



Ortega Collection, Romo

On TREND



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A resurgence of pretty pastels, nostalgia and the natural world means colours for 2013 are anything but bland.

In today's modern world social media and the internet reign supreme – meaning information from around the globe is available to us in an instant. It's this technology revolution that has completely turned around the way trends develop.

Only 15 years ago colour trends would be set by global forecasters and trendsetters then picked up by industries with long manufacturing lead times. This would then carry through to the fashion world and, lastly, translate into the trends for interior decorating and homewares.

What used to take years to develop now happens in a far shorter timeframe, which means we have a lot more colour trends all at once.

As the world gets smaller and information becomes more readily available, colour trends are also not as definite as they used to be. With so much variety, people are becoming more discriminate and individual in their choices and colour trends are following the way we choose to live.

As the technology revolution expands and envelopes our lives, individuals now place more value on the importance of connecting with people and as a result we also crave the simpler things in life. This



The Pavonia Collection, Designers Guild



Resene
Secrets



Resene
Silhouette



Resene Half
Cobblestone





MH | COLOUR PALETTE

The Pavonia Collection , Designers Guild



nostalgic trend has been popular for some time and continues into 2013 with an importance being placed on handicrafts, one-off custom-made pieces, elegant afternoon tea with friends and an interest in our heritage. In terms of colour, this translates into a resurgence of pretty pastels, albeit with a touch of grey to ensure they are sophisticated – Resene Escape and Spring Fever are good examples of this.

A love of nostalgia, the natural world and a backlash to the fast technologically-driven environment ensures that green also reigns in the colour stakes. Resene Impromptu is a classic lime hue which is still popular and edges further towards yellow with

chartreuse becoming more prevalent. Teal has made way for jewelled greens that are right on the cusp of blue, demonstrated beautifully by Resene Windfall. The Pavonia Collection from Designers Guild shows off these yellow greens perfectly. According to Resene, reds are really making a statement this year with both warm and cool reds dominating colour palettes. Madame M and Pohutukawa are unashamedly extroverted colours with fabulous rich purple browns like Chocolate Fish to anchor the scheme.

It's great to see the selection of reds this season in new fabric collections and the Ortega range from Romo Fabrics is both refreshing and vibrant.

Of course, neutrals, which are the mainstay of our decorating palettes, are still important. According to Resene, in 2013 we will see smoky and dusty neutrals that reflect the nostalgic trend. Stone greys such as Half Cobblestone are reminiscent of concrete. And when combined with timber and very dark neutrals like Resene Silhouette, you have a fabulous cocooned environment against the stresses of the outside world.

