

Spotlight Shines On Masculine Pink

Movie Star Sparkles As 2007 Color Of The Year

(NAPSA)—Many little girls dream of being “pretty in pink,” but is it possible to also be manly in a color that until now has been so closely associated with cotton candy, ballet slippers and powder puffs? According to color experts, the answer is a resounding yes. In fact, if forecasts prevail, this year will bring the liberation of men to incorporate shades of pink into their wardrobes—and their homes.

That’s because Movie Star—a masculine shade of pink paint—is taking center stage as the 2007 Color of the Year.

“Movie Star captures the essence of 2007 by representing the spirit of adventure and sophistication that currently dominates our culture, in which celebrities’ wardrobes and home décors are coveted and closely emulated,” explains Barbara Richardson, director of color marketing for ICI Paints. “It is a dark pink shade with elements of gray that lend the color a remarkable versatility and a strong character. True to its name, Movie Star radiates confidence, creativity and refined elegance. It’s a chic, contemporary shade that is bold and accessible in the way it speaks to everyone—even men.”

The shade’s versatility is a result of society’s recent reassessment of its views on pink. The color has truly come full circle, having originated in both Eastern and Western cultures as a strong color symbolizing masculinity. It was even worn by samurai warriors to represent power. Today, the hue is a favorite of top menswear designers such as the British-based (and aptly named) Thomas Pink label. In fact, the saying “in the pink” originated from the pride that Englishmen felt from wearing Pink’s clothing



Movie Star—a more masculine shade of pink—adds character to any room of the home.

more than a century ago.

“While pink always will appeal to the feminine aesthetic, today’s society also considers a man to be confident and masculine for sporting pink and even associates the color with strength and perseverance—hence its use on breast cancer awareness ribbons,” says Richardson.

It’s also becoming more common for interior designers to incorporate a touch of pink into areas of the home besides little girls’ bedrooms and nurseries. According to Richardson, pinks are especially dramatic when contrasted with dark chocolate browns, cool celadon greens or even jet black.

Movie Star, developed by Glidden, isn’t the only color slated to gain celebrity status in 2007; it’s just one shade identified by a group of international color experts from ICI Paints that studies events and design influences from

fashion, architecture, nature and cultures around the globe to produce a contemporary color palette each year. The result is a color forecast identifying themes for the coming year and naming a single color of the year driven by society’s moods and interests, similar to the way that fashion designers seek unique styles and incorporate current philosophies into their work.

“The most apparent change this year is that colors are less contrasting and more mid-toned overall. Paler tones have become a bit deeper and a new ‘down to earth’ quality is apparent in all color families,” says Richardson. “Colors are more natural, with a sense of realism, making them easy to live with and incorporate in everyday décor.”

To learn more about color trends and receive tips on paint color selection, visit the Web site at www.glidden.com.