

the inside advantage

winter2009

color trends FOR 2009

Clean, bright, saturated colors are making way for neutrals, chameleon colors and texture/pattern on everything from products and hard goods to visual communications and graphic design.

Grays and Browns have been leading the neutral trend providing a sense of serenity and harmony. Both colors are being combined with each other and other neutrals, including Off-White, Beige and Oatmeal, often with specialty finishes, luster or texture. All metallics, with Gold leading the charge, are being paired with these neutrals. And colored metallics, such as Rose Gold, will play an important role in turning metallics towards color through 2009 and 2010.

As Grays and Browns have ascended, color has not been completely abandoned. When blended with other colors, these hues have created a new range of neutrals – known as chameleon neutrals – that sit on the edges of Gray and Brown. While Purple shades of Brown and Gray are in the forefront, other colors including Blue, Green, Yellow and Red will create compelling, complex neutrals positioning these chameleon colors to grow and redefine neutrals through 2011.

OVERVIEW

Despite the neutral trend, colors will still be prevalent. The following trends are based on reports from leading color forecasting associations and home furnishing & textiles markets from Europe and the U.S.

PURPLE

Purple continues strong, with Red-cast Purples coming forward... Pastel Violet is emerging (and along with Light Pink, Blue, and Mint, represents a pastel revival that will grow into 2010)... Mid-tone Purples are drifting towards Mauve, which will become a directional color leading into 2010

BLUE

Blues will become truer, moving away from Robin's Egg and Teal... Aqua replaces Spa Blue, yet Turquoise will appear more directional... Red-cast Blues will be strong, from Periwinkle to Denim and Navy

RED

Vibrant, warm Reds will be most popular... Wine and Hot Pink are ascending

GREEN

Lime Green remains strong, but should begin to be replaced by less Yellow Greens in 2010-11... Cool, Grassy Greens are in... Forest/Evergreen will begin to show up

YELLOW

Butter Yellow is climbing... Warm primary Yellow will be strong... Green-cast Yellows are still showing up

ORANGE

Oranges will cling to the Red side... Coral is up-and-coming and feels fresh on both the Orange and Pink sides... Bright Orange is hinting at a larger role



UPCOMING Trade Shows...

MANTS
JANUARY 7-9
BALTIMORE, MD

TPIE
JANUARY 15-17
FT. LAUDERDALE, FL

THE SPECIAL EVENT
JANUARY 28-30
SAN DIEGO, CA

NE FLORAL EXPO
FEBRUARY 28 - MARCH 1
HARTFORD, CT

MICHIGAN FLORAL ASSOC.
MARCH 6-8
GRAND RAPIDS, MI

PACK TRIALS
MARCH 28 - APRIL 5
CALIFORNIA

custom photography for marketing success

Proven Winners® was looking to take their marketing program in a new direction, starting with their annual catalog. In addition to plant photographs, they wanted to incorporate a lifestyle theme featuring Proven Winners® annuals and perennials in home and garden settings with people enjoying the landscaped surroundings.

Proven Winners® enlisted John Henry® to manage and direct the photo shoot, including set design and construction, lighting, model recruitment, styling, and photography. At the photography studio in Michigan, five modular sets were built, including the front porch of a house, a pond, and three backyard settings.

To recreate an outdoor summer setting inside the studio, we lit the sets with high-end motion picture lighting to simulate natural sunlight. Over the course of five days, we shot approximately 50 photographs of a variety of plants, and about 200 model shots. After review and final selection, we retouched the photographs under the direction of Proven Winners® and supplied high-resolution print-ready files for use in catalog layout and design.

Proven Winners® was extremely satisfied with the results. Based on the success of the catalog, they expanded use of the photographs to a broader campaign, including trade show displays and point-of-purchase programs.



THE NEXT big thing



OUR ALL NEW LifeScape™ Series

WIDENS YOUR POSSIBILITIES

By broadening the marketing space, branding options become endless! Plus, the LifeScape™ series is engineered for lower run quantities.

funfacts TO SHARE

Plant a Tree to Reduce Your Carbon Footprint

Trees use CO₂ to make wood, releasing oxygen in the process. As they grow, trees absorb CO₂ from the atmosphere, where it would otherwise contribute to global warming. In one year, an average tree absorbs 26 lb of CO₂ and releases enough oxygen for a family of four.

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