



## PRESS RELEASE

### COLOR MARKETING GROUP® Previews 2021+ North American Key Color - Mist

#### Summary:

Color Marketing Group, the leading international association of color design professionals, previews the organizations' North American 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+ North American Key Color "Mist" is a color that exudes optimistic confidence and the hopeful resolve to achieve personal and societal goals and is one of 4 regional colors selected from the CMG 2021+ World Color Forecast™.

***Mist's** pale blue hue, touched with a whisper of toned grey and minimal chroma, is spirited in its lightness.*



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

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**Alexandria, VA, September 1, 2020 -- Mist** will first veil, then cleanse, and finally elevate the mindset through difficult times and emerge determinedly into the newly established decade. It is selected, and shall be embraced, to encompass the mood, desire, and fantasy of new growth.

Despite global events, it is an encouraging moment for design and **Mist** is a color that suggests the transcendence in creating new products and design solutions. Determined by CMG North American color experts in 2019 to emerge in as the 2021+ Key Color, the pale blue color of **Mist** suggests an uninhibited look at the future. **Mist** has neither gender nor age, making it ideal for fashion and consumer electronics, as well as transportation. With its ability to take on varying sheen levels and special effects with ease, **Mist** is an easy color to embrace.

In residential and commercial interiors, **Mist** adds a sense of ease by adding a perceived carefree color to designs and products. From walls to upholstery, accessories to graphics, this pale blue hue gives pause to refresh and reconsider the moment, then move forward with revived purpose. In the designed space, **Mist** will be present in interiors as paint, as well as textiles and small consumer goods. It will appear subtle in matte finishes, uplifting enhanced with metallics and special effects, and comforting in textures such as velvet, wool, and sueded microfiber.

With a high gloss finish, **Mist** will have a reminiscent touch to transportation and case good furniture. **Mist** offers a small touch of retro “simple life” as it conjures past design and will be a welcome visual tonic as the world continues to adjust.

**Mist's** pale blue hue, touched with a whisper of toned grey and minimal chroma, is spirited in its lightness. Whether embracing an interior, parading down a catwalk,

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enhancing a personal device, or moving through a city, **Mist** is a color of movement and progress.

As dawn rises, so does **Mist**, a color with which to progress.

NORTH AMERICA  
@ColorSells

## color alert. 2021 Key Color | **Mist**

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

## 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

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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](http://www.colormarketing.org).

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### **File Attachment:**

**T: 2021+ North American Key Color - Mist**

**D: COLOR MARKETING GROUP® Previews 2021+ North American Key Color - Mist**

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