



Report by
CAROL GOYAL

**And the winner
of the colour
of the year is...**



2023 Pantone Color of the Year

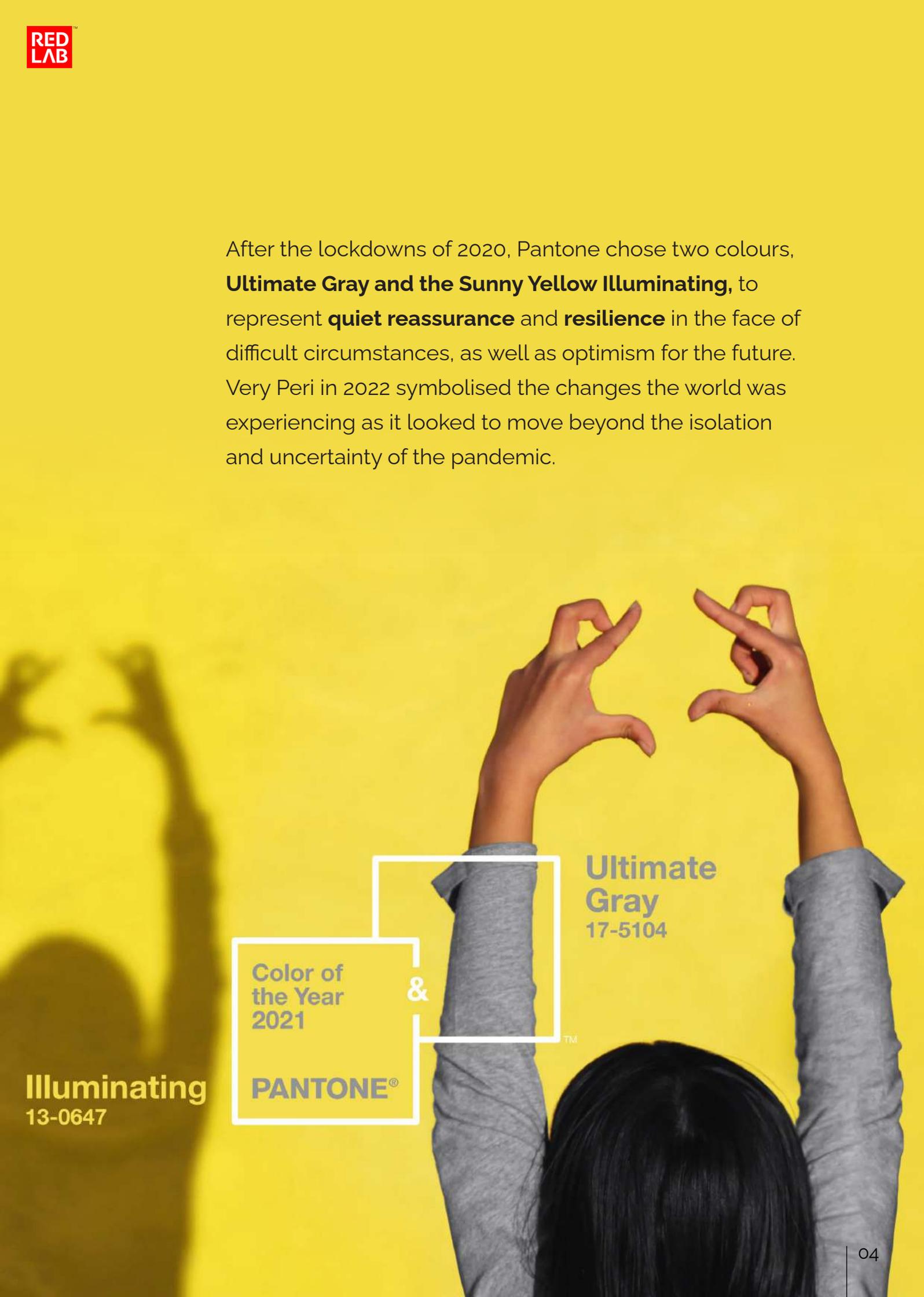
The '**2023 Pantone Color of the Year**' was officially announced recently: it is **Viva Magenta 18-1750**, a colour that packs a very powerful punch. **Vivid, sensual, and joyous** – Viva Magenta '**vibrates with vim and vigour**'. This exuberant and playful red colour has already been used by top brands like **Instagram** and **Baskin Robins**. The year ahead should see a lot more of it.

Viva Magenta, as per Pantone, is **brave and fearless**. It is a pulsating colour whose exuberance promotes a joyous and optimistic celebration. Pantone uses '**verve for life**', '**rebellious spirit**', '**audacious**' and '**full of wit**' to describe its choice for 2023 – which it also says is '**pure joy**', '**encouraging experimentation and self expression without restraint**'.

Very Peri (17-3938) - a dynamic periwinkle blue hue with a vivifying violet red undertone blends the faithfulness and constancy of blue with the energy and excitement of red was **Pantone's Colour of the Year 2022**. Very Peri was described by Pantone as a colour whose courageous presence encouraged **personal inventiveness and creativity**.



After the lockdowns of 2020, Pantone chose two colours, **Ultimate Gray and the Sunny Yellow Illuminating**, to represent **quiet reassurance** and **resilience** in the face of difficult circumstances, as well as optimism for the future. Very Peri in 2022 symbolised the changes the world was experiencing as it looked to move beyond the isolation and uncertainty of the pandemic.

A person with long dark hair, wearing a grey long-sleeved shirt, is seen from behind with their arms raised. Their hands are positioned to form a heart shape against a bright yellow background. The person's shadow is cast on the wall to the left.

Illuminating
13-0647

Color of
the Year
2021

&

PANTONE®

**Ultimate
Gray**
17-5104

The 2022 Shutterstock Color Trends Report



Shutterstock's view for the current year is a bit different, "Everything about 2023 is about breaking the design rules. This means colors are being paired unexpectedly. Experimental palettes are especially being seen on the runway with neons paired with their bright and unlikely partners. **Bright rainbow palettes** and **bold hues** are what this trend is all about. **Unusual pairings** can include **green with orange** and **purple with black**. It's all about defying what makes sense. Use colors you wouldn't normally pair together to create something new".

shutterstock™

"No flashy standouts, no neon highlights, nothing artificial — just simplicity and subtle elegance. Serenity is the key in 2022 when it comes to selecting colors"



The 2022 Shutterstock Color Trends Report showed a more muted, minimalist and soft approach compared to previous years. Shutterstock itself admitted, "No flashy standouts, no neon highlights, nothing artificial — just simplicity and subtle elegance. Serenity is the key in 2022 when it comes to selecting colors".

CALMING CORAL
HEX #E9967A

Calming Coral (#E9967A) - A faintly fading peach, like a heavy filter over a beautiful sunset was No. 1 in 2022. A color that evoked a rustic, toned-down shade depicting health and happiness topped the list.



Velvet Violet (#800080) - A vibrant shade of purple with pink undertones, reminiscent of the lasting **luxury and elegance** of the royal orchid came second last year.

VELVET VIOLET
HEX #800080



PACIFIC PINK
HEX #DB7093

Pacific Pink (#DB7093) - a cotton candy pink representing a perfect mix of **vitality and tranquility** clocked in at No. 3.



Wild Wonder is **Dulux's** choice for Colour of the Year 2023. What is it? A positive glowing tone, inspired by the natural world. I am not sure I fully understand what that means though.

Dulux
COLOR OF THE YEAR
2023

**WILD
WONDER**





asianpaints
COLOR OF
THE YEAR
2023

SILVER
ESCAPADE

Asian Paints' Colour of the Year, announced last week is **Silver Escapade**. It, says Asian, is characterised by time travel and technology, child craft, wellness, and auspicious beginnings. The colour is the underpin to the **Mumbai Urban Art Festival (MUAF)** underway at **Sassoon Dock** these days. Paint majors like **Kansai Nerolac, Berger** and others do not seem to put out their top colour choice of the year.



Trendsetting Concepts...

It was in **2000** that the Pantone Color Institute created the **Pantone Color of the Year** as a trendsetting concept for **branding, marketing** and **creative society** as a whole. The Pantone Color Institute studies color trends throughout the year in order to decide on the next Pantone Color of the Year. They take into consideration all aspects of society: **fashion, marketing, social media and even politics**. The hue chosen as Color of the Year has become increasingly influential in the vast world of design and brand marketing. It wasn't however until 2007 that the color trend forecasting took on a life of its own.

Nowadays, when a new color is announced, Pantone offers color lovers an array of **inspirational products** and color combination **palettes designed** especially with the corresponding color in mind. Hundreds of brands take on the task of designing products with the Color of the Year. This reinforces the importance of how the Pantone color trend forecast is important and influential.

Today many more entities announce their own choice of the Colour of the Year.



COLOR OF THE YEAR 2023

SPANISH MOSS



Spray paint global brand, **Krylon** selected **Spanish Moss**, a deep forest green as its **No. 1 for 2023**. "This midnight green has a strong connection with the **richness of nature, dense forests, and mossy terrains**. Rooted in the renewing power of green, it can balance with both warm and cool accents," the company explained.



Another paint major, **Benjamin Moore's** pick for 2023 Color of the Year is a vibrant redorange called **Raspberry Blush**. The company elaborates saying, "People are ready to bring color back into the home, taking a step outside their color comfort zones - Raspberry Blush 2008-30 delivers delight and personality while transforming rooms for incredible results."



COLOR OF THE YEAR 2023

RASPBERRY BLUSH

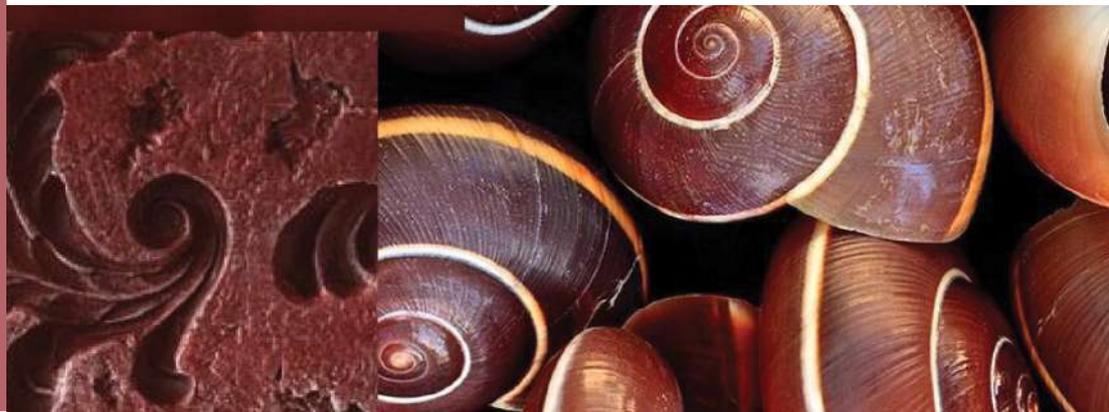




COLOR OF
THE YEAR
2023

TERRA ROSA

Dunn-Edwards, who have been in the paints business since 1925, have named **Terra Rosa** that blends **brown and burgundy** for a rosy pink, grounding neutral and a delicate accent as best for 2023. "We're putting health and wellbeing first, making time for escapism and embracing nostalgia... This translates to design through lush, sophisticated touches with equal parts prettiness and drama", emphasizes the company.



A blend of blush and beige, **Redend Point** is the Colour of the Year choice by **Sherwin-Williams**. It features subtle pink undertones to warm up walls. The grounding shade feels especially on trend as homeowners turn toward earth tones to bring comfort and joy to their interior spaces.



SHERWIN
WILLIAMS

COLOR OF
THE YEAR
2023

REDEND POINT



Walmart ✨

COLOR OF THE YEAR 2023

CANYON RIDGE

Canyon Ridge, is tops on Colour of the Year for **Walmart**. It is an **orange-meets-pink** paint color that acts as a near-neutral when applied to walls. The trendy spin on terra-cotta couples well with bright blue, its opposite on the color wheel.



BEHR
COLOR OF
THE YEAR
2023

**BLANK
CANVAS**

Blank Canvas is Behr's pick for 2023. It is a creamy shade of white that goes with practically everything. The warm neutral stands out from the icy modern hues popularly endorsed in the past by the paint company. Vining Ivy blends blue and green for a tranquil backdrop and is the Colour of the Year 2023 from Glidden Paint. As a colour it is energizing yet grounding, and it works in literally any space. Pair the blue-green jewel tone with wood finishes, stone accents, and rich textures for a room that borrows from the outdoors advises the company.

I find it intriguing that leading cosmetics companies like L'Oreal don't declare a Colour of the Year every year. They do provide broad guidance on say the Top 7 Hair Colours for the Year but they fall short of picking, and announcing a favourite most times. It did favour Holographic as the Hair Colour of the Year 2020 but has subsequently shied from naming a No. 1.

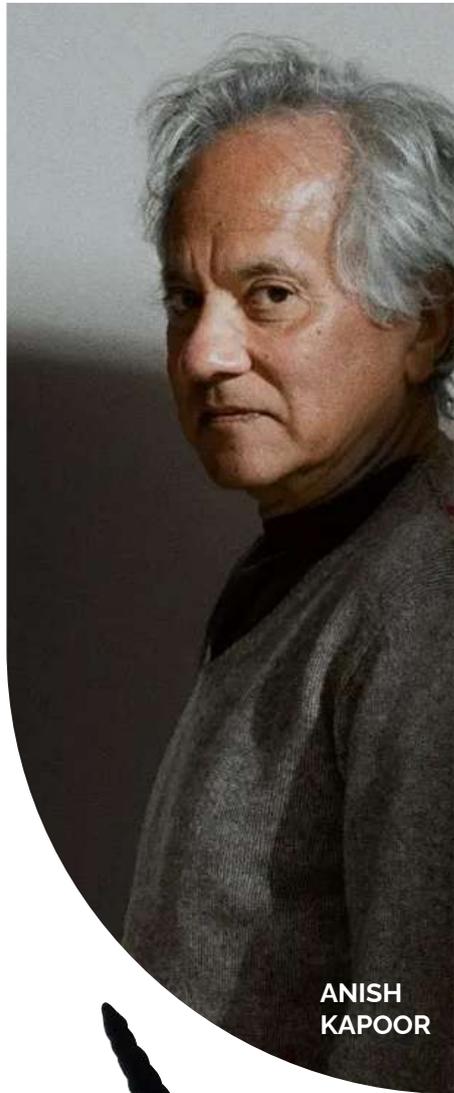


Calcutta Rouge

What about designers? Especially the likes of **Sabhyasachi**. Well, he did make a statement once on a shade of red called **Calcutta Rouge** saying, "Every few years, I work with my colour analysts and dyers to formulate a new shade of red. This year I had a specific vision. I commissioned the **Sabyasachi Art Foundation**, we worked together to create a new shade of intense red. Our inspiration was the ubiquitous **Bengal Hibiscus**. Deep, saturated, vivid & matte its vibrance unfolds best under sunny blue skies. We call it Calcutta Rouge."



Three shades of black: Semple Vs. Anish



Anish Kapoor, a world-renowned sculptor released '**Vantablack**' in **2016**. The world's blackest black was developed with **Surrey NanoSystems**, he claimed that it absorbed **99.965%** of light. After a few years, Kapoor bought the exclusive rights to **Vantablack** from **Surrey NanoSystems**.

The artistic community reacted acrimoniously claiming that he monopolised the material. The visceral aesthetic power of the colour denied them access, though not a first within the art community. In **1960**, **Yves Klein** patented the **International Klein Blue**.

In later parts of **2016**, **Stuart Semple**, the British artist developed the **Pinkest Pink** and posted it for sale on his website. Semple was inundated with thousands of orders. Subsequently, he developed the **Black 3.0** which he made available at a reasonable price of **£22 pounds**, as opposed to the prohibitively expensive **Vantablack**.



Blue the Original Colour of the Sky

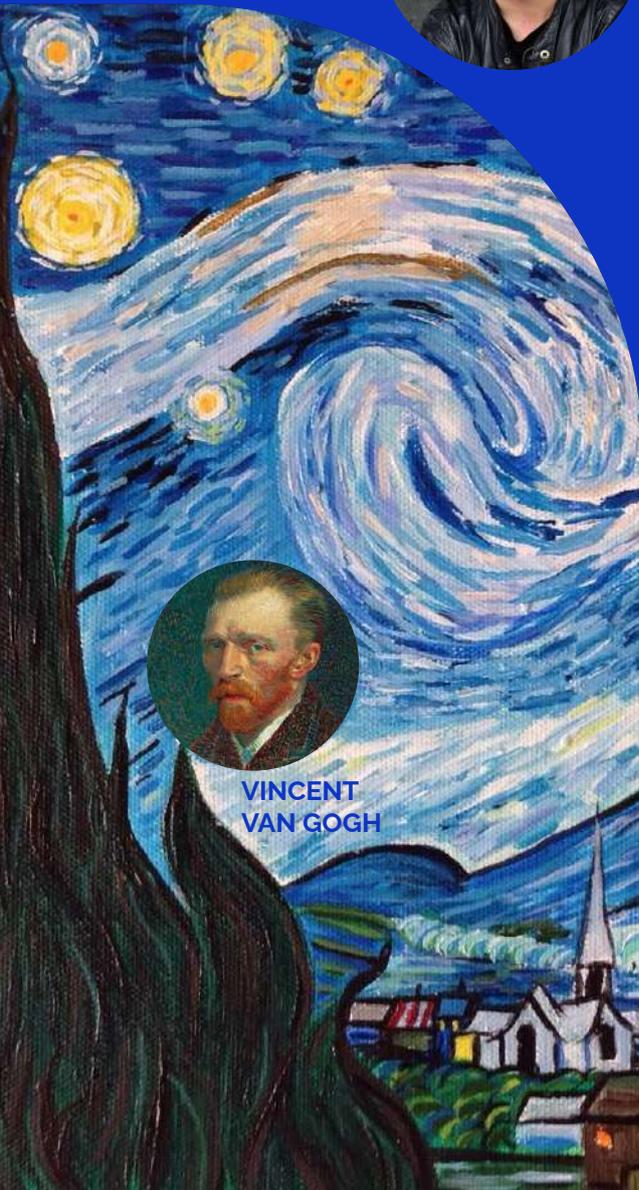


BENJAMIN
LABATUT



But the blackest black in the world is not the only controversial color. **Prussian Blue** is one of the most important and prominent shades in the history of art. It was accidentally discovered by German chemist **Heinrich Diesbach in 1704**, and has been considered the first modern synthetic pigment. The writer **Benjamin Labatut** describes it in his novel **A Terrible Greenery (2020)** as “a blue so dazzling that Diesbach thought he had found the *hsbd-iryrt*, the original color of the sky, the legendary blue with which the Egyptians decorated the skin of their gods.”

At first, it was used as a dye for the fabrics of military uniforms in Germany, so it is also known as **berliner blau**. And it soon became a reference for painters and artists during the 18th century, as it lowered the cost of the blue used until then, which was obtained with **lapis lazuli (a metamorphic rock)** and was one of the most expensive colors on the market. Works such as **The Great Wave off Kanagawa** by **Katsushika Hokusai** and **The Starry Night** by **Vincent Van Gogh** use this pigment. Even in the 20th century, **Pablo Picasso's** famous blue period has **Prussian blue** as its protagonist.



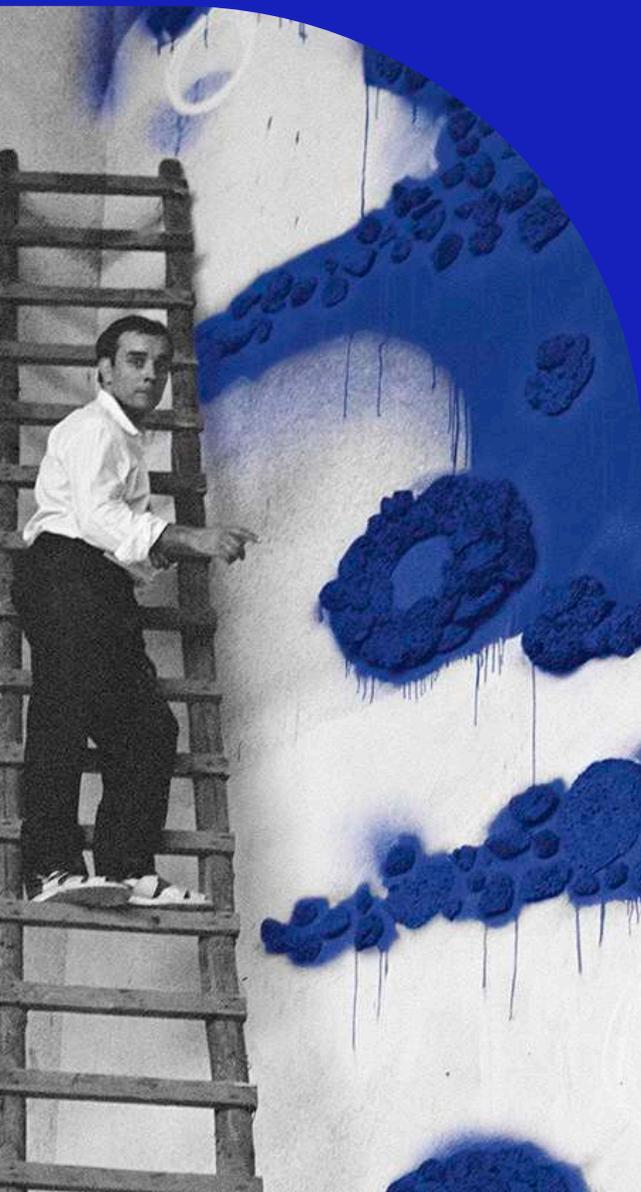
VINCENT
VAN GOGH

International Klein Blue



There is a shade of blue that has colored much of the second half of the 20th century's fashion and art. It is an intense, almost electric shade of blue that needs no introduction: **Klein blue**. The French painter **Yves Klein** registered **International Klein Blue (IKB)** in **1960**, developed in collaboration with **Edouard Adam**, a Parisian paint supplier.

The uniqueness of this color lies not in its pigment, but in the synthetic resin binder with which it is mixed and which allows its vibrant intensity to be maintained. Fascinated since childhood by the blue of the sky and the sea, Klein considered his IKB to be the most perfect possible expression of blue, his great masterpiece, capable of capturing the infinite. Coveted by visual artists and other brands around the world, it is also a forbidden blue, since its use requires permission from the painter's widow and manager of his legacy, the artist **Rotraut Klein-Moquay**.



Copyrighted Colours



There are colors that have become the hallmark of a brand, such as **Coca-Cola's red** or the **orange of mobile company, Orange**. Brands know the immense power of color association and, for this reason, many are exclusive owners of their most characteristic colors. **Barbie pink** is registered by **Mattel** and, in 2012, the company launched one of its dolls dressed in its **Pantone 219C**.



orange™



TIFFANY & CO.

Meanwhile, the jewelry house **Tiffany's** has the copyright on its **turquoise blue, Pantone 1837C**, also called **Tiffany Blue**, which uses that number in a nod to the year the company was founded.

Designers have also known how to use color in their branding: think **Christian Louboutin** and his unmistakable red-tinted soles, which have inspired fetishism. He registered the shade in 2008, and, since then, has taken several copycat brands to court for infringement of rights and plagiarism in both Europe and Asia. So far, **Louboutin** has won, establishing himself as the only producer of crimson soles in the world.

Barbie



The ugliest colour in the world



But there is one color few are in a hurry to appropriate; one that has been called the ugliest color in the world. Seven different studies corroborate that **Pantone 448C**, a mix of dark brown with greenish gray, is the least appealing shade of all shades. In 2012, an agency hired by the Australian government invented the hue for use on cigarette packs to create an aversion to smoking.

The GFK agency involved in the research confirmed its success, with participants claiming it was unattractive and dirty. Importantly, it put people off smoking. However, a small percentage described it as "elegant," because, of course, there's no accounting for taste.



FuN Facts about colours

1 RED AND YELLOW STIMULATE HUNGER!

While blue suppresses hunger!



2 RED IS THE FIRST COLOUR A BABY SEES!

Babies start seeing in colour at around 5 months.

3 PINK CAN CURB ANGER

Prisons often use this colour scheme to calm their inmates.

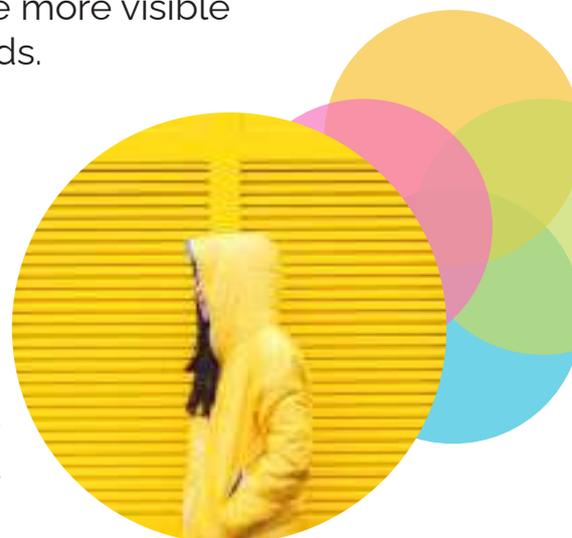


4 WHITE IS THE SAFEST CAR COLOUR

As they are more visible on the roads.

5 YELLOW MAKES YOU DIZZY

It can cause nausea so it is avoided in aeroplanes. It may have affected Van Gogh more than most..!!





6 THERE IS A COLOUR YOU CAN'T SEE

The newly invented Vantablack is so dark it appears to be a black hole!

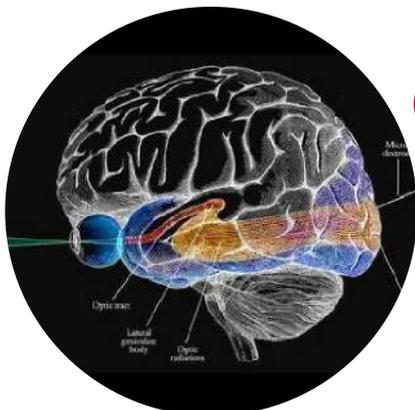


7 COLOUR BLIND PEOPLE HAVE BETTER NIGHT VISION

Their rods are more responsive to dim light, which makes them useful for night vision.

8 REDHEADS ARE DIFFICULT TO KNOCK OUT

They require 20% more anaesthesia than non-redheads!



9 COLOURS DON'T EXIST! THEY'RE ALL IN YOUR HEAD

Technically, colours are just results when our brains try to make sense of signals it receives from the outside.

Brand colours and their psychological impact on us



Source : Finshots

A REPORT BY



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redi#usion

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