



Authentic and Traditional Paint Hues Refresh and Excite the Senses

Color style for 2009 draws inspiration from both nature and nurture. With increasing numbers of homeowners remaining in place, many are searching for options to refresh and reinvigorate their living spaces. By the simple change of paint color, any room is a reinvention candidate.

Key drivers for 2009 color choice include aspirations to create a comfortable, tranquil home environment coupled with a return to authentic and sustainable materials. In contrast, lively color use and bold patterns will find their place as an alternative to more sedate living areas.



MENSWEAR

Like a warm argyle or paisley sweater, consumers increased yearning for artisanship, authentic materials and design motivates "Menswear". Menswear allows for a more traditional use of hues than recently seen such as navy blue, leather-like brown and rich grey.

Texture-like finishes and decorative techniques are also important to this palette. Incorporating herringbone and argyle paint patterns provides a focal point in living and family rooms.



COLOR RECOMMENDATIONS: Grey, Navy Blue, Brown and Black
DECORATIVE EFFECTS: Argyle, Herringbone, Pinstripes

Weather or Not

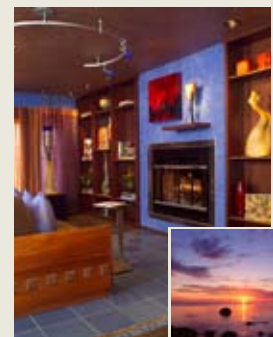
Our eco-consciousness continues to expand and "Weather or Not!" glances upward for inspiration. This palette takes a cue from the continually changing skies, provides the homeowner with colors represented by sunrise or sunset resulting in a shift from the more expected botanical hues.

While suitable for all areas of the home, these combinations are an especially good choice for bathrooms, bedrooms and family living spaces.



Color Recommendations: Dusty purple, deep blue, bronze metallics and rosy red

Decorative Effects: Large, dramatic geometric patterns incorporating metallic finishes



What's in Bloom?

Consumers increased desire for healthy and sustainable locally grown fruits and vegetables provides bountiful inspiration for "What's in Bloom?". Another twist on the "green" movement, this palette is inspired by fresh hues including citrus green, mango and lemon yellow.

Not just for a one-season offering, "What's in Bloom" also derives inspiration from fresh fall produce such as pumpkin orange and apple red.

"What's in Bloom" is ripe for use in a child's bedroom, playroom and kitchens. Use in closets and pantry areas to provide an unanticipated pop of color.



Color Recommendations: Citrus Green, Mango, Apple Red, Lemon Yellow, Pumpkin Orange

Decorative Effects: Black as an accent color on trim or doors provides an interesting and unexpected frame for the What's in Bloom color palette.