

# COLOR TRENDS...

## TOMORROW'S REALITIES EMPOWERING NEW DESIGN SUCCESS

by Kaye Evans CPF, GCF, CMG

**“TRENDS DON’T MAKE MY FRAME SHOP ANY MORE OR LESS SUCCESSFUL”...** As you begin reading this article about color trends, you may find yourself thinking this. You should perhaps keep this thought to yourself as the majority of the consumers in the world, including those in your corner of the world, truly follow trends. And these consumers [defined as a person that spends money] are the ones driving them every day. It’s not enough anymore to simply keep up with trends; it is now essential to set the trends in your enterprise. Color, like many elements of framing, can be subjective in terms of personal taste and its ability to enhance the artwork. Still, as a framer, it’s important you be aware of the colors (and combinations) that are hot on the trends market.

Tomorrow's Realities Empowering New Design Success! This is a good explanation of the word “trends”... Tomorrow’s realities may only seem like today’s dreams but they are typically the design successes we’ll enjoy the day after today! Listen, look and learn what those new colors and trends might just be...

### REDS

The palette for red is wider this year than ever before and could increase even more next year. If you are searching for a reason, look to the 2000 U.S. Census and find the answer. This extensive and detailed demography only happens once every 10 years. The one

accomplished in 2000 was the most detailed and fact tabulated ever taken in the history of the peacetime world. In this 10-year period the Anglo-Saxon population grew by 12%, the Afro-American by 38%, Asian by 45%, and lastly, the Latino population grew by a whopping 58%!

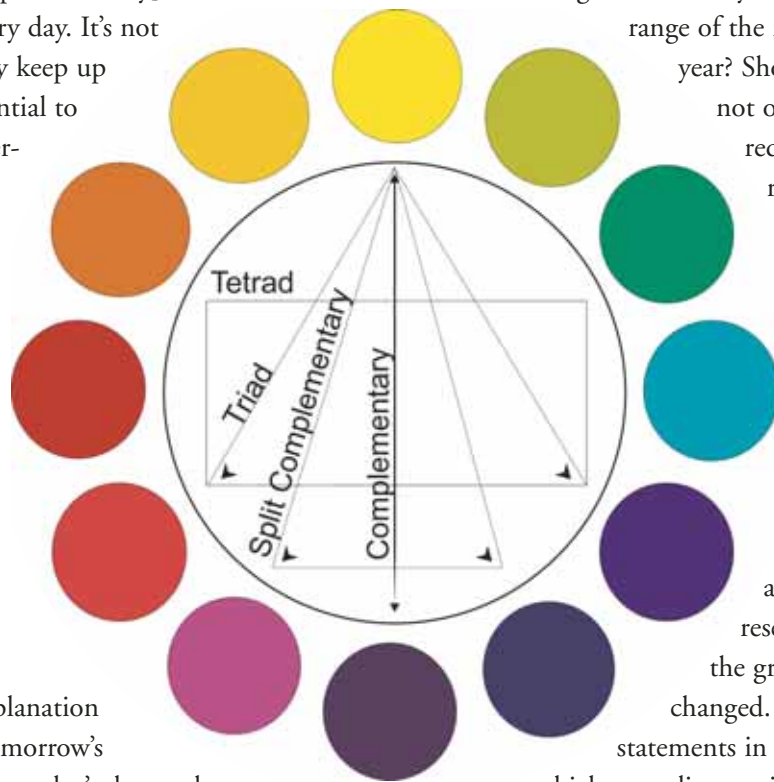
When the colors of these cultures are combined together, is it any wonder that the color range of the red family is wider this year? Showing large increases are not only the stable primary reds but the fresh punky reds. They don’t always have to scream about their brightness either. A quiet, tasteful red, such as a deep burgundy, can fit in quite well with current interiors.

**TRY THIS:** It would be a good idea to do some research to determine how the growth in your area has changed. Try different culture statements in your store window to see

which new clients might be drawn inside to explore. Colorful and flowing drapes of tints, tones, and shades of red fabric over an easel holding a 24"x36" framed watercolor of cultural interest using proportioned 4" or wider triple mats could turn this window into a trends test tube. Change it often to gauge the interest in different tastes and cultures.

### ORANGES

Seen as a replacement for bright yellow in the hearts and minds of many, this next door neighbor to red on





*The warm, earthy yellow of this room's decor reflects the relaxed, yet bright, tones many consumers desire. The moulding shown here is Metropolitan Classics from Nurre Caxton. The deep burgundy color of the frame complements the yellow hues of its surroundings.*

the color wheel is an easy swing and flows into a rich copper when expertly mixed with the tints, tones, and shades of orange. Said to be the next metal of fashion choice, copper not only gives the richness of style but also conveys a relaxed feeling. Achieve a worn and wonderful feel in an American Indian print incorporating deep beveled accents that brings the warmth of a patinated orange from the outdoors to a perfect spot in a living room.

**TRY THIS:** Using the same print frame up two pieces; one using just a single mat and the other the same mat, but apply a deep, copper-colored bevel to this single mat. Watch as consumers do their own comparison shopping.

## YELLOW/GREENS

Trends sometimes slowly evolve. So when this color family suddenly “popped up” several years ago, many designers scoffed that it would only see a season or two. Well, yellow/green is going strong and evokes the feelings of this exciting and extensive color family that years later appear to be slated for a classic color. We have seen it move from a bright and electric yellow/green, to a more clean and calm yellow/green, and now transformed into a sophisticated balance between yellow and

green and blue but nonetheless yellow/green. This is an ode to both the penchant for colors inspired by nature, as well as the consumer desire to create crisp, clean surroundings in home and offices.

## BLUE/GREENS

Whisper the word “teal” and the word “spa” spills out! This trend toward relaxation and feeling pampered is driven by this crazy and stressful world. The new spa inspired colors are not just teal, but just looking at them makes us feel better. The fresh and fluid aqua, periwinkle, and Riviera blue will cause beach scenes to abound—and not just in beach homes, but even deep in the Midwest where one cannot even hear the roar of the ocean.

**TRY THIS:** Try using scraps from matboards from the blue/green families to create a small piece of art using, perhaps, five carefully proportioned mats and watch the stares of delight. Place it on a small easel by the cash register along with a small bowl of scented sand and watch the consumers play in it as they enjoy the print. Spa colors simply make us feel good!

## BLUES

From singing the blues to wearing them, those blues continue to be trendy, while remaining a classic staple in design arenas. We are bleaching, stone washing and tearing them, and blues are a part of design and will be in trend everyday. Most recently, designers have taken tried-and-true blue, added silver and gray to give it a very metallic look. Add a little black to it, sprinkle a little sparkle on it, and it “strokes” with the best of them. Many blues today are “cool” and textured and high-tech all the way, with silvery and other metallic properties. These hues can be used around many types of art since the shades we see today can work with both contemporary, high-tech subjects, yet still hail from natural elements of water and sky.

## YELLOW/ORANGES

Swinging back around the color wheel brings us to the warm feel of yellow/orange, a deep shaded color that

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has replaced bright yellow. And, in case you thought yellow will fade away, just watch as the bright yellows melt into a wonderful soft butter yellow. (An example of this is seen in the photo on the previous page.)

Rich hues of this sunshine-inspired color work well in the traditional, luxurious settings that many consumers are creating for themselves these days. Just picture

those yellow toile fabrics and golden throw pillows we're seeing in furnishings.

**TRY THIS:** Using several of the warm yellow/orange woodtones on your moulding sample wall, stack them together to create three wood blended frames "layered" [a more sophisticated word] tastefully together. Use these layered profiles to frame pieces of artwork that

represent several popular trend categories: Global Culture, Nature's Living, and Traditional Treasures. Then let your customers be the judge.

### **SUMMARY**

Moving around the color wheel sees the trends move from the way they were, toward the way it is, and on to the way it will probably be. Traditional trends swing into top place with the warming of colors toward nature, water, floral, and feeling good. Make it real, make it look and feel good, and make it last; these are the trends most desired by your consumer! Enjoy. And remember, "Tomorrow's Realities Empowering New Design Success" ■

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