

FOR IMMEDIATE RELEASE

Contact:

Kate Tucker

Brentano

T: 847.657.8481

ktucker@brentanofabrics.com

Brentano's Annual Color Forecast: 2015

Jewel tones will dominate color landscape in the new year

Wheeling, Ill. (November 2014) — “As a color leader, we want to make sure that we're bringing our clients a well-rounded palette, but also an innovative palette to draw from and to be inspired by,” says Brentano Designer Aaron Mensik of the textile house's color forecasting process. “Colors have a lifespan, and it's that evolution that makes the process interesting. The colors we forecast aren't just the best sellers or the biggest attention getters; they're driving changes we see in the market.”

Brentano's sixth annual color forecast singles out three base colors (charcoal, flax and porcelain) and three accent colors (citrine, emerald and gold) that will drive the design studio's product development for 2015 and steer interior design for years to come.

EMERALD — As classic and useful as sapphire, yet unexpected, the intense, deep green of emerald surprises and inspires. The rich jewel tone evokes luxury and the lushness of nature in a saturated shade equally welcoming, vibrant and unique.

CITRINE — Stylish citrine, elegant as gemstones and fresh as citrus, evokes a sunny warmth both enlivening and grand. The slightly saturated yellow, lighter than saffron but deeper than buttercup, makes a beautiful counterpoint to grays like charcoal and porcelain.

FLAX — Embracing the dark inclusions in natural linen, flax takes the versatile neutral into a deeper, more practical range. Although slightly warmer than the linen Brentano first forecast for 2012, flax shares the same beautiful, rich color variation.

PORCELAIN — A luminous neutral, neither warm nor cool, porcelain falls between perfect white and a pale gray. While bright (but not extremely so) and clean (but not pristine), the glowingly light, like-white porcelain shade lends a livable ease to interiors.

GOLD — The ultimate in luxury and opulence, gold carries through from Brentano's color forecast from 2014 into 2015. An enticing reddish undertone and the fun of a metallic temper the color's rich history — making this mid-tone gold a coveted accent.

CHARCOAL — Reflecting an ongoing trend toward masculine colors, the deep gray of charcoal carries forward from Brentano's 2014 color forecast. The dramatic neutral pairs beautifully with other colors to add rich depth to traditional and contemporary spaces.

BRENTANO™

260 Holbrook Drive
Wheeling, IL 60090 USA
T: 847.657.8481
F: 847.657.8641



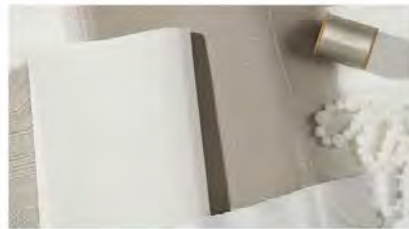
EMERALD



CITRINE



FLAX



PORCELAIN



GOLD



CHARCOAL

About Brentano:

Founded in 1990 by Design Director Iris Wang and her husband, President E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns to an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing beauty + performance. Their growing collection of eco-fabrics expands this ideology by demanding textiles meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Having celebrated their 20th anniversary in 2010, Brentano continues to offer a variety of innovative and interesting textiles, including eco-friendly faux leather, high performance upholstery, fire-resistant, outdoor, Crypton, Nano-Tex and GreenShield fabrics. Please visit www.brentanofabrics.com for more information.

###

