



CMG 2023+ KEY COLOR

EUROPE



REVIVAL GREEN

A low chroma, greyish, blue-based green that is effortless to the eyes, Revival Green symbolizes the embedding of our love for nature and represents our need to protect her. Natural colors will enhance consumer's choices in selecting more environmentally friendly products.

Revival Green incarnates the need for further sustainable lifestyles where we care for ourselves. But to be able to do so, we first need to care for our planet. Living in sync with Mother Earth is a necessity articulated by the subtle, greyish, blue-influenced, green tone. It does not scream for change nor optimism, but it delicately pushes us towards the right direction.

Revival Green is effortless to the eyes. It is a symbol of our love for nature. It speaks in support of the necessity to protect her. The natural quality of this color has the energy to influence consumers choices for more environmentally friendly products. It brings along a longevity and permanence qualities to a product, a concept that is becoming key as we grew accustomed to accumulating waste and getting rid of items that are no longer trending or do not serve our current needs.

The introduction of natural colors, such as this green, into our homes, offices and public spaces stimulates feelings of calmness that allow us to connect with nature even when living in urban areas. When we surround ourselves with nature and beauty, we enhance our wellbeing and that of others. When we breath in serene environments, supported by the selection of the appropriate and ecological color, we may contribute to the wellbeing of the inhabitants who may have the ability to enact regenerative frequencies into the planet.

Revival Green is suggested with a standard finish and is anticipated to emerge in various market sectors, such as Automotive Exteriors & Interiors, Consumer Goods, Home Décor & Accessories, Fashion & Accessories, Furniture Interiors, Paints & Wall-coverings Interiors, and Textiles, in the European region.