



CMG 2024+ KEY COLOR

EUROPE



FOLLOW ME!

A rich, high chroma, bright orange, **Follow Me!** is a color that signals our awakening as we let go of old structures. The time has come to adapt our personal lifestyles and adopt new habits. We have no choice but to reduce our individual consumption and give up some of our previous wealth. A change in direction is challenging—it requires overcoming countless obstacles, but they do not stop us from reaching our destination. **Follow Me!** symbolizes the need for empathy, warmth and caring for people in need. It reflects the current struggles in Europe; anticipated to continue through 2024 and beyond.

We seek a new freedom by giving up our independence from old structures while creating a new togetherness. This defines our future sourcing behavior and makes the world seem smaller. Individuals, brands, and companies involved in the value chain are requested to take a sustainable and conscious stand against the consumption of short-life products that are produced using non-sustainable methods.

Follow Me! is a way forward in a world that is stressed. It focuses on action. It cries out for attention without aggression. It says, “Follow me and we will seek a way out, together.”

Follow Me! is predicted to emerge in various market sectors in the European region, such as Automotive Exteriors, Consumer Goods and Sporting Goods.