

# Experts predict 'in' colors for 2023



AT HOME WITH  
**Marni Jameson**

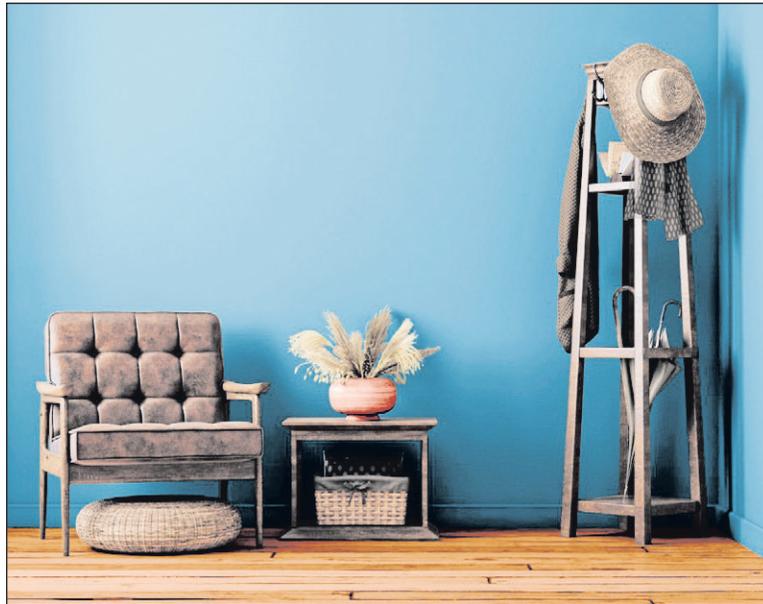
Pick a color, any color. It's COTY Time. Every year about now top paint companies announce their Color of The Year, their best guess at what the "in" color is about to be.

Start the drum roll.

While I don't believe for a minute that these announcements are much more than a public relations ploy to make consumers think about color and maybe buy paint, which it does or these companies wouldn't keep doing this, and while I have never actually gone out and painted a room in my home one of the anointed colors, I love to look. The color experts' choices help me tune into how colors move in and out of style. And colors do move.

The first COTY announcement came earlier this month when HGTV Home by Sherwin-Williams picked "Darkroom" (HGSW 7083), a black with a purple undertone. Among the words the accompanying press release used to describe it were "alluring," "classic," and "modernly retro for the throw-back inspired aesthetic."

My Darkroom reaction: Uhh, maybe if I were doing a home for Morticia Addams.



**Hot Hues** Every year, color forecasters from around the world meet to discuss what is going on globally socially, artistically, politically then predict what hues consumers will have a hankering for. For 2023, top picks include Glidden's Vining Ivy (PPG1148-6). Photos courtesy of the brands

A week later, Glidden Paint by PPG pronounced Vining Ivy (PPG1148-6), a bluish-green tone, as its 2023 COTY. "Consumers are seeking to simplify in this post-COVID era, as the past two years have shed a new light on the importance of serenity and little moments," said Ashley McCollum, Glidden color expert, in the press release. "Vining Ivy embodies this vibe perfectly."

I'm not sure what teal has to do with little moments, but I prefer Vining Ivy to Darkroom.

A few days later, the Sherwin-Williams 2023 Colormix Forecast came out. Don't confuse, like I did, HGTV Home by Sherwin-Williams, a product line sold at Lowe's, with the broader Sherwin-Williams brand, which sells its paints

through Sherwin-Williams stores and has its own COTY. As if color weren't complicated enough.

Sherwin-Williams named its 2023 Colormix Forecast Terra "because it's about nature and our connection to Earth as humans."

OK, if you say so. The forecast features 40 colors divided into four curated palettes from which the company's COTY will emerge in late September, said Sue Wadden, the brand's director of color marketing.

I try to get her to spill which paint color she's leaning toward, but all she'll say is that it's on the warm side. Well, that narrows it down.

However, what I really want to know from this woman who thinks about color all day every

day and travels the world to observe color, then talks to others who do the same, besides how to get a job like that, was not the color of the moment, of the day, or of the year, but rather color trends for the long term, like, say, the next 10 years.

In other words, don't give me your flash-in-the-pan-fun-for-a-second color, but colors we can count on, reliably de-

sign around.

So, I grabbed a cup of coffee and asked Wadden all the questions I selfishly wanted to know:

*Q. For those of us homeowners who want to make interior design choices that have staying power, which colors should we walk away from and toward?*

*A: Walk away from gray. I'm*

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