

STATIONERY
Matters

Stationery News - Home > News


Pantone announces its Color of the Year 2019

News 10-Dec-18



A benchmark for colour trends across the fashion, home and stationery sectors, Pantone's Color of the Year 2019 is Living Coral 16-1546.

 Image credit: New York Times. Illustration by Wendy MacNaughton

 Image credit: New York Times. Illustration by Wendy MacNaughton

Pantone chooses one colour, announced every December (for the past 20 years), based on a host of trends that include fashion, design, interior and cultural trends. They also aim to choose a colour that reflects the mood of global culture at the present moment.

For 2019 the colour wizards at Pantone have selected this vibrant hue in light of the fact that wherever we are in the world, all things considered, we really need cheering up.

Living Coral, with its associations with the natural world and its joyful and zesty colour is just what we need to drag us out of the doldrums. Pantone says "Living Coral embraces us with warmth and nourishment to provide comfort and buoyancy in our continually shifting environment."

The fizzy orange hue of Living Coral has been visible everywhere from the catwalk to beauty and packaging.

Laurie Pressman, vice president of the Pantone Color Institute, commented on this year's choice: "We see the environment taking on an even greater role in the world we live in today for two primary reasons, one being how connected we are to technology.

"Because we are so connected to something that's not real, so to speak, we really need to find that balance closely and intimately with something that is real and you don't get more real than nature."

Pressman continues with the second reason for the choice: "Our understanding of our natural resources...we look at the concerns of what's taking place in nature, the depletion of natural resources. One of the things that we get from nature is energy. When we think about the shifting nature of our world, here's a colour that's animating and life-affirming."

We can buy into this straight away at [Pantone](#), which is selling Limited Edition Journals bearing the Colour of the Year 2019 information on the Living Coral coloured cover. Expect to see this zippy orange popping up all over writing instruments and paper products throughout 2019.

www.pantone.com



Useful Information

- [Contact Us](#)
- [Terms and Conditions](#)
- [Privacy Policy](#)
- [Advertising](#)

STATIONERY
Matters