

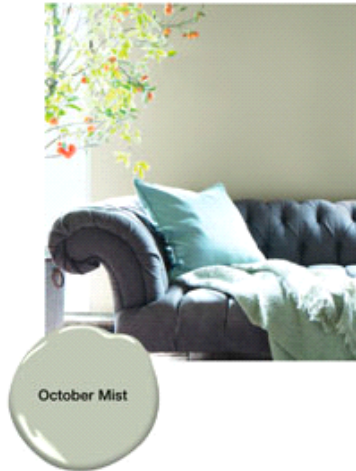
greenPROFIT

Features

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Green With Envy

Ellen C. Wells & Jennifer Polanz



In September, Garden Media Group released its annual Garden Trends Report and predicted green will be the trending color for 2022 and beyond. Then, all the paint manufacturers released their Colors of the Year, and they agreed!

Based on the Trends Report, in 2022, we're "springing" forward into green. And hue-specifically, Clover Green. According to the head of color at WGSN, a global authority on consumer and design trends, "Nature will continue to be a huge driver [of color]; not only does it feel comforting, it also connects us to the outdoors." And the bright shade of clover is rumored to attract the younger generations, too. Use it boldly (paint a wall!) or keep it subtle (throw pillows, container colors, tabletop).

Next up came Sherwin-Williams with Evergreen Fog, to some decidedly mixed reviews. Reader Patricia Pan's comment was, "Wow! Loving the Evergreen Fog. It's a versatile neutral that's great for indoor or outdoor applications." Bobbie Schwartz, on the other hand, thought this: "Sherwin-Williams is out of its mind. That is one of the most depressing colors I've ever seen."

The home décor website The Spruce says: "With the unstoppable rise in popularity of plant parenting and houseplants, it's no surprise that green is on everyone's minds—and, fortunately for plant-lovers everywhere, this soft green color is the perfect backdrop for your indoor jungle."

PPG jumped on board with Olive Sprig, described thusly (note more plant love): "A relaxed, but enticing, green that emulates the feeling of soothing aloe vera or a fragrant plant—brightening any space with organic liveliness."

Meanwhile, Behr described

Breezeway (pictured right), it's Color of the Year, as relaxed and uplifting,

"expressing peace and tranquility for forward movement."

And finally, Benjamin Moore came out with its Color of the Year, October Mist, a sage green described once again using floral imagery: "Evoking the silver-green stem of a flower, October Mist creates a canvas for other colors—and your imagination—to blossom."

This issue is always too early for the Pantone Color of the Year, but we're just going to take a wild guess and say it might be some sort of leafy-colored hue. Watch Ellen's *BuZZ* newsletter to find out when it drops! **GP**

