



color alert

# Power Play

With a quick glance, **Power Play** announces itself as a moment of fun. This fresh orange, originating in predictions during CMG's European meetings in 2015, for 2017, can lift one's spirit in any season. It is the color version of the song, "Happy."

It's all about taking play to the max, and this is the color with which to do it. A hue that always has a smile, it is practically mood transforming, you just can't be serious and glum around this hue. It stands on its own, and is a powerful player with other hues.

Taking the automotive world by storm, it adds to the fun of a weekend drive, even on a daily commute. Fashion accessories in versions of Power Play add visual punch to any ensemble and what it does for fashion, it can do for home, adding a powerful punch of joyous color wherever it appears.

Power Play, a color for anyone, anytime, anyplace...with a smile.

Maarten Baas at MDW17



Seen at MDW17

Megan Acera Joyful Frustration Chair seen at ICFF



Svedese SDW17

joy



SUZUKI

fun

EMBRACING

Color Sells  
and the right colors sell better.®