



color

# alert. 2021 Key Color | **Mist**

NORTH AMERICA

@ColorSells



**Mist** will first veil, then cleanse, and finally elevate the mindset through difficult times and emerge determinedly into the newly established decade. It is selected, and shall be embraced, to encompass the mood, desire, and fantasy of new growth.

Despite global events, it is an encouraging moment for design and **Mist** is a color that suggests the transcendence in creating new products and design solutions. Determined by CMG North American color experts in 2019 to emerge in as the 2021+ Key Color, the pale blue color of **Mist** suggests an uninhibited look at the future. **Mist** has neither gender nor age, making it ideal for fashion and consumer electronics, as well as transportation. With its ability to take on varying sheen levels and special effects with ease, **Mist** is an easy color to embrace.

In residential and commercial interiors, **Mist** adds a sense of ease by adding a perceived carefree color to designs and products. From walls to upholstery, accessories to graphics, this pale blue hue gives pause to refresh and reconsider the moment, then move forward with revived purpose. In the designed space, **Mist** will be present in interiors as paint, as well as textiles and small consumer goods. It will appear subtle in matte finishes, uplifting enhanced with metallics and special effects, and comforting in textures such as velvet, wool, and sueded microfiber.

With a high gloss finish, **Mist** will a reminiscent touch to transportation and case good furniture. **Mist** offers a small touch of retro “simple life” as it conjures past design and will be a welcome visual tonic as the world continues to adjust. **Mist’s** pale blue hue, touched with a whisper of toned grey and minimal chroma, is spirited in its lightness. Whether embracing an interior, parading down a catwalk, enhancing a personal device, or moving through a city, **Mist** is a color of movement and progress.

As dawn rises, so does **Mist**, a color with which to progress.

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