

# CONTENTAMENTO

The best is yet to come! The bright pink of Contentamento represents the desire for more love, more joy, and more unbridled fun with family and friends. It is a color that unabashedly takes center stage as it celebrates life.

Its lightness and charm conjure a sugary sweet embrace that transports you to gleeful moments and special occasions like birthdays, wedding, births, etc. Discussed in CMG Latin America meetings in 2019 for emergence in 2021, it truly embodies a spirit of joy.

It finds its powerful voice within the spiritual energy it exudes and the sense of rebirth and uninhibited change it helps create. Contentamento is not a color to stand still. It is ambitious and connects us to nature's most vibrant expressions.

Arriving, initially, in textiles and fashion, this pink will embrace interior spaces, especially residential home, with exuberance. The inherent happiness of the hue comes across in various applications from home accessories to bedding, and for the adventurous, small appliances. It will make a stimulating addition to contrast deeper colors in patterns and texture mixes in textiles, wallcoverings, rugs and carpeting. Of course, it can express its garden inspiration when combined with hues like green, yellow, and orange to make a bright, fresh statement.

In fashion Contentamento will express a genderless hue of confidence, anyone can wear pink! The upbeat expression it offers to everything from gemstones to hair color, and of course clothing, makes it a color for all generations, as well. It is not only a happy hue, it presents a bit edgy, as well, as it should. Bold for a blazer or suit, it expresses its mood just as easily in a loungewear t-shirt or joggers.

Packaging and graphics will not be deterred from featuring Contentamento as an accent, if not a significant color for product design. Eye-catching and enticing, the freshness of the color makes it destined to pop on the display shelf or in an ad campaign. It looks as good in print as it does on a monitor.

With the future appearing a bit more positive, Contentamento is a perfect color expression to move forward with a grin.

## Color Sells and the "Right" Colors Sell Better<sup>®</sup>

Color Marketing Group forecasts colors two years in advance. ColorAlert<sup>®</sup> serves to provide visual validation for previously predicted colors as currently seen in both contract and consumer markets.

