



Vitex and Color Guild A global color world

Color Guild is the largest International Association of independent paint manufacturers, with 55 partner companies across the world, that predicts and "shapes" color trends for the industry professionals, designers, retailers & consumers globally.

Vitex is an **Official Color Guild Partner**.

Color Guild Colorists predict and present color trend 12 to 18 months in advance of their entree into the marketplace!



TREND 2019

THE GLOBAL COLOR TRENDS

THE COLOR OF THE YEAR

0627 – **Into The Stratosphere**

TREND2019 / 2019 / EN / CC / V1



Discover the **1.320** color shades
of the latest fan deck **Vitex Global Collection**
at paint stores or at www.vitex.gr/en/
by shade code or name



Into The Stratosphere



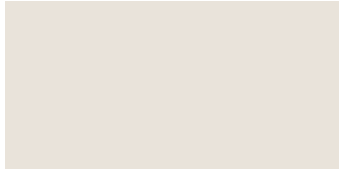
TREND 2019

Craft Luxe

Unexpected harmony emerges from this craft inspired palette. Framed by the contrasting neutrality of deep **November Storms** and comforting **Elk Skin**, a unique duo shine through. The artistic pairing of **Temptress** and **Yellow Umbrella** center you as the curator of gorgeous décor.



Temptress
1144



Elk Skin
0565



Yellow Umbrella
0800



November Storms
0543

DNA

Celebrating our roots is at the heart of this palette. Through nostalgia and the power of the future, we have colors that will move us forward with **Atmosphere** and **Into the Stratosphere**. Treasuring our past through the classic shades of **Sweet Angelica**, **Kung Fu** and **Sugar Dust**.

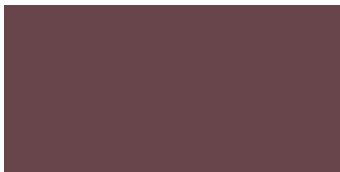


Into The Stratosphere
0627

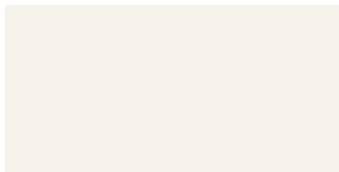
COLOR OF THE YEAR 2019

0627 – Into The Stratosphere

Immersed in this captivating dark blue we can imagine a journey into deep seas and endless night skies. Uplifting yet mysterious, and eternally elegant, this midnight hue is sure to transform any space into something extraordinary.



Kung Fu
0109



Sugar Dust
0011



Atmosphere
0689



Sweet Angelica
0806

The colors for 2019 reflect the contrasts of everyday life, celebrated here with four dynamic palettes. Past and future intertwine in DNA, while craft and technology are celebrated in unison with Craft Luxe and Blurred Lines. The natural world takes center stage with the restorative colors of The Happiness Project contrasting with the otherworldly depths of our Color of The Year: Into the Stratosphere.

The Happiness Project

With a joyful attitude, this palette is the remedy for our hectic lives. The restorative power of nature flows from the calming neutrals of **Deep Space** and **Ice Flow** with a verdant pop of **Perennial Garden**. The happy glow of **Jack-O-Lantern** is as cheerful as the name suggests.



Deep Space
0487



Jack-O-Lantern
1038



Ice Flow
0448



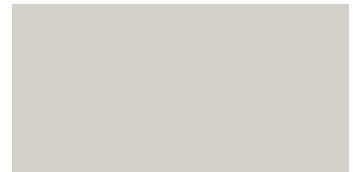
Perennial Garden
0759

Blurred Lines

The blurring of boundaries between man and machine inspires this palette. Curious technology inspired neutrals are reflected in **Techile** and **Dark River**, while **Oak Tone** and **Power Lunch** hint at the humanity within. A passionate punch of **Siren** is the lifeblood and energy of the group.



Oak Tone
0217



Power Lunch
0572



Dark River
0494



Techile
0533



Siren
1117