

Inspiring colour

What's hot for 2013?
Resene says high-tech
and traditional influences
play a major role

When it comes to colour, it seems there are no longer any rules – a trend that can be attributed to our global connection and subsequent broader outlook on colour palettes and combinations.

But Resene says there are clear colour directions, which have been influenced by technology and nostalgia. These two seemingly opposing factors are creating interesting juxtapositions, says Resene marketing manager Karen Warman.

“The latest Resene The Range fandeck highlights dusty, enduring hues that provide a soft cocoon of colour; clean, cool, light tones that offer tranquillity in a fast-paced world; and bright pops of colour that bring fun, excitement and energy.

“Colour trends are evolving more organically, rather than the trends of the past decade where colours seemed to be in one minute and out the next. Today schemes remain on trend much longer. We are also seeing the layering of colour and texture providing added visual interest.”

Each colour chip in the Resene fandeck has complementary colour suggestions on the back. And if you are planning a neutral or tone-on-tone look, The Range Whites & Neutrals fandeck has more than 300 whites and neutrals, including up to six strength variations of popular shades.

For details, visit a Resene ColorShop, or freephone 0800 RESENE (737 363). Website: www.resene.co.nz.

See other Resene projects online at

trendsideas.com/go/40175a

This page: Resene The Range fandecks highlight key colour trends. You can replicate the feature wall with Resene SpaceCote Low Sheen tinted to Resene Flourish.

