

COLOR trend

perspective



2018

CCI | FINISHWORKS[®]
INTERPRETIVE DESIGN GROUP

Introduction



CCI/FinishWorks and the RPM Wood Finishes Group Member Companies invest in many resources that accommodate and influence the markets we serve. We are closely tied with the International Furniture Market held in High Point, North Carolina twice each year; we are members of and participate in various Kitchen Cabinet and Bath Association events; we participate with our

customers in Neocon; have an active membership status in the Color Marketing Group, (the Premier Association for Color Forecasting Professionals); and participate in many regional furniture shows where our coatings and finishes are on display. Why is this so important? Because we are committed to be the ultimate resource for our customers in providing personalized, trend setting finish designs and accurate market directions. With that, we provide the tools to help make it happen.

Ultimately, we are a manufacturer of professional grade coatings to the furniture, cabinet and flooring markets, in addition to a variety of specialty markets. But, *we are so much more to our customers than simply a coatings supplier. We are a service centered resource.* We show our customers what can be accomplished with our products, using various applications, techniques, tools, supplies and direction. Finish is much more than a color or a protective coating. *Finish is the personality of the furniture.* As Color Marketing Group says so well, "Color Sells, but the Right Color Sells Better".

"Any reputable coating manufacturer can make paint. It's what you do with it that separates you from the competition".

M. Rodney McFalls, CMG, CFYH, Director Color Styling and Interpretive Design

As we look back at recent furniture markets and regional shows, we get a glimpse of where we are heading, at least in terms of design, style and color for the foreseeable future. We compare prior movements to new ideas and creations that we are working on for upcoming events and get a better understanding of those trends that appear to have strength and longevity versus movements that turn out to be fads. We will cover the highlights of market introductions – what’s hot and what’s not; who our customer base really is and what they are expecting in terms of decorating / redesigning their homes; CMG’s forecast for 2018 and beyond as well as a look at the evolution of colors over the past few years; and new finish designs and inspirations from the CCI/FinishWorks Interpretive Design Team.

market highlights

Fall International Furniture Market was a great success by most accounts, regarding traffic and dealer commitments. Compared to fall market one year ago, overall traffic and written orders were up 20% and as much as 40% according to many of our customers. Dealers were excited to see new introductions and ready to commit valuable floor space for the latest / greatest offerings.

As we visited market, we certainly observed patterns and consistencies among showrooms that should be noted. From the mid-high end to the ultra-high-end product lines, certain categories in design and color were relevant. Yes, gray was everywhere, but not as much as a dominant color. In this issue, we will review how gray is changing, yet still very influential; how texture as a physical element or within the finish itself is definitely hot; how ceruse as a grain enhancement remains strong but with a new twist; blending colors and two-toned finishes are still popular, but how about varying sheen levels?



Absolutely!

The GRAY-VOLUTION - The continuing evolution of gray is taking place. The furniture market specifically has been saturated with gray for some time now and although the color as a theme is still prevalent, it is less dominant. So, where is it going? Interestingly, it is transitioning back to a true wood tone, but with gray influence. The CCI/FinishWorks Interpretive Design Team has developed several new finishes that fit this venue and were prevalent at the show. Check out our up and coming Premier Collection introductions - Blackened Mocha, Cider Mill and Smoke.

Play on TEXTURES – textured surfaces add both dimension and appeal and was an integral part of many collections this market. Even in fabrics, sheen and luster is used to add interest and depth to upholstered beds and chairs in the wood category, while the play of folds and pleats adds interest in upholstery. Textures have become a key factor in the design of wood finishes as well, either as a physical element, (wire brushing, sand-blasting or the use of emulsions) or as a visual element where depth of image is created within the finish.



CERUSE Finishes - various degrees and colors of grain enhancement remains prevalent in furniture, cabinetry and flooring. It is the opportunity to redefine “traditional oak” into a more up-to-date and exciting style. The days of “Golden Oak” are gone, and to many in the design world - good riddance. The challenge now becomes how to utilize the natural grain character of oak, ash, hickory and similar wood species and create a look



that fits today's lifestyle. Ceruse is one technique that does just that. Our design team has introduced several new finishes on oak that showcase movement and depth in the foundation color and cerusing to bring the finish to life. Depending on the style of furniture, these finishes can be refined, as in a weathered driftwood or more dramatic as in casual contemporary. The contrast from grain to flake is more subtle than in past influences, with lighter wood tones and softer graining. Soft brown colors with taupe and gray influences make up the overall mass tone with off white or gray cerusing in the grain. Although wire brushing was evident, it was not used as aggressively, resulting in a shallow grain depth and softer contrast between the grain and overall wood tone. Another interesting technique is the use of our metallic ceruse which produces a shimmering effect.

TONE on TONE variations of two-tone, or multiple tone finishes create an element of interest in any environment. A beautiful wood tone finish can be paired with a complimentary solid paint or a contrasting shade wood tone for an eclectic mood. Additionally, the introduction of varying sheens and textures add even more



interest and excitement. At the show, we observed various combinations like a deep rich wood toned finish on the cabinet with clean white drawer fronts; dark wood toned cabinets with lighter wood toned drawers; wood tone cabinets with leather, faux leather or shagreen drawers in complimentary colors; even fabric wrapped

drawers. Of course, it didn't stop with cabinets. Dining tables were presented in wood tone tops and painted bases; glass front cabinets were shown with painted interiors against a wood tone exterior and vice versa. We even observed some of

the most inspiring mixtures including the use of the cerusing. The combinations were unlimited.

Color THEMES and SPLASHES - blues were among the dominant color themes with splashes of color intensity to create mood. Blue is versatile from case goods and occasional and can either add a swath of color or serve as a neutral that works with other colors. Blue finishes and fabrics add a pop of color that is a complement to both gray and brown tones so prevalent. Splash colors included cinnamon, teal and mauve and most everything in between.

LIFESTYLE Themes - casual, livable and relaxed were among the most prevalent lifestyles. "Today's consumer is moving to a lifestyle where they feel comfortable using all areas of the home on a daily basis. This is also illustrated in the prevalence of open floor plans that seamlessly meld kitchen, dining and living room areas of the home. The trend is being dictated partly by younger homeowners that are starting families and don't like living in a space where some of it feels unusable". Complimenting this lifestyle is the use of woods such as oak and ash that are more casual by their natural wavy grain patterns that take well with clear and open grain finishes.

R.I.P. - in our *fashion forward* section, we will introduce the latest in finish designs and techniques that we believe resonate with today's market. But, it's just as important to at least review what we didn't see at the furniture market and what designers are-not asking for. With such a range of colors and influences, red tone finishes are not part of the conversation. Not only did we not see the "red cherry" or "red mahogany" or "cordovan" toned finishes, most furniture and home interior designers aren't looking for it either. These traditional wood tone colors simply don't work with today's fabrics and accessories. Again, almost anything goes for "color splash" – just not as a primary wood tone finish. So, not to offend any particular finish, we will just say..., Rest-in-Peace _____. You fill in the blank.

Fashion forward...

BEL-AIR continues to be one of the most influential wood finishes and is being presented on multiple substrates and in various sheen levels. The response remains very promising for this new version of a "Tru-Brown" mid tone. *Bel-Air* was originally designed for cherry because of the subtle grain definition of this specie, but the finish is anything but a traditional cherry color. The red has been replaced with neutral brown tones and has richness, clarity and depth.

VISTA is a soft brown wood tone finish, (also shown on cherry) and compliments the **MINERAL GRAY** beautifully. **VISTA** is a good representation of the "lighter, **BRIAR SMOKE**" family.



VISTA and MINERAL shown





BEL AIR

A refreshing take on tru-brown. *Bel-Air* is designed to capture the mood of today's sophisticated customer. *Bel-Air* is designed to showcase the natural beauty and grain character of the wood, yet maintaining depth, clarity and neutral influences that coordinate with today's fabrics and home fashion trends.

Bel-Air was originally designed for cherry because of the subtle grain pattern of this wood specie, but can be modified to fit most any wood specie. As shown, the finish is detailed with soft burnishing and cowtail, (to accommodate our Lifestyle Expressions Collection), but is also designed as a single wiping stain application.

In the example above, *Bel Air* is paired with a dark, rich finish we call *Storm* and both are applied to brown maple.



..... *new age elegance*



The latest report by the Color Marketing Group from the Paris tradeshow gives us a glimpse or where color is trending from the fashion world and the impact it can, and likely will have in home interior design. The following is a summary of that report and how these colors are already influential in home fashion.

Cinnamon – Pink-influenced reds from Cinnamon to Terracotta dominated the show with their sophistication and natural tone. It works with both cool and warm pairings such as cream and gray.



Mauve provides a subdued pastel option that adds a touch of femininity and freshness that is reminiscent of vintage Victorian trends. Mauve functions as an inventive neutral alternative and often uses other pastels and darks as accents.

Pink provides a tropical and global flair, which seems a bright breath of fresh air amid neutral dominant trends. Fun and light-hearted, pink is often paired with stark blacks and tropical shades of green.



Yellow exists as a wonderful balance between bold and subdued. Ranging from deep shades of mustard to flamboyant neon's, yellow functions as either a centerpiece color or as a warm accent. It is often paired with neutrals and creams, with fresh pops of green.

Black – Stark, dark shades of black display both elegance and modernity. The layering of blacks signifies the importance of this dark motif, but it is also accented with bright whites or metallic.

Emerald was cast in a bluer shade, (malachite) and paired with sage, signifying the rising trend in layering greens. In the use of emerald, traditional styles such as velvet fabrication were prevalent in furniture construction.



Sage-Camo is an earthy, natural shade of green that calls to mind fresh herbs and greenery. Providing a lively, yet subdued alternative to neutrals, sage is a welcome partner to layer with rich greens.

Midnight leads the trend of almost black blues, which is shown through dark-on-dark layering of indigos. These midnight shades are portrayed on luminous velvet fabrics and often creams and grays serve as bright accents.



Denim provides a gentle alternative to the harsher blues of its family. This soft color ranges from coastal to southwestern trends and is most often found accented by simple cream tones.

Teal is a fun and bright shade, livening simple monochromatic schemes with the bright pops of blue-green. Teal is most often

paired with other shades of blue and green as well as with cream .

Showcase

We continue to have significant interest in several accent finishes that we have featured in past publications and shows, so we elected to showcase some of the most requested in this edition. Creating textures, both physical and within the finishing process itself adds dimension, interest and added value. Our Interpretive Design Group created techniques that replicate weathered barn board, crusty painted finishes and even faux bark, (as seen in the images below).

Through a series of steps and using products specifically formulated for this application, we can replicate the depth of colors and texture of faux bark with exquisite detail – even down to the faux moss. The beauty of these finishes are that they are not only very durable, but can be modified in color or technique to fit any décor or designers appetite.



16815 FAUX BARK

23212 BARN BOARD



FAUX PARCHMENT



An interesting accent application finish is FAUX PARCHMENT 02515, designed to simulate stitched leather. The finish has a fine crackle and random smudges of colors. A unique “soft feel” topcoat was designed that provides a cushiony touch, similar to that of real leather. The colorations can be modified to blend with fabrics or a variety of wood or paint tones. This finish works well with a multitude of popular wood tones as well as solid paint colors.

For more information on how to replicate any of these finishes, contact your local sales representative or any CCI/FinishWorks location.

Be on the lookout for new introductions in our Premier Collection and Lifestyle Expressions Color Portfolio and don't forget we have a new designer inspired color fan deck now available - *REFLECTIONS in Colour* – a fan deck portfolio the latest



trends in opaque paints, available in various, leading technologies. We realize that the finish is perhaps the most important element that defines character in a piece of furniture or cabinetry. Colour is an expression of one's personality – it is a reflection of our moods – and it evokes passion. Colour is an integral and vital part of our daily life, involving everything we do and everything that surrounds us. Colour is an emotion. It is our world.

CCI/FinishWorks is committed to designing and providing our customers with exceptional, trend setting finishes for all types of furniture. Through extensive research, we have selected 210, designed inspired paint colours tailored to today's most popular home fashion trends, fabrics and accessories.

REFLECTIONS in Colour is so much more than just a collection of paint colours; it is a world of possibilities and distinct personalities. This collection is currently available in three technologies and designed for Industrial use only; Conventional Nitrocellulose Lacquer, Precatalyzed Lacquer and Conversion Varnish.

Extend the reaches of your creativity....

The 2 0 1 8 Color Trend Perspective is prepared as a summary of color trends and direction, pertaining specifically to the residential furniture and kitchen cabinet industries, based on our observations and overall interpretation. We provide this resource to our customers as a general guide for information and inspiration. We credit our sources of information to furniture related publications, quotes and previous commentaries. For additional information, color trend presentations or customer palette reviews and recommendations, contact your sales representative or M. Rodney McFalls, CMG, CfYH @ rmcfalls@rpmwfg.com.

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Credits / References:

Furniture Today High Point Market Highlights 2017

Post Market Commentary, spring 2017 highlights

