

Front Lines

12/30/2016

Look to Nature for Color Inspiration

Jennifer Polanz

When we're hot, we're hot. Last month in our color trends report from the Style Issue we talked about looking to nature for inspiration in color. Well, we were right on target. Pantone released its Color of the Year in early December and the "it" new color is Greenery. That's right, folks, basically everything we grow.

Officially Pantone 15-0343, "Greenery bursts forth in 2017 to provide us with the reassurance we yearn for amid a tumultuous social and political environment," notes Pantone Color Institute Executive Director Leatrice Eiseman on the organization's website. "Satisfying our growing desire to rejuvenate and revitalize, Greenery symbolizes the reconnection we seek with nature, one another and a larger purpose."

We'd love to hear your thoughts on how this color fits in to retail and how you might use it. Drop me a line at jpolanz@ballpublishing.com to let me know. **GP**