



Press Release
28th October 2009

Dulux Trade Announces Colour Trends for 2010

Dulux Trade forecasts next year's colour trends in the brand's new ColourFutures 2010 book.

Leading paints manufacturer Dulux Trade has published its colour trend predictions for the year ahead in ColourFutures 2010 - the must-have style bible for architects and designers that translates global themes into style trends for interior and exterior design.

The overriding message delivered by ColourFutures 2010, is one of reclamation, building on a desire to regain control in a rapidly changing world and encouraging us to reclaim the home as a haven.

These issues are reflected in five key lifestyle themes and their associated colour palettes.

- **Basic Beliefs:** redefining a sense of solidarity with simple muted shades and natural influences. Reminiscent of herbs and medicinal flowers, these colours feature earthy pigments, making this theme relaxed and timeless
- **Free Spirit:** symbolising optimism and individuality, this palette is all about reclaiming possibilities. Featuring an unexpected mix of colours to challenge perceptions of 'the norm', this theme represents those who dare to be different
- **Silent Space:** reflective, calm and neutral, these subtle and understated tones reflect a need to reclaim serenity. Dusky blues and mineral greys provide a backdrop for silvery greys which stand out like stars against the night sky
- **Fluid Fantasy:** dynamic and vibrant, this palette features colours which are fizzy and futuristic. Saturated reds and purples combine with luminous yellows and turquoises in a way that radiates a zest for life
- **Sweet Memory:** this theme doesn't dwell on the past, but hopes to take the best of it to understand where we find ourselves today. Revisiting our design heritage, this palette is warm and familiar, with added touches of elegance from its bronzes and golds

Each year, the colour specialists select a single colour from one of the five themes that sums up the prevailing mood of the time. The ColourFutures Colour of the Year for 2010 is an airy and optimistic blue(1). Representing hope and clarity, it symbolises renewed vigour and energy in pursuing new horizons.



Information about ColourFutures 2010 will be available via the Dulux Trade Design Hub from the end of October 2009 and will be on general release from mid-November 2009.

See www.duluxtrade.co.uk/designhub or call 0870 272 1100 for more information.

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(1)The unique reference of the ColourFutures Colour of the Year for 2010 is: 70BG 70/113. A sample of this colour can be ordered through the Dulux Trade website.

Notes to editors:

ICI Paints AkzoNobel is the world's leading decorative coatings company and number one in the world for decorative paints and performance coatings. Its portfolio includes market-leading brands such as Cuprinol Trade, Dulux Trade, Glidden Trade, Hammerite, Polycell Trade, and Sikkens.

ICI Paints AkzoNobel is continuously working to develop new and differentiated products and services to meet customer needs, and is the leader in environmental sustainability. Experts in colour with an



unrivalled colour range, the company ultimately offers specifiers, contractors and decorators the support they need to do a great job.

The company's leadership in formulation science, combined with its commitment to improve the environmental footprint of its products throughout their life cycles is the perfect combination for the journey 'Step Towards Greener'. Although decorative coatings contribute less than two per cent of the total amount of VOCs emitted in the UK, ICI Paints AkzoNobel is at the forefront of implementing the new regulations regarding VOCs which will come into force in 2010.