



COLOUR ROAD | 21 22

Follow the signs of trends and colours



MAY 21

COLOUR ROAD JOURNEY 21/22 | MINERAL GREY



MINERAL GREY

Encounter a colour that can envelop a space or product, one that is at once mysterious and other-worldly yet accessible and familiar.

It is the colour of Mineral Grey. This rich, dark grey is a directional hue that soars with style and yet feels connected to the earth below one's feet.

Minerals are a fundamental part of life. They are nourishing to the body and essential to the planet and serve as inspiration for Mineral Grey. It reveals itself as a new type of grounding colour that feels balanced and safe yet suggests a moment of discovery.

It is equally chic at home, introducing a rich colour element to any living space and can enhance furnishings in practically any room. Adding a special note of style to kitchens and bathrooms, Mineral Grey is an unexpected colour that seduces the eye and adds to a sense of comfort with its dark shade. It is an expressive statement that works flawlessly in different finishes and textures, as well as with other colours in the space. Mineral Grey stands on its own, and complements other colours, in a celebration of dramatic style that can also stand confidently as an accent.

From home to office, restaurant to retail space, the combination of Mineral Grey with red "Feel alive!", brown "Hands on!" and pink-influenced "Touch!" produces a look that is tactile, natural, and energized. The colours balance soft and sharp, deep and light to introduce colours that speak of nature in a high style way. Of course, when used with wood grains such as *Lagoda Ash Bleached*, it lifts the deeper colours in the aesthetics to give them prominence and added style.

Neutral colours have shed their shroud as design bystanders and backdrops. Instead, Mineral Grey stands to redefine the category with its confident and grounded presence.

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Ballerina

Max Mara