



CMG™

CMG 2023+ KEY COLOR

LATIN AMERICA



# MIRADA ALEGRE

A medium chromaticity, creamy, soft orange with a sense of balance between yellow and red yet loosely permeating the warmth of yellow. Mirada Alegre, Spanish for Joyful Look, personifies the light diffused from our hearts to the outside world. The energy drawn to allow us to recuperate the lost moments of our lives as the pandemic ravaged our existence. The glow that fulfills us with joy and life.

The year 2023 is a year of thriving and externalizing our emotions. A year of change. Change that will not happen abruptly, but rather by baby steps as we re-learn how to walk again, run again and be happy again.

We seek to live life as we knew it. However, we will learn how to value it much more, and find joy in the simplicities of living the crazy life, “living la vida loca”, but in a safe manner. Mirada Alegre characterizes the warmth that will allow us to seize the feelings we repressed during lockdowns and quarantines and transform them into new experiences.

With this orange tone, and within this orange space, we are allowed to celebrate life, live a party, and regain that joy we once had before the pandemic.

Mirada Alegre symbolizes the joy and euphoria of exchanging eye contact with loved ones. A simple look filled with meanings and connotations that will transmit the feelings of delight for being able to look at the eyes of another person, not through the static surfaces of our screens, but through physical gestures we are familiar with, enabling to breathe a little of “living the crazy life”.

By its meaningful symbolism, Mirada Alegre can be a comprehensive color that harmonizes well with many colors and different tonalities to create either calming or energizing moods.

To create calming moods, it can be juxtaposed to blue tones that represent the air and water of the beach, or with neutrals to establish tranquility and security. To create energizing atmospheres, it will unite well with bright green to represent rebirth, and robust shades of fuchsia or dark grey to waltz on the edges of reality.

Mirada Alegre is anticipated to emerge in applications for Consumer Goods, Home Decor & Accessories, Fashion & Accessories, Paints & Wallcoverings Interiors, and Textiles in Latin America. It is also expected to be smuggled to North America as we witness the globalization of color.