

Decorating Trends

Seven Key Trends, One Colorful Forecast

™

Sherwin-Williams Color Experts Announce Home Décor Trends for 2004

(NAPSA)—What's appearing on the home décor horizon for 2004? Seven key color trends add up to a year's worth of style, says Sheri Thompson, director of color marketing and design with The Sherwin-Williams Company, North America's largest paint manufacturer and retailer.

Casual D'Luxe

Rich, saturated, jewel-tone colors like Red Bay, Copper Mountain, Plummy and Black Bean bring drama and warmth to painted surfaces, while echoes of those shades are translated into textiles, home décor accents and kitchen, bath and lighting fixtures in this category. "Casual D'Luxe is a blend of opulence and elegance, but with a lived-in, comfortable look," says Thompson. The focus is on attention to detail, whether the space is filled with contemporary furnishings or treasured antiques, or an eclectic marriage of both. Texture, too, is a vital element—and it's everywhere, from floors to walls. Says Thompson, "Casual D'Luxe is opulent, classic and tailored—a trip down luxury lane."

Color Therapy

Influenced by the shades of summer, sand and surf, Color Therapy infuses a space with soothing, soft hues that calm and nurture. "These colors are livable and touchable," says Thompson, "and represent a search for balance." The meditative, Zen-trend for 2004, Color Therapy is filled with liquid, luminous shades like Sand Dollar, Waterscape, Atmospheric, Dignity Blue, Solitude and Euphoric Lilac. "Think of Color Therapy as yoga for your home," explains Thompson, adding, "the colors promise a relaxing retreat, whether they're used as paint on

walls, or represented in window treatments or floor coverings. In addition, textures echoing those found in nature—from sandy beaches to knotty woods—bring depth and interest to textiles and furnishings.

Natural Habitat

Like Color Therapy, this trend strives to make indoor spaces reflect outdoor environments. Green figures prominently, subtly filling rooms with the concept of renewed spirit and growth. Shades such as Lime Rickey, Talipot Palm, Grounded and Foggy Day are representative of nature, and are vibrantly punctuated with an accent of Intense Teal. Associated design elements include hammered metals and natural fiber textiles with hints of metallic thread, as well as botanical prints and surface materials such as granite and slate.

Arts and Crafts

A renewed interest in the restoration style of Arts and Crafts is on the increase, says Thompson. "The original Arts and Crafts movement of the late 1800s, which includes the Frank Lloyd Wright influenced Prairie Style, as well as Charles and Henry Green's Bungalow Style, was a rebellion against Victorian excess." Like the Arts and Crafts era of the past, today's Arts and Crafts designs incorporate stained glass, wood, stone and terra cotta, but don't allow for focus on any single architectural element. Paint colors for this category in 2004 are imported from the earlier Arts and Crafts era and include Rembrandt Ruby, Hubbard Squash and Studio Blue Green.

Sugar-Coated

Definitely not the shy pastels of the past, Sugar-Coated colors

deliver a sophisticated, tropical feel, reminiscent of British Colonial style. Important in warm-weather climates such as Florida and the Caribbean, Sugar-Coated blends innocence and freshness with elegance, typified in colors such as Oleander, Jovial, Avid Apricot and Lily.

Domino and Jolt of Neon

Streamlined and minimalist—yet hardly understated—Domino gets down to the basics: black and white. This crisp, clean backdrop for all that's vogue is both timeless and timely, as well as a perfect backdrop for punches of other colors. And speaking of punch, Jolt of Neon delivers a knockout dose of bright, happy shades like Confident Yellow. "Jolt of Neon is color with no commitment," says Thompson, who adds, "these lively, tart shades aren't intended for use throughout an entire home, but they can bring playfulness to a space when used in small doses."

Sherwin-Williams is the nation's largest retailer of paint, stains, coatings, wallcoverings and associated supplies and sundry items. With more than 2,600 stores in North America, the company is dedicated to supporting the do-it-yourself consumer with specialized products, superior technical knowledge and one-on-one, personalized service that's focused on the do-it-yourselfer's unique project needs. Sherwin-Williams brand name products can only be found at Sherwin-Williams stores; call 1-800-4-SHERWIN (1-800-474-3794) for the nearest location. And visit Sherwin-Williams on the World Wide Web at www.sherwinwilliams.com.