



Rely on it.

COLOUR ROAD | 19 20

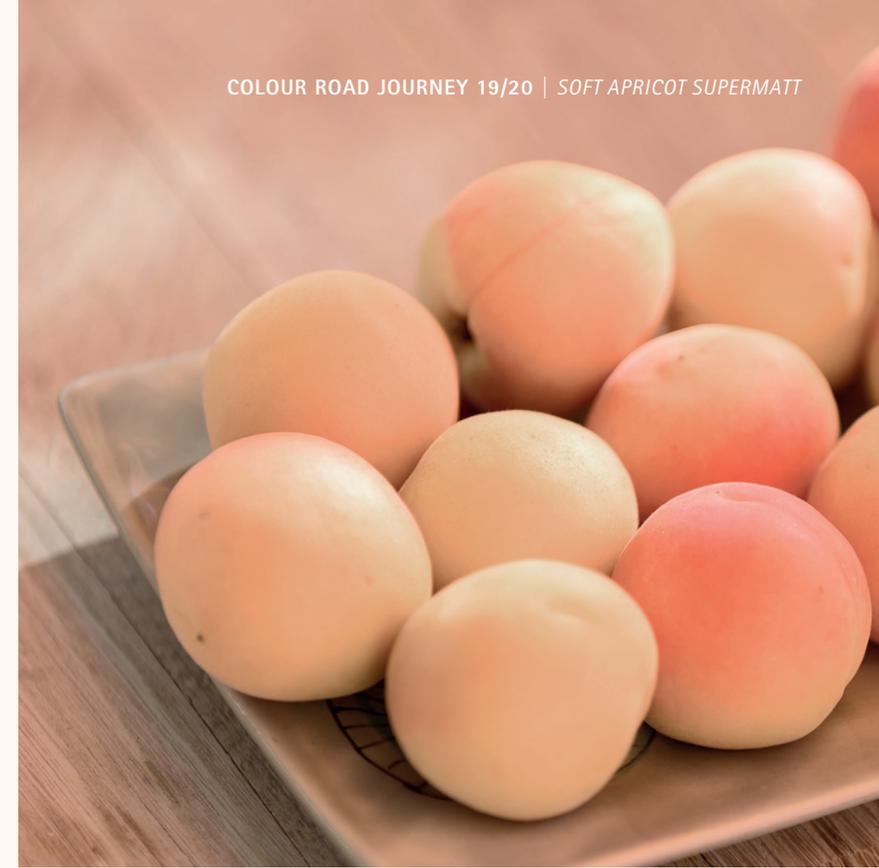
As if newly picked from a tree, Soft Apricot Supermatt is a fresh statement of color style. With a hue that hovers between pale yellow and soft orange, its beauty rests in the creation a unique color identity.

Apricot Supermatt has numerous desirable qualities. As a color teeming with freshness and light, it is often looked upon as a hue of considered creativity, a color with a thoughtful approach that radiates energies. Its dual-sided nature, much like its namesake fruit, allows the color to be sweet and tart. Similarly, in design, it can connote charm and nature at its purest, or be modern and crisp. The matte finish is reminiscent of the soft, touchable skin of the fruit and gives it a modern aesthetic.

No matter the definition one takes, it is consistently deemed a friendly color. In fashion, age becomes irrelevant, as the color embraces young and mature equally, and it transcends utility, as it can be elegant on a satin gown, or sporty on a golf shirt.

The subtle demeanor of Soft Apricot Supermatt presents an ideal option for interior and exterior design and application. It is a hue that reflects well within a space as it casts a warming hue around a room. For furnishings, cabinetry, and accessories, it introduces a carefree color. For softer touches, it can move effortlessly around the space adding a tender, comforting touch to furnishings, textiles, and accessories. Therefore, this color is a perfect pick for designing a fresh space.

COLOUR ROAD JOURNEY 19/20 | SOFT APRICOT SUPERMATT

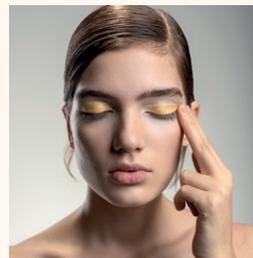


SOFT APRICOT

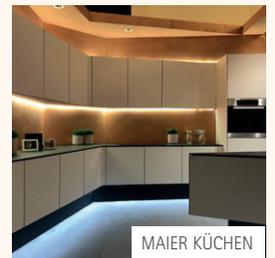
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