

For Immediate Release

Contact:

Kate Tucker

Brentano

T: 847.657.8481

ktucker@brentanofabrics.com

Brentano's Annual Color Forecast: 2013

Designers pinpoint six colors to take interior design into the new year

Wheeling, IL (December 2012) — Derived from a year's worth of observation and analysis, Brentano's 2013 color forecast pinpoints six colors that will shape interior design in the coming year. More than any other factor, color—and these colors specifically—guide the Brentano Design Studio and the collections they develop for 2013 and beyond.

"We are very meticulous about color," says Brentano Design Director Iris Wang, who is already developing colors for 2014. "We look at what colors are selling for us, and that analysis reveals some trends. Then there are trends in fashion, car colors, packaging colors, and special requests from designers; I use all of these indicators as a reconfirmation of what I foresee for interiors."

Unlike fashion where trends are temporary, changes in interior design tend to be more subtle, often relying on a base of neutral hues. For their fourth annual color forecast, the Brentano Design Studio selected **Graphite** and **Linen**, two complex neutrals first forecast for 2012, to carry through into the new year. The classic Marine from 2012 will intensify into a rich **Sapphire** in 2013, Brentano predicts, and be joined by **Periwinkle**, an extremely beautiful color with the versatility of a neutral. Two new vibrant hues, **Raspberry** and **Saffron**, will also pop up in 2013, the epitome of drama and luxurious, saturate color.

Periwinkle - A modern periwinkle can be hard or soft, steely or romantic. With this incredible versatility, clear, beautiful lavender celebrates the rise of elegant pastel shades for fashioning dynamic, luxurious spaces.

Raspberry - Bold but accessible, raspberry strikes a sophisticated balance between classic cranberry and fashionable hot pink. Paired with neutrals, romantic raspberry speaks of effortless luxury; alone, it makes a vibrant statement.

Graphite - First forecast by Brentano for 2012, neutrals will continue to shift in 2013 from silvery platinum and dark brown shades into graphite, a cooler gray with lingering warmth. A perfect backdrop for vibrant colors, it also pairs beautifully with other neutrals.

Saffron - Daring saffron evokes the richness of gold, but in a deeper, warmer hue. With jewel-tone complexity, saffron yellow is a statement-making accent or a versatile complement to exotic, color-rich environments.

Sapphire - An intensely deep blue, sapphire evolved from the marine color forecast by Brentano for 2012. More striking than navy and more complex than cobalt, the sophisticated jewel tone is a soothing, clear color that brings life to a room.

Linen - Warm, natural linen has a timeless beauty that carries it from Brentano's 2012 color forecast into 2013. Rather than one distinct shade, unprocessed linen exhibits a subtle range of neutrals that make it both rich and inviting, the essence of natural luxury.

BRENTANO™

260 Holbrook Drive
Wheeling, IL 60090 USA
T: 847.657.8481
F: 847.657.8641



PERIWINKLE



RASPBERRY



GRAPHITE



SAFFRON



SAPPHIRE



LINEN

About Brentano:

Founded in 1990 by Design Director Iris Wang and her husband, President E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns to an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing beauty + performance. Their growing collection of eco-fabrics expands this ideology by demanding textiles meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Having celebrated their 20th anniversary in 2010, Brentano continues to offer a variety of innovative and interesting textiles, including eco-friendly faux leather, high performance upholstery, fire-resistant, outdoor, Crypton, Nano-Tex and GreenShield fabrics. Please visit www.brentanofabrics.com for more information.

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