



# Introducing PANTONE® VIEW home + interiors 2018



INSPIRING AND EXPRESSING COLOR:  
defining the essential trends

## PANTONE® VIEW home + interiors 2018

In our world of over communication, excessive information and endless connectivity, we have become option saturated. Distilling the complex universe of color concepts into eight distinctively designed palettes, PANTONEVIEW home + interiors 2018 will help you stay well ahead. With our desire to inspire and ensure you are on the right color path, our key color stories for 2018 break free from traditional thinking; colors are revitalized, hues are mixed in novel combinations, and new color directions express a fresh approach that satisfies the consumer's need for newness.



# PANTONE® VIEW home + interiors 2018

Our **PANTONEVIEW home + interiors 2018** offers inspiration, key color direction and suggested color harmonies targeted towards interior design and home furnishings, including housewares, decorative accessories, bedding, bath, toys, flooring, indoor and outdoor furniture, paint, floral and food design. Looking at color as the catalyst that can define the space and create the magic and the mood, PANTONEVIEW home + interiors is segmented by color trend with each story broken out in the following way:

## 1) Introduction

Each palette is introduced with a written overview of the trend and a supporting visual that sets the tone and highlights some of the key colors in the trend palette.

## 2) Inspiration Photos

Then follows four pages of photos which visually display the lifestyle concept or inspiration from which the trend story evolved and developed, as well as visuals of products and end-uses where the trend colors are applied. Color harmonies are displayed within these photos as are key palette descriptors.

## 3) Harmonies

Located within the photo pages is a printed color card of the trend palette along with the individual palette rationale, key color directives and color harmonies. Color harmonies show which colors should be mixed together and in what proportion or measure.

## 4) Summary Page

Highlighting additional insight and directions, a summary page concludes the forecast with a comprehensive color overview and a look at other factors influencing the forecast.

## 5) 2018 Colors by Color Family

Printed color card displayed by color family provides a quick color overview.

## 6) 2018 Key Color Direction – NEW FEATURE

Written and visual overview highlighting key colors and concepts to take forward for product, interior design and visual merchandising.

## Each book also includes:

- **1" x 4" cotton swatch strips** of each of the 75 forecasted colors to create presentation boards and mix and match your own color stories
- **Printed color card** of each trend palette
- **PANTONE COLOR MANAGER** software for digital design
- **CMYK values** of each of the forecasted colors
- **Digital download** containing still images of photos used to illustrate individual trend palettes

VH2018

*Optional industry-specific packages are available.*



# PANTONE® VIEW home + interiors 2018

## OPTIONS

We offer PANTONEVIEW home + interiors 2018 in several configurations depending on your needs.



### **PANTONEVIEW home + interiors 2018**

includes corresponding cotton swatches for each of the 75 forecasted colors, separated by palette on individual rings  
VH2018



### **For those designing in plastic:**

**PANTONEVIEW home + interiors 2018/ Plastic Standards** additionally includes large PANTONE Plastic Standards Chips of each of the 75 forecasted colors in a carousel organizer

VH2018-PSC



### **For those who would also like to design with all of our 2,310 colors:**

### **PANTONEVIEW home + interiors 2018 Kit**

additionally includes our PANTONE FASHION, HOME + INTERIORS Color Guides

VH2018-KIT



### **For those who would like to only purchase the forecast book:**

### **PANTONEVIEW home + interiors 2018**

VH2018-BOOK