

## For Immediate Release

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## Brentano's Annual Color Forecast: 2012

### Design team reflects on the past, looks to the future

**Wheeling, IL (December 2011)** - The end of the year is always filled with reflection, as well as anticipation, for what the next year will bring. In this year's annual color forecast, Brentano looks back on the successes and trends of 2011 and predicts what's in store for the interior design world in 2012. To do this, the Brentano design department evaluates their previous and upcoming collections, consults their sales team about client requests, and gathers to discuss what they've observed lately in the world of design.

As a leader in designer textiles in a range of beautiful colors, Brentano knows that interior design colors do not change as rapidly as those in fashion. As Brentano Design Director Iris Wang points out—this is a positive aspect; otherwise, everyone would be pressured to change upholstery fabric and drapery with far too much frequency. Additionally, interior design relies on base colors, often hues of tried-and-true neutrals, to create a classic palette. However, she points out that there are always slight changes, as well as fun new additions that can be added to an interior through use of accent pieces, such as chair backs and pillows.

The six colors singled out for 2012 include the updated neutrals **Paper White** and **Graphite**, as well as **Linen**, a warm shade that can be used either as a neutral or as a color in its own right. Bold colors come in the form of the lively **Sprout** and saturated **Tangerine**, and also with the continuation of 2011's sophisticated jewel-tone **Marine**.

**Marine** - A continuation from 2011, Marine is a navy that plays up the rich, jewel-toned aspect of the color while keeping true to its classic appeal.

**Sprout** - This bright, yellow-green shade is perfect for livening up an atmosphere. Use it for accent pieces to give interiors a fun, current twist.

**Tangerine** - A saturated orange with a touch of red, tangerine offers a fresh counterpart to sophisticated neutrals.

**Paper White** - 2011 saw a move from creamier neutrals to this "true white" that is pure, clean, and luxurious—the perfect basic to continue using in 2012.

**Graphite** - While Brentano's 2011 color forecast called for silvery, platinum hues, 2012 will see grays shifting to a darker charcoal that looks beautiful with colors (such as deep yellows and purples), or pairs perfectly with neutral shades.

**Linen** - Linen looks beautiful as a crisp white or dyed a vibrant color, but also has a natural appeal in its unprocessed, raw form. Its comforting, clean feel works as a neutral, but also offers stunning warmth that makes it the perfect color for a subtle palette.

# BRENTANO™

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MARINE



PAPER WHITE



SPROUT



GRAPHITE



TANGERINE



LINEN

## About Brentano:

Founded in 1990 by Design Director Iris Wang and her husband, President E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns to an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing beauty + performance. Their growing collection of eco-fabrics expands this ideology by demanding textiles meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Having celebrated their 20th anniversary in 2010, Brentano continues to offer a variety of innovative and interesting textiles, including eco-friendly faux leather, high performance upholstery, fire-resistant, outdoor, Crypton, Nano-Tex and GreenShield fabrics. Please visit [www.brentanofabrics.com](http://www.brentanofabrics.com) for more information.

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