



NEWS RELEASE

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COLOR MARKETING GROUP PREDICTS THIS SPRING'S HOT COLOR

BAREFOOTIN'

Alexandria, VA– What's the hot new color for Spring of 2010? According to Color Marketing Group, the leading international organization of color design professionals which has been successfully predicting color trends for 48 years, it's *Barefootin'*!

‘Think of the last time you slipped off your shoes....ahhh’. This is how James Martin, President of CMG, describes *Barefootin'*. “It is just that feeling.” The need to ease up on stress and strain brought this new “color infused” neutral to the forefront. With its roots in orange, an often highly energized, vivacious color, *Barefootin'* has taken a step back to soothe a weary psyche, but without being dull.

Appealing across product lines, it takes on sheens and special effects with equal success, especially in fabrics. In a matte finish, it recalls the softened views of sandy beaches and gloss conjures lacquerware and porcelain surfaces. It enhances metallics, especially as a foil to copper, and shows its “party side” when embedded with iridescence for some glitz. This new interpretation of a vintage color pairs wonderfully with today's newest soft and muted grays.

According to CMG, look for these additional color trends in 2010:

Red – Reds are strong with pink intuition; bright and clean with energy and excitement -- a clean pop to go with neutrals.

Yellow – A greener, more natural yellow, softened with gray.

Green – Optimistic and uplifting, a clear and bright accent green with a slight shift toward blue.

Blue – A saturated blue with gray influences; rich without being too luxe.

Beige-Brown – A true chameleon to complement darker hues, it can be either matte or metallic.

Neutral-Gray – Gray with a touch of purple, drawing inspiration from mineral, concrete and steel.

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Color Marketing Group, founded in 1962 and based in Alexandria, Virginia, USA, is an international association of color design professionals. CMG's major focus is to forecast the direction in which color is developing across multiple industries. For further information, please visit www.colormarketing.org



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