

Empower

Green is refreshed and commands a new presence with **Empower**.

Suggesting a color that fills the landscape, offers the scent of fresh greens, and connotes the power of nature, **Empower** is emerging to lift the mind, spirit, and products! **Empower** holds a slightly traditional spell, symbolizing wisdom and crafts of old being passed from one generation to the next, but packs a new sort of punch for the power of green.



Alexandrite Ring
by Omi Prive

Approachable and familiar, yet still new and exciting, **Empower** was predicted during Color Marketing Group's European meetings in 2018 to emerge in 2020. This is a positive hue, embodying the possibility of new growth and overcoming negativity, perfect for the times in which we live. **Empower** is a pure green, uninfluenced by other hues and balanced between light and dark, to create a look of stability and strength.

Appearing across all industries, **Empower** will color everything from interiors to exterior architecture, consumer goods to fashion, and practically everything between. It will also exhibit a wide range of finishes and sheens to customize its complementary nature.

Empower will be a color of welcome as it graces residential living and commercial spaces such as hospitality, office, health care, and retail. From entrance doors and building accents to lobby and table settings, **Empower** will accent spaces with a sense of growth and success.

Interior textiles translate to a natural, powerful level with **Empower** as the catalyst for the design in paint finishes, wallcoverings, floor coverings from rugs to broadloom, and luxury vinyl tile. Textiles will appear redefined with **Empower** as applied to velvet, silk, wool, leather, cotton, or vinyl. **Empower** is designed to transform the interior environment as a lush and comfortable enclave of natural color.

Consumer goods from countertop to electronics, sporting goods to fashion are going to be "empowered" as they extend the hue's freshness and energy to numerous product categories. Everything can benefit from **Empower**!

In fashion, **Empower** caters to all genders and ages. **Empower** can appear crisp and bright in casual and tech fabrics for sports and recreation wear or sumptuous and comforting in textiles that suggest luxury and pampering. Or, combine the looks with a hue that crosses the lines and embraces all of fashion's possibilities.

Green is refreshed with **Empower** and its trajectory as a truly directional green is underway.

Color Sells
and the right colors sell better.®

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Currey & Company 2020

