

PANTONE 17-5104 Ultimate Gray

PANTONE 13-0647 Illuminating

A message of positivity.







## PANTONE – COLOR OF THE YEAR 2021

EACH YEAR PANTONE COLOR INSTITUTE SELECT THE SYMBOLIC COLOR OF THE COMING 365 DAYS, THEREBY INFLUENCING THE WORLD OF DESIGN, FASHION AND, MORE GENERALLY, THE NEW COLOR TRENDS. THE 2021 SELECTION ENCOMPASSES THE REFLECTION ON COMPLEX, TO SAY THE LEAST, WORLD SITUATION OF 2020 AND EXPRESS NEW GOALS, RESOLUTIONS, AND ABOVE ALL HOPE FOR 2021, THAT'S MORE "NORMAL" AND LIGHT-HEARTED THAN THE YEAR BEFORE.

COLOR OF THE YEAR 2021 IS IN FACT THE COMBINATION OF TWO INDEPENDENT COLORS THAT HIGHLIGHT HOW DIFFERENT ELEMENTS COME TOGETHER TO SUPPORT ONE ANOTHER. 'THE UNION OF AN ENDURING ULTIMATE GREY WITH VIBRANT YELLOW ILLUMINATING EXPRESSES A MESSAGE OF POSITIVITY SUPPORTED BY FORTITUDE. PRACTICAL AND ROCK SOLID BUT AT THE SAME TIME WARMING AND OPTIMISTIC, THIS IS A COLOR COMBINATION THAT GIVES US RESILIENCE AND HOPE. WE NEED TO FEEL ENCOURAGED AND UPLIFTED; THIS IS ESSENTIAL TO THE HUMAN SPIRIT.' (LEATRICE EISEMAN, PANTONE COLOR INSTITUTE).

ILLUMINATING IS A BRIGHT AND CHEERFUL YELLOW SPARKLING WITH VIVACITY, A WARMING YELLOW SHADE IMBUED WITH SOLAR POWER. ULTIMATE GRAY IS EMBLEMATIC OF SOLID AND DEPENDABLE ELEMENTS WHICH ARE EVERLASTING AND PROVIDE A FIRM FOUNDATION. THE COLORS OF PEBBLES ON THE BEACH AND NATURAL ELEMENTS WHOSE WEATHERED APPEARANCE HIGHLIGHTS AN ABILITY TO STAND THE TEST OF TIME, ULTIMATE GRAY QUIETLY ASSURES, ENCOURAGING FEELINGS OF COMPOSURE, STEADINESS AND RESILIENCE.

THE PANTONE COLOR TREND 2021 CAN BE EASILY TRANSLATED INTO YOUR BATHROOM WITH VARIETY OF GORENJE KERAMIKA TILES AND COLLECTIONS IN NEUTRAL GREY COLOR WITH ADDITION OF TRENDY ACCENTS IN ILLUMINATING YELLOW COLOR, LIKE TOWELS, CARPETS, DIFFERENT KIND OF DECORATIVE ELEMENTS OR EVEN FURNITURE.







