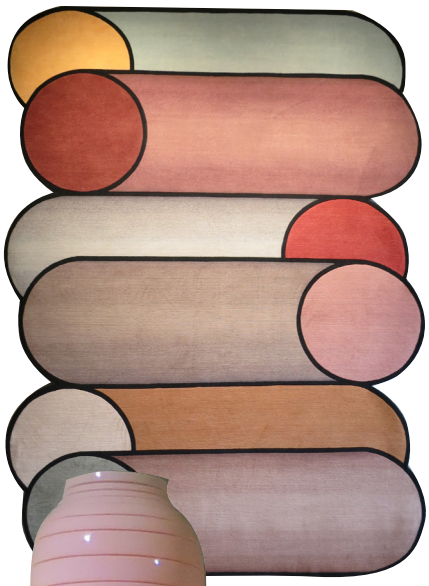
CMG color alert

LOTUS SHIMMER



CCTAPIS MDW17

The journey of pink continues, with the shimmering quality of "Lotus Shimmer".

Emerging from Color Marketing Group's 2015 Asia Pacific meeting, it offers not only a glimpse of an important cultural hue from its namesake, but demonstrates the evolution of pink from CMG's 2016 gender neutral "Shim," making a stronger declaration for 2017 and beyond.

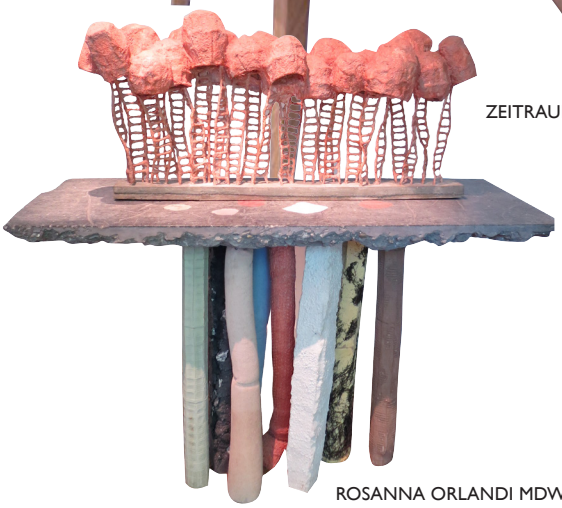
Lotus Shimmer is suggested with a metallic finish but maintains its aura with non-metallic finishes, as well. In gloss or matte, it offers a quiet energy, and suggests nature and culture combined, then moves further to connect to our digital world.

It will act as both accent and catalyst in home furnishings and accessories, creating a statement unto itself, as well as balancing color combinations. For fashion, it will touch men's and women's clothing, and flourish in personal electronics.

tactile *shimmering* ELECTIC

SEEN AT MDW17

ZEITRAUM MDW17



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and the right colors sell better.®