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Contact:

Kate Tucker

Brentano

T: 847.657.8481

ktucker@brentanofabrics.com

Brentano's Annual Color Forecast: 2014

Focus shifts to cooler colors for textiles and interior design

Wheeling, Ill. (December 2013) — Six colors have captured the attention of the Brentano Design Studio for 2014. Distilled from an analysis of reigning trends, innovations in fashion and the shifting tastes of designers, the colors comprising Brentano's 2014 color forecast anticipate the needs of interior designers and will direct the Design Studio in their color selections for the coming year.

"Every year we see new, exciting colors emerge — like the **Seafern** and **Coral** we're forecasting for 2014. These 'emerging colors' typically aren't prevalent on the market yet, but they show signs of popularity," says Brentano Design Director Iris Wang.

"While emerging colors make great accents and can quickly update a space, most interior color trends move more slowly to accommodate the permanent fixtures in a design. Our fifth annual color forecast reflects that pace," she says. "We included two 'continuing colors' from last year, natural **Linen** and **Sapphire**. Sapphire has moved towards navy, but it's still that rich, very usable jewel tone. The two colors we call 'evolving colors' are **Gold** and **Charcoal**, both cooler tones than the Saffron and Graphite we forecast for 2013."

Seafern — An unconventional pastel both brighter and greener than seafoam, seafern comes straight from fashion with a vivacious new intensity. Light and clean and very cool, seafern emerges as a stunning design accent.

Coral — Lighter and more informal than red, but also richer and more romantic than orange, coral combines the best of both. The bright, fresh accent injects some fun into traditional and experimental schemes.

Linen — The beautiful depth of color in natural linen has a rich subtlety that makes it a fascinating, adaptable neutral. Relaxed, yet luxurious, linen remains as popular as when it first appeared in Brentano's 2012 color forecast.

Sapphire — A near-navy blue first forecast by Brentano for 2013, sapphire doubles as a standalone classic and an elegant backdrop for rich, layered spaces. Sophisticated, deep navy blues like sapphire have a timeless appeal.

Gold — Shifting from the saffron yellow forecast by Brentano for 2013, gold moves in a cooler, yet rich and opulent, direction. A mid-tone gold (not soft and light nor dark and bronzy) makes a usable color and a fun metallic accent.

Charcoal — Neutral grays will continue to shift in 2014 into cooler tones. A deeper, darker, cooler color than 2013's graphite, masculine charcoal makes a rich complement to cool accents or an elegant, powerful statement on its own.

BRENTANO™

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



SEA FERN



CORAL



LINEN



SAPPHIRE



GOLD



CHARCOAL

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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