



PRESS RELEASE

COLOR MARKETING GROUP® Previews 2021+ European Key Color – Raison d'être

Summary:

Color Marketing Group, the leading international association of color design professionals, previews the organizations' European 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+ European Key Color "**Raison d'être**" is a mid-range tan with a slight violet undertone that suggests both the natural and artificial worlds and is one of 4 regional colors selected from the CMG 2021+ World Color Forecast™.

Raison d'être offers a color of balance to see lifestyles and the world on its many levels.



CMG 2021+ KEY COLOR

RAISON D'ÊTRE
IS A WARM NEUTRAL
WITH A RED UNDERTONE
THAT SUGGESTS
BOTH THE NATURAL AND
ARTIFICIAL WORLDS

CMG

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Alexandria, VA, September 1, 2019 -- 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.

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



CMG color alert. 2021 Key Color | **Raison d'être**

EUROPE

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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 directional 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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