

# GROWERTALKS

## Front Lines

12/15/2008

## Color Trends for 2009

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Color sells. So what colors should you be selling in 2009?

Pantone, an authority on color and provider of professional color standards for the design industries, has announced Mimosa (Pantone 14-0848) as their Color of the Year for 2009. In a time of economic uncertainty and political change, Pantone says this warm yellow represents optimism, hope and reassurance and is appealing to both genders. Look for it on items from ladies accessories to men's ties to home accents.

The Color Marketing Group forecasts an evolution in the colors for 2009, rather than a bold revolution. According to the organization, which has been predicting color trends accurately for 45 years, concern for the economy combined with a post-election swell of spirit will lead consumers to find comfort in familiar colors as well as those that touch the cord of happiness.

Here are CMG's popular color predictions for 2009:

- **Purple.** A trend that got its start in fall 2008, purple will continue to be one of the "must have" colors of 2009. Hues: greyed-out violet, redder purples and bluer fuchsias.
- **Blue.** Blue represents the new "green" environmental messaging. Hues: watery blue, sky blue.
- **Browns and greys.** According to CMG, complex neutrals are safe and satisfying when economic worries rear their heads. Hues: cooled-down, greyed-out browns and greys.
- **Yellow.** Yellows will help keep us upbeat as the country battles back against a sour economy. It'll be the accent color of the year. Hues: bright, vivid yellows.
- **Asian & Middle Eastern accents.** From India, China and Turkey look for oranges, turquoises, teals, reds and yellows in many different hues. They lend a touch of optimism.
- **Mauve.** What's old is new again. Hues: Dusty violets work as a neutral color against the bright Asian and Middle Eastern accents.

*For more information on the 2009 color trends, visit [www.pantone.com](http://www.pantone.com) and [www.colormarketing.org](http://www.colormarketing.org).*