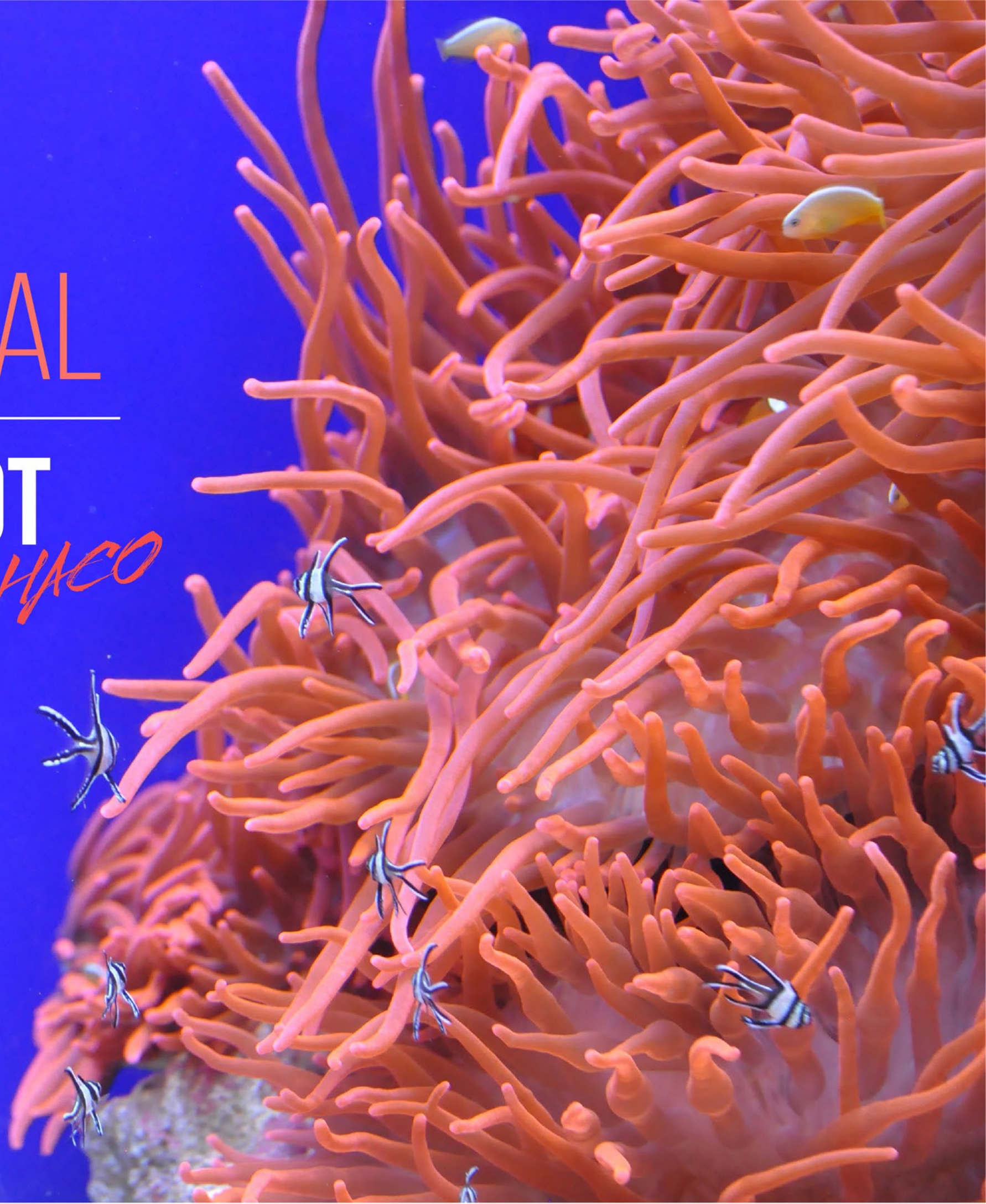


LIVING CORAL

TREND SPOT

by HACO





THE COLOR OF 2019

In the past eighteen years, Pantone has announced the color of the year, which is chosen through trends analysis around the world. In addition to a great inspiration for design, the color of the year also represents the current human being and the world in which they live.

Described as vibrant and smooth, Living Coral was named the color of 2019. Pantone Living Coral portrays the nature with its origin by the corals from the deep of the ocean, and contemporaneity when found in social medias.

In an environment of constant transformations, the color of 2019 emanates spontaneity through its pleasant and spiritual nature, communicating good vibrations. Being encouraging, it still expresses positivity and enthusiasm, maintaining its lightness.

We've prepared for you a special material with inspirations to use the Living Coral, a color that symbolizes the fusion of digital and natural in the human life and their experience.



ACNE STUDIOS



PANTONE
16-1546 TPX
Living Coral



AGNES B



CHANEL



ELISABETTA FRANCHI



BUTTER LONDON





ZERO + MARIA CORNEJO





HANDRED





MARINE SERRE



TOME

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