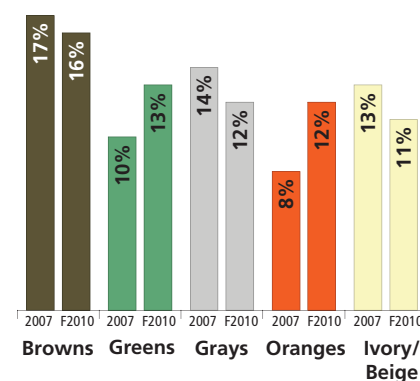


## Green & Orange: The Feel-Good Color Stories For The Home

Light gives us the ability to see our world. Color gives us the ability to differentiate it, decorate it, make it our own. Who hasn't spent hours pouring over color chips and paint splashes trying to decide on just the right shade? How many quarts (and arguments) have we gone through before we got started? Yes, color is that important.

**Top Color Families in Home Furnishings**



In this edition of HomeWorld Monitor, we look at color in the home through 2010.

HomeWorld Monitor, an exclusive design trend forecast based on the empirical trend tracking service Home Furnishings Monitor™, classifies colors into families, groups and hues.

The top five color families in 2010 will be brown, grey, ivory/beige green and orange.



### Green for Growth

Green, of course, has been a staple color in the home



**green for growth**

for many years. Green symbolizes life, growth, renewal and abundance. The growth in green is directly related to the transition from outdoor spaces to indoor spaces, bringing nature indoors.

When we drill down into the green family, we see that four hues capture 80% of all the greens in 2010. Viridians, from pistachio to sage to olive, are found mostly in rugs and art objects in our data set. Yellow-greens, which are citrus, apple and limey, are cheery yet also soothing, conveying lightness and serenity. They occur in rugs, textiles and wall art.

Traditional Greens, which range from forest pine to moss to juniper, instill tranquil, pastoral feelings. Finally, pastel greens—those light, soothing shades—occur as accent greens complimenting deeper greens found in rugs, textiles and other room furnishings.

### Orange Warmth

Orange has also been a strong palette in the home. Like all colors, it has been evolving. Early in the decade, the oranges were corals and Sunkist fruit shades. Closing the decade, the orange spectrum has evolved with the hues turning to richer golds, and earthy ochres complimenting burnished gold and copper metallics. From deep gold-



**orange warmth**

en honeys to pumpkins to deep dijons and Indian yellows, the shades that comprise Ochre form the largest hue in the orange family.

Red-Orange is composed of fiery hues found primarily as accents in pillows, drapes and rugs. Sienna, with its darker richer tones, works well in or with leather or as a compliment to the browns. Secondary-hue orange is that orange juice shade. It is vibrant and radiant and a perfect accent. Finally, the peach pastels are warm, soft accents fit for any purpose. The comforting warmth of orange is forecast to be with us for years to come.

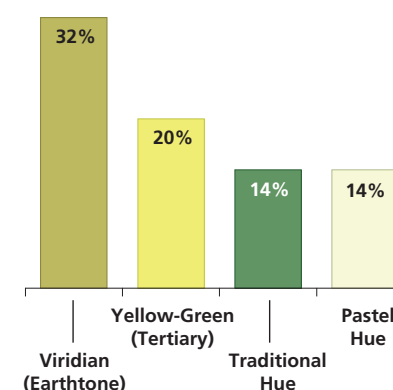


### About HomeWorld Monitor & Home Furnishings Monitor:

HomeWorld Monitor is an exclusive HOMEWORLD BUSINESS® report derived from the Home Furnishings Monitor™, an empirical trends tracking and forecasting service of the American home furnishings and decorative accessories markets based on quantitative data. Home Furnishings Monitor identifies and forecasts key design trends across hundreds of product types based on a dynamic database that consists of more than 35,000 products marketed in leading home product catalogs and featured in the trend editorials of the most widely distributed shelter publications. Products are classified by six key dimensions: product, materials, pattern, style, color and pricing. Home Furnishings Monitor Styles relate to lifestyle, design period and region or country of influence. Hundreds of colors are captured based on the color wheel, the painter's palette and current interior design color trends cross referenced with PANTONE® Textile Specifier colors. Home Furnishings Monitor employs a "Neural Networks" mathematical forecasting method that takes into account its entire database, identifying ways in which the various product dimensions interact with each other.

**About the Author:** Janine Finkle is Vice President of Market Intelligence for Design Research Reports, Inc., co-developer of the Home Furnishings Monitor. Prior to her role at Design Research, Finkle was Director of Market Research at Lenox, Inc. Contact: Janine@designres.com www.homefurnishingsmonitor.com

**Top Green Hues in Home Furnishings**



**Top Orange Hues in Home Furnishings**

