

# MARNI

FROM PAGE 2H

shades of creamy beige and retro brick red. Behr is showing Breezeway alongside Whisper White (HDC-MD-08), and Perfect Penny (S180-6) and Farrow & Ball with School House White (No.291) and Incarnadine, a rich crimson (No.248).

So what are we to make of these trends and why should we care?

• **Where do color trends come from?** Although this COTY business seems like a marketing gimmick, the predictions do not come out of nowhere. Color forecasters from around the globe meet annually to discuss what is going on in the world socially, artistically and politically, then predict what hues consumers are going to feel

like wearing, driving and living with. This helps designers and manufacturers get in lockstep, and make merchandise that goes together.

• **Does the market anticipate what we want, or do we want what's in the market?** I don't know, either. It's a chicken-and-egg conundrum. What I do know is that these color campaigns are intended to get consumers thinking about painting or repainting their homes.

And I'm glad they do. How boring would life be if color didn't cycle through fashion, home and, yes, food?

• **They are just trends.** Don't rush out and redesign your house around the color of the year unless you are planning to remodel and you love the new color.

Being aware of the COTYs are like watching a runway fashion

show. Just because the models are wearing fur-trimmed, neon hot pants with suspenders doesn't mean you have to. A color is only meaningful if it works for you.

• **Look beyond the paint to the palette.** Just like certain wines pair well with specific foods, color depends on the company it keeps. Paint companies are exceptionally good at creating palettes, clusters of colors that work together to bring out the best in each other. Take note of what paint companies suggest you put their feature colors with. Like a good salad, a successful color lies in the mix.

• **Once you see it, you can't unsee it.** Tuning into color trends makes you a better observer of how color moves in the world. Trust me. This color or versions of it are about to pop up everywhere.



PPG's Color of the Year is Olive Sprig, "an elegant, grounded, versatile and highly adaptable grey-green," featured here alongside other on-trend colors retro red and creamy beige. Photo courtesy of PPG

HD-460041

# Properties

# for SALE

Call for your appointment!

**2 Birch Tree Ln, Charleston**  
**\$176,000**

Payment \$1060 includes taxes, insurance and HOA

NEW SALTWATER POOL FOR SHADY BROOK VILLAGE RESIDENTS. Beautiful 2 BR, 2.5 BA, end unit condo w/ abundant natural light & tons of storage. A huge living room & formal dining area leads out to a back deck perfect for entertaining! Large master features multiple closets & private ensuite! Unit also has a one car garage, spacious family room in the basement, 2 story foyer, & more. Conveniently located in Shadybrook Subdivision, John Adams & George Washington school district.  
**DIRECTIONS:** Oakwood Rd Exit to 119S. Left on Lucado. Right on Smith. Right on Shadybrook Rd. Go straight to Birch Tree Lane.

Mara Ellis

**Realtor®, GRI, ABR, SRS • 304-541-7336**

**oldcolony.com** R. Joseph Miller, Broker

Gazette-Mail

We capture *every* audience

}

**Print  
Mobile & Web  
Social Media**

304.348.4852 • realestate@hdmediallc.com

www.WannaGoHome.com

twitter.com/CGMRealEstate

facebook.com/GazetteMailRealEstate

Charleston  
**Gazette-Mail**