketing Group's World Color Forecast™

Color Marketing Group's multi-industry color design professionals collaborate globally to arrive at their forward-looking color palette of 64 colors. These forecasted colors are supported by color stories that contain each color's drivers and influences two years ahead. Each of the four global regions identifies their Key Color from their 16 forecasted colors. Product designers across all industries have been influenced by Color Marketing Group's World Color Forecast for over 58 years.

ABOUT COLOR MARKETING GROUP®

Color Marketing Group®, founded in 1962, is a not-for-profit international association of color design professionals who forecast color directions and is a forum for the exchange of all aspects color. Members represent a broad spectrum of designers, marketers, color scientists, consultants, educators, and artists. Color forecasting events are held throughout the world and the results from these events become part of the global World Color Forecast™ revealed at the annual International Summit. More information is available at www.colormarketing.org.

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File Attachment:

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