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COLOUR ROAD | 2021

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FEBRUARY 20



# WILD ROSE SUPERMATT

Scent, it is said, holds a lifelong memory. A specific aroma can evoke your mother's perfume, food from a holiday, or your grandfather's pipe. Scent washes over you and helps you reminisce about special people, locations and events.

Color can have much the similar effect, helping to recall a landscape, a piece of art, or a beloved item, or inspiring a mood. Wild Rose Supermatt has qualities that suggest the subtle fragrance of its namesake flower and presents a hue that visually suggests a garden stroll, classic bouquet, or sense of comfort.

As a single hue, Wild Rose Supermatt creates a moment of calm and elegance. It is a hue that suggests quality, whether with a connection to the past, from its nature-inspired presence, or as its modern interpretation of a familiar color.

Wild Rose Supermatt is a perfect foil to many grey values with the ability to tame grey's muted edge with a soft caress. With grey, it showcases a modern interpretation of pink and a look that connects past and future. For a classic design aesthetic, Wild Rose Supermatt naturally combines with navy blue and dark green for a look that connects sky and earth. It can also have a fun, funky vibe with lime green and orange, creating a retro aesthetic.

Interpretations will be found in fashion and cosmetics as Wild Rose Supermatt becomes alluring in shimmering silk, luxurious in wool and cashmere, and timeless in leather. Furthering Wild Rose Supermatt's influence in fashion will be its appearance in cosmetics, creating a blush to cheek and a subtle accent and sparkle to manicures.

Let your eyes inhale the beauty and subtlety of Wild Rose Supermatt, and let the soft pink hue swirl around you.

[renolit.colourroad.com](http://renolit.colourroad.com)

Richard Quinn



Moroso

Noite