

ULTRA VIOLET

TREND SPOT

by HACO



THE COLOR OF 2018

Last month, Pantone made its traditional announcement about the color of the year, which has come to mean much more than events in design, becoming a true reflection of our needs in today's world.

The chosen color for 2018 is **Ultra Violet**, which, according to the brand, is dramatic, provocative and thoughtful, suggesting the mysteries of the cosmos and the discoveries to come, inspired by the desire to pursue a world beyond ours.

With this enigmatic air, Ultra Violet historically has a mystical or spiritual quality, conveying the mindfulness practice of those who seek refuge from today's over-stimulated world.

Check out below a content specially developed for you to start the year with enchanting inspirations of Ultra Violet, which encourages individuals to imagine their unique brand in the world.

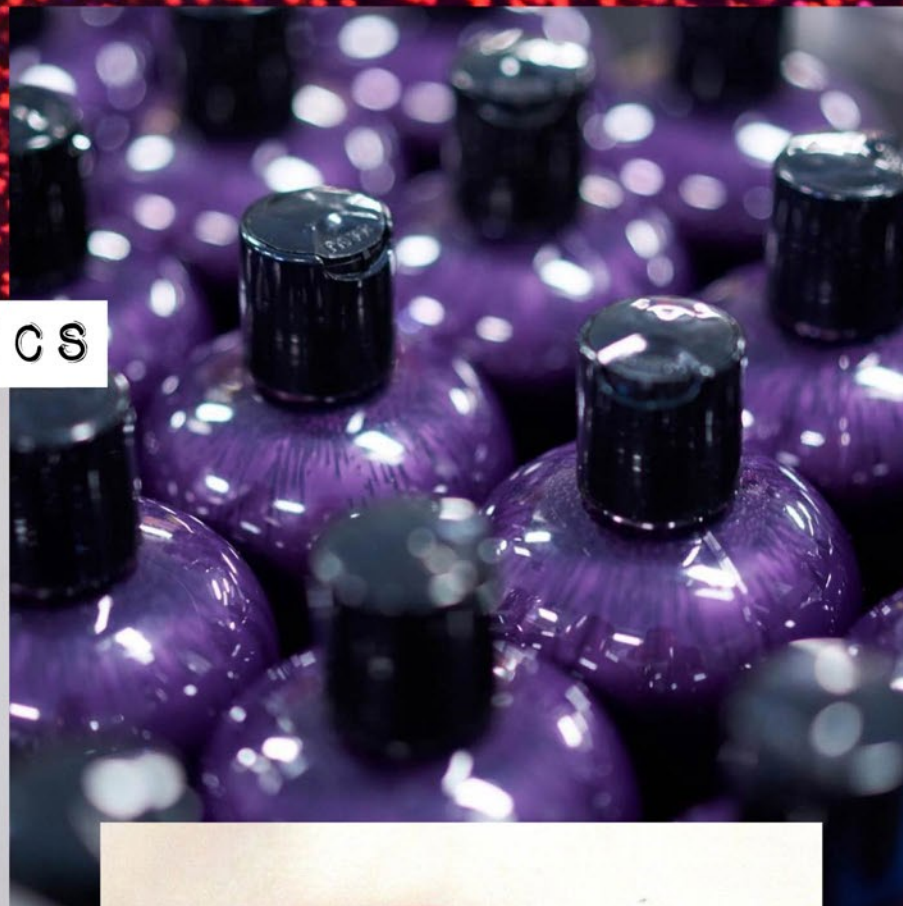
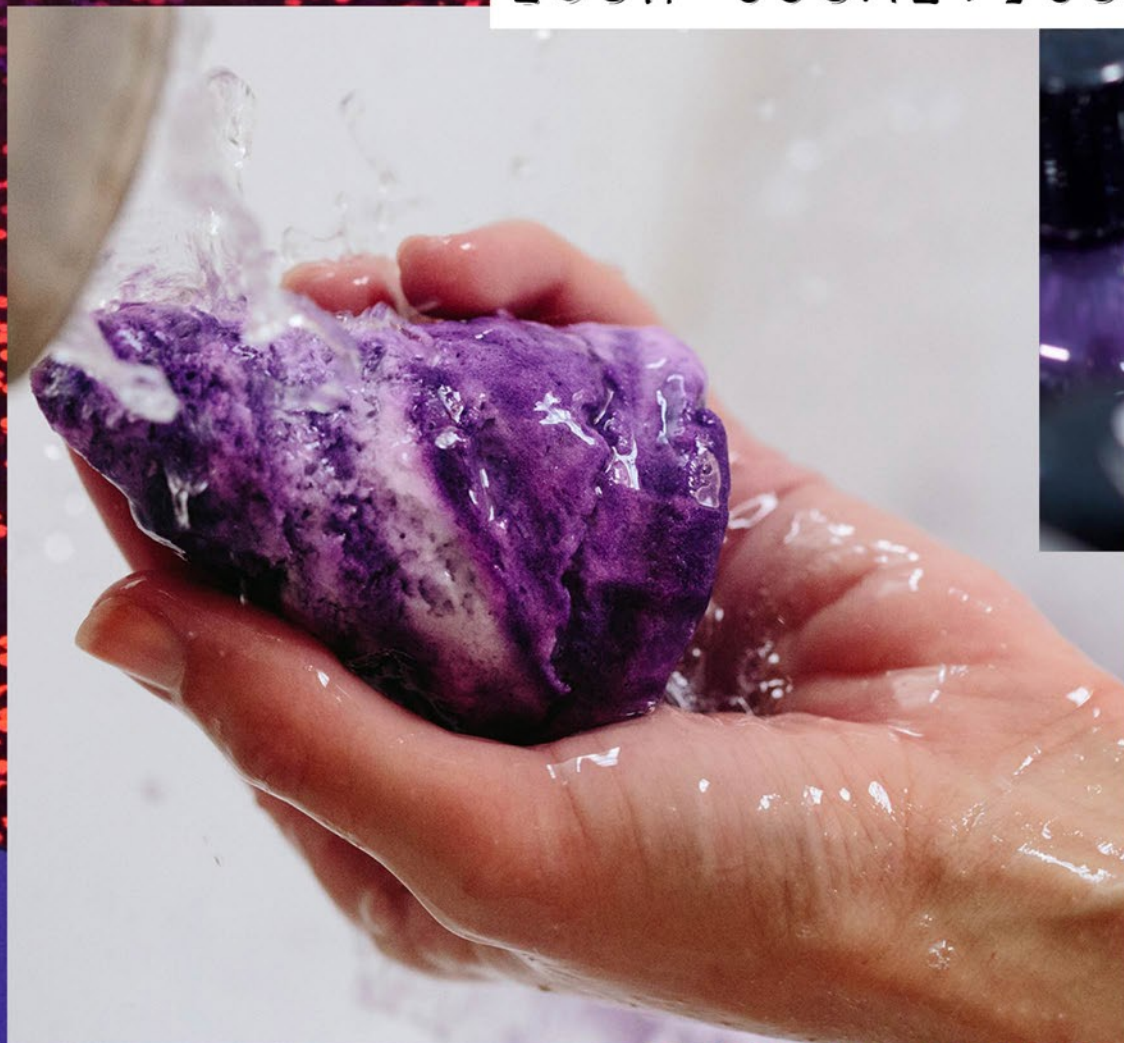


PANTONE®
18-3838 TCX
Ultra Violet



VALENTINO

LUSH COSMETICS





G I V E N C H Y





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PARIS FASHION WEEK
STREET STYLE



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