



Rely on it.

COLOUR ROAD | 24/25

Follow the signs of trends and colours



Bauformat

September 24



Dior

TREASURE

Gold, glorious gold! Coveted by many, an international financial standard and a historical role in many cultures, it is the metal, and colour, of legend. Gold has been considered the chosen element of gods, emperors, queens and kings; symbolizing elegance, wealth, and eternity.

Treasure is our gold shade in the Colour Road 24/25, has a new, low chroma, and it holds, within its hue, precious definitions of its beauty and value. *Treasure* captures gold's qualities; its rarity and special properties, to create alluring materials and colour for design.

Treasure, with its deep, rich golden-yellow suggests sparkling glints from within the surface. Creating a moment of design discovery can be achieved by releasing the Earth's inner beauty in interior design. By combining *Treasure* with the reddened brown of *Rare Earth* and the sprawling sand colour of *Desert* a warm and comfortable palette comes forward, excellent in family great rooms, commercial reception areas and hospitality.

With such an inspiring element and dazzling colour, and with gold's qualities having so much inherent value, a look of glamour is easily achieved as *Treasure* adds its lustre for a touch of opulence to interiors. To create a classic regal look or a sumptuous interpretation on contemporary living, harmonize *Treasure* with the new mineral red shade *Tuscan Red Premier Matt Protected* and make it even more rich and luxurious with the dark textile design *Linol Anthracite Classic*. Together they transform a space with daring design concepts and balance light and dark, and quiet and glittering.

Whether ornate or clean-lined *Treasure* is the colour that pushes designs to a high level of bold and beautiful. As an element both rare and enduring, gold continues to evoke fascination and admiration, and *Treasure* embodies its eternal allure of refinement and beauty within its colour.

UMAGE

Noite Küchen