

## FOR IMMEDIATE RELEASE

Contact:

Michela Olzen

Brentano, Inc.

T: 847.657.8481

E: [pr@brentanofabrics.com](mailto:pr@brentanofabrics.com)

## Brentano's Annual Color Forecast: 2017

### Bold colors unify adventure and optimism

**Wheeling, IL. (October 2016)** — As the year winds down and industry trends begin to shift, Brentano's designers predict what colors will emerge in the upcoming year. In preparation for new development, the design department evaluates past products, collects data from the sales team and closely observes the forever-changing world of design.

Brentano's eighth annual color forecast presents three new captivating colors (Coral, Chartreuse and Bloom), a powerful colorless shade (Almost Black) and reintroduces classic hues (Peacock and Elephant) that will dictate the future of design.

**Coral** — With a cheeky personality and bold flair, Coral's pop of color is a powerful punch. The zesty accent — uplifting and bright — adds a splash of excitement to the traditional household.

**Elephant** — First forecast by Brentano in 2016, Elephant's popularity carries over into 2017. This dependable neutral highlights its practicality by complementing both warm and cool interiors.

**Chartreuse** — The crisp hot hue Chartreuse evokes refreshing warmth in a unique and stylish way. The harmonious hue — a fusion of green and gold — perfectly balances beauty with brilliance.

**Peacock** — Polished Peacock, calm and cool, remains as current as when it appeared in Brentano's 2016 forecast. The jewel-toned teal — more romantic than sapphire but fresher than navy — fills a room with peace and serenity.

**Bloom** — Glowing with grace, Bloom is cultivated for its flourishing beauty. This fashion forward pinkness is comfortable being soft, with a dominant newfound voice in design.

**Almost Black** — Elegantly refined and dignified, this colorless shade displays confidence. Almost Black, pair-able with almost any color, makes for a bold accent; or can be luxurious all on its own.

# BRENTANO™

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



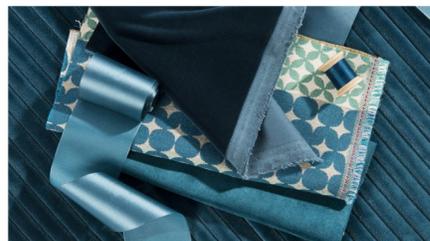
CORAL



ELEPHANT



CHARTREUSE



PEACOCK



BLOOM



ALMOST BLACK

## About Brentano:

The Brentano Design studio, led by Iris Wang, celebrated 25 years in 2015. The textile house has grown from a modest eight patterns in 1990 into an international source for polyurethane faux leather, outdoor, Crypton, Nano-Tex and GreenShield-finished, eco-friendly and fire retardant products. The carefully curated line reflects Iris' lifelong study of fine art, nature and Asian philosophy in beautiful, high-performing solutions for the contract, hospitality, healthcare and residential markets. Please visit [brentanofabrics.com](http://brentanofabrics.com) for more information.

