



Rely on it.

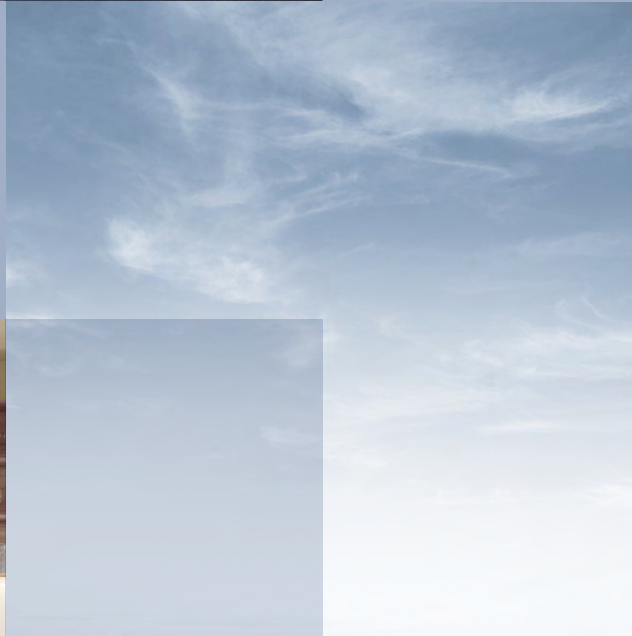
COLOUR  
ROAD

24  
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Follow the  
signs of  
trends  
and colours



October  
24



Rochas

# AIRY BLUE

Inhale. Contemplate. Exhale. Find peace and consciously recognize the air we breathe. A clear, cloudless sky is serene and sublime, and offers a stunning canopy under which to enjoy all of Earth's beauty. The light blue colour of *Airy Blue* represents the oxygen that makes our life possible. As a hue that practically wraps around the planet, it offers a connection to our atmosphere. The relatively light colour is enhanced with a subtle touch of warming red to add a comforting element, as well.

As a colour of familiarity and happiness *Airy Blue* appears uplifting when viewed. It is a hue for all ages and knows no gender, it is simply a colour that suggests joy and ease. With its simple nature, it is also able to drift easily between design styles and applications. The airy blue is welcome indoors or outdoors, in cozy homes or towering office buildings. *Airy Blue* is a colour that translates moods and desires throughout a space, and the day.

*Airy Blue* takes its place among nature inspired colours with multiple roles. Not only does it suggest a vast canopy of blue overhead, but also the cleansing feeling of a cool, deep breath, and the transition to clear skies. Consider it for wellness spaces, hospitals, and in-home studios, as a colour for respite and health. It is also a welcoming hue for reception spaces, and public areas in commercial buildings, hospitality and education.

*Airy Blue* represents a key component in the trio of life-sustaining elements that practically everything on the planet needs to survive and thrive: air, water and light. *Airy Blue*, coordinated with the glimmering metallic gold of *Treasure* and the deep dark blue of *Wave Blue Classic* creates an aesthetic of those elements. Translated to residential or commercial spaces, the colours are classic as well as inspiring looks from nature. Whether in furnishing case goods, textiles, furniture surfaces, or architectural emulsions, *Airy Blue* and its natural partners offer a virtual escape from the everyday to a place of calm and beauty.

Take a moment to contemplate *Airy Blue*. It is a colour ready to ease the eye, the spirit, and the designed environment.