



A COLORFUL COOPERATION

Vitex, a Color Guild partner, presents you the Color for the Year and the Color Palette for 2021.

Color Guild, the largest international organization that is comprised of more than 55 paint manufacturers throughout the world, forecasts and influences the Color Trends for architects, interior designers, color professionals and consumers. The combined expertise and knowledge of the member companies, as well as the 45 years of heritage, qualify Color Guild as "The Global Paint & Color Authority".

TRENDS 2021

COLOR OF THE YEAR

SIMPLE SERENITY

0614



Discover 1,320 shades of the Vitex Global Collection fan deck in paint stores and vitex.gr



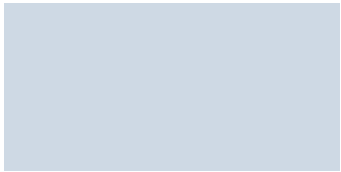
GLOBAL COLOR AUTHORITY



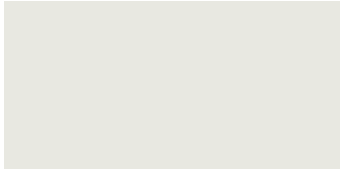
SIMPLE SERENITY 0614

Simple Serenity 0614, the color of hope, comfort and potential in a heavenly hue. **This is the Color of the Year 2021!**

We now see Home in a whole new way: we deeply understand how this color palette creates respite and reassurance and can turn your home into a haven of **serenity, creativity and positive thinking.**



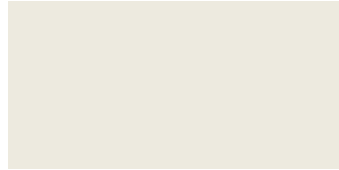
Simple Serenity
0614



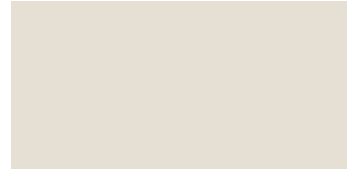
Luna Moon
0017



Pale Green Tea
0425



Nilla Vanilla
0003



Fresh Linen
0180



Hidden Cove
0210



Ice Flow
0448



Fire Dance
0799



Kingdom's Keys
0160



Big Spender
0212



Chicago Skyline
0631



Dreaming of the Day
0470



Peace of Mind
1004



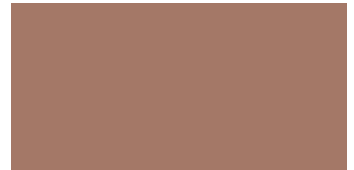
Empower
1095



Deep Space
0487



Day Spa
0634



Caramel Candy
0051