



Milliken®

ColorDirection
2019





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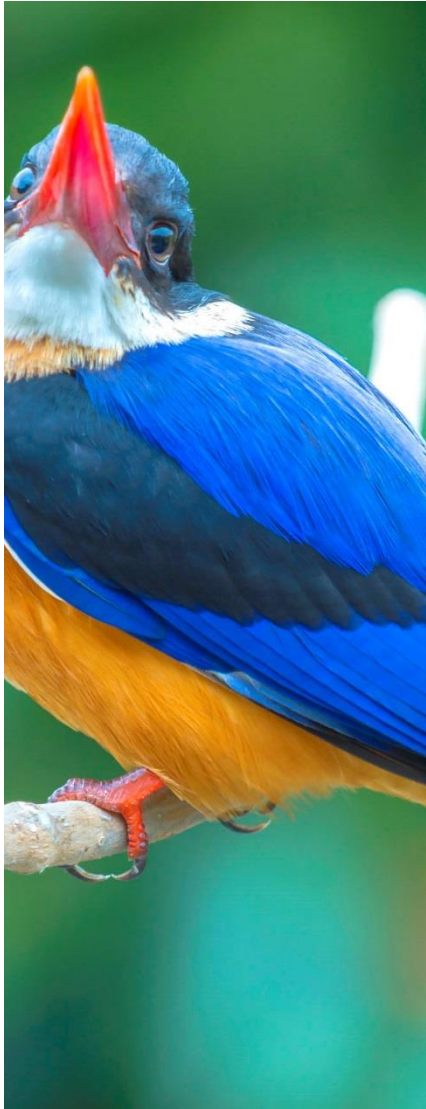
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Trend influencers

Trends are changing patterns of preference that can be seen through many lenses, including nature, architecture, art & design and fashion. As they change over time, trends send signals, in shape and color and texture and form, making them visible as part of a larger pattern. This pattern can be forecast by those who study the language, the signals and patterns of trends.

Our ColorDirection is a forecast of the color palette we see emerging in the consumer space for 2019.

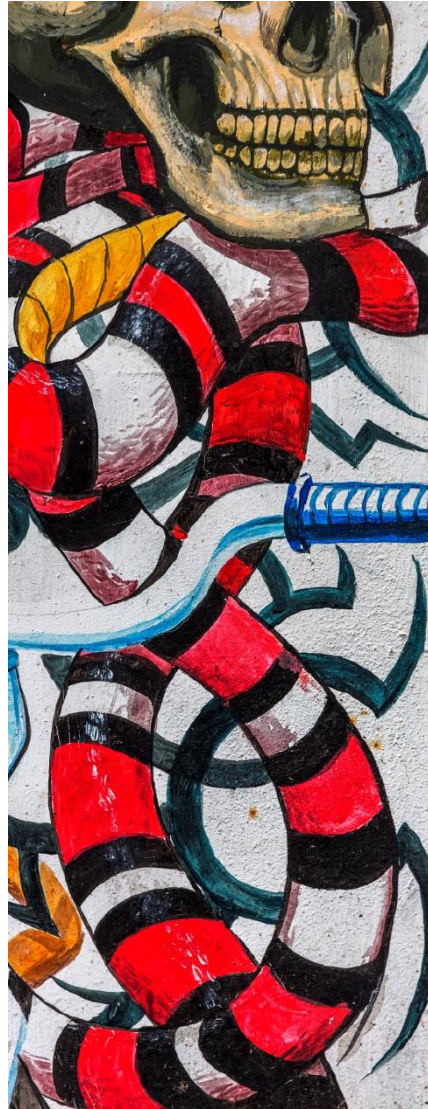
Trend influencers



Nature



Architecture



Art & Design



Fashion



Milliken

2019
Authentic Voyage

As trends change over time, they send signals - in shape, color, texture and form - that makes them visible as part of a larger pattern. Those who study these signals and patterns through various lenses such as nature, architecture, art and design, and fashion, are well placed to forecast coming changes in consumer preferences. It is this expertise that Milliken is calling on to offer its color projections for 2019. After an extended phase that favored bold, high-contrast colors, we expect consumer preferences next year to shift firmly away from the artificial. We expect the vibrant shock of today's bold primary palette to fade, in favor of more authentic hues.

So, we see 2019 take a confident step into authenticity, with honest colors that are bright yet as real as possible: authentic. We have a blue that is deeply reassuring, a red with a warm embrace. Orange that says 'orange' without shouting, and a green which has nature's leaves and grasses in its grasp. The freshness of turquoise adds a gentle brightness, and the blossoms and warmth of springtime are brought into play by a lilac.

These are the Milliken colors for 2019, milestones on our Authentic Voyage.



Dazzling Blue



Valiant Poppy



Turmeric



Parrot Green



Spearmint



Pastel Lilac

Words of 2019



Genuine Reassurance

A breathtaking sky, a lake of the deepest calm, a sense of tranquility, a feeling that all is right with the world. This blue is the rainbow's optimist, the positive character in the color palette, clean and present and visibly genuine.

Of all the blues, why this one? It has strength and a reassuring confidence, something especially important for 2019, the last year of a turbulent decade. Society enters a period of reflection and uncertainty, so every visual reminder of purity and reliability becomes ever more important.

This blue will be a subconscious anchor to the consumer looking for reassurance and comfort through their purchasing behavior.



Dazzling Blue

Trend influencers *Genuine Reassurance*



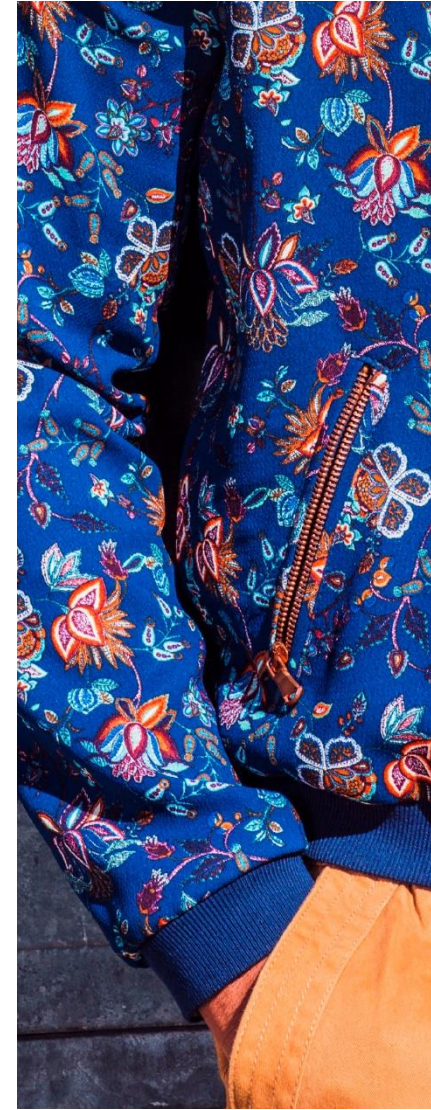
Nature



Architecture



Art & Design



Fashion

Milliken



Dazzling Blue

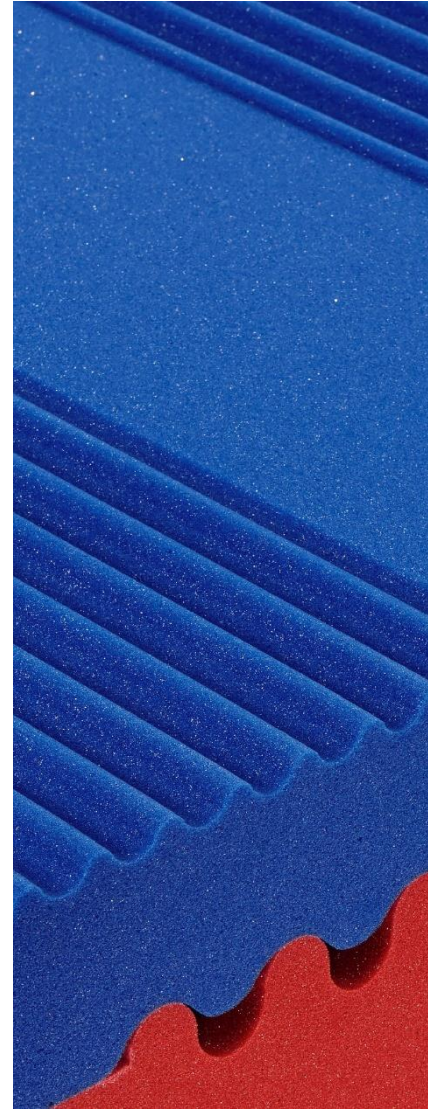
Market-oriented applications *Genuine Reassurance*



Plastics



Detergents



Polyurethane



Personal Care

Milliken



Dazzling Blue

Life Itself

The powerful surge of blood racing through the veins, the excitement of an authentic life lived at full speed ahead. This is an unstoppable red, the flow of power and control, the red of a society grown tired of artificial living. Follow this path and see the deep richness of nature brought into service for packaging and personal care, for customers who want to live in the moment.

Undeniably strong, this particular color is lifted straight from the palette of 'no self-doubt'. It brings heat and it sings life, all in a confident visual range that never strays into artificiality.

This red is not a shade of the fleeting Valentine crush, it is the boldness of belonging, the signal color of life itself.



Valiant Poppy

Trend influencers *Life Itself*



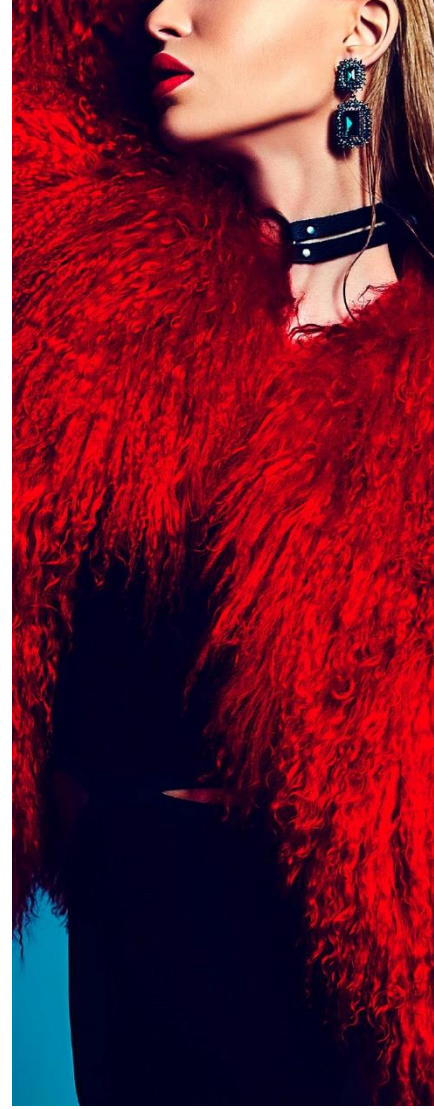
Nature



Architecture



Art & Design



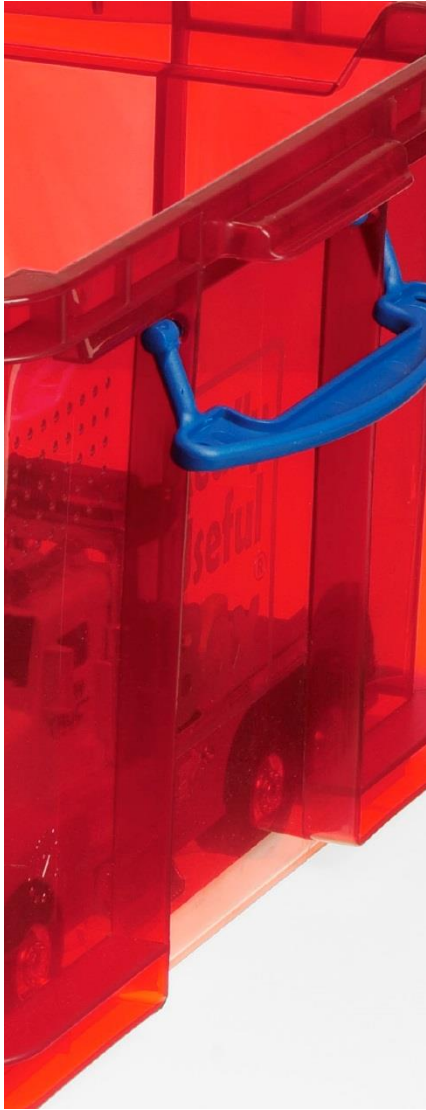
Fashion



Valiant Poppy

Milliken

Market-oriented applications *Life Itself*



Plastics



Detergents



Wood coating



Fertilizer

Milliken

Valiant Poppy



Nourishing Nature

A very calming color that needs no screams to be seen, this is a confident member of the orange family. Orange is a soothing place on the color wheel, long used in textiles and architecture to announce a friendly link with nature, a reminder of where we are in the world.

It is a global color, a trusted note in nature and nourishment, gaining more traction now in the self-care, wellness and mind & body sectors.

With the forecast indicating a real preference for genuine products, we see this orange fitting comfortably with any range that is looking for an authentic voice. For 2019, it will take a strong role in personal care and detergents as a consumer favorite, being clearly heard on the shelf without raising its voice.



Turmeric

Trend influencers **Nourishing Nature**



Nature



Architecture



Art & Design



Fashion



Turmeric

Milliken

Market-oriented applications *Nourishing Nature*



Plastics



Detergents



Seed coating



Personal Care



Turmeric

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Healthy Growth

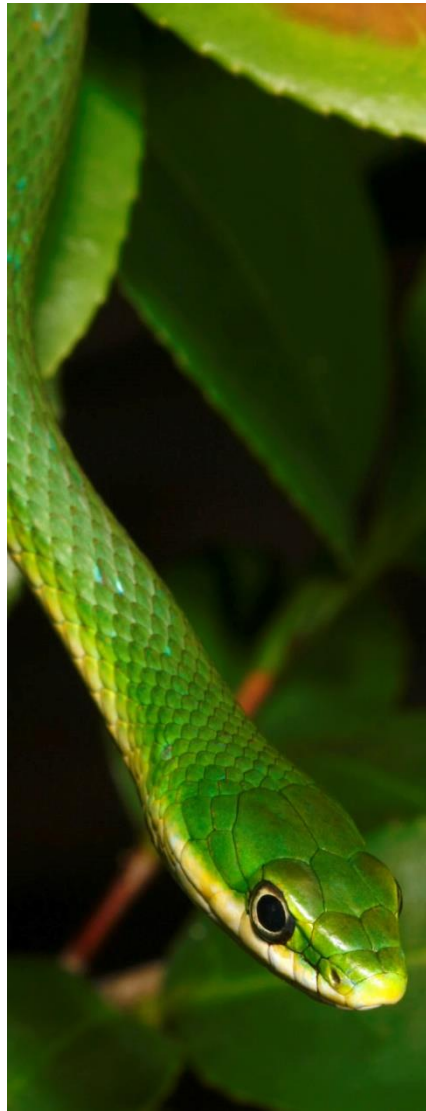
Brightly alive, dancing with energy, this color is both fresh and natural – key components of the Authentic Voyage. For 2019, green will remain an important buying trigger in consumer products, reminding customers of their connection to the environment. As cities continue to swell and technology dominates still more of our lives, our links to health and nature will help balance our busy lives.

This is a lively green, not richly dark or shockingly neon, and sits perfectly with other colors in the natural palette. It will also be strong in fashion in 2019, as designers celebrate the coming of a new decade with a return to nature.



Parrot Green

Trend influencers *Healthy Growth*



Nature



Architecture



Art & Design



Fashion



Parrot Green

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Market-oriented applications *Healthy Growth*



Plastics



Detergents



Polyurethane



Personal Care



Parrot Green

Milliken

Gentle Strength

The second green in our Authentic Voyage, this color is a refreshing escape from sharp vivid edges and bland monochrome surfaces. Known as a shy color, it does its best work in a supporting role in combination with a stronger shade, or as a thematic guide in textile or décor. We have included this turquoise for its gentle power, and as a chromatic bridge between the blue of Genuine Reassurance and the green of Healthy Growth.

Mild, quiet and caring, products and surfaces that use this color will speak of fresh and pleasant comfort. Personal care and detergents especially will benefit from this addition to packaging and product ranges, bringing the consumer reassurance and relief from hectic living.



Spearmint

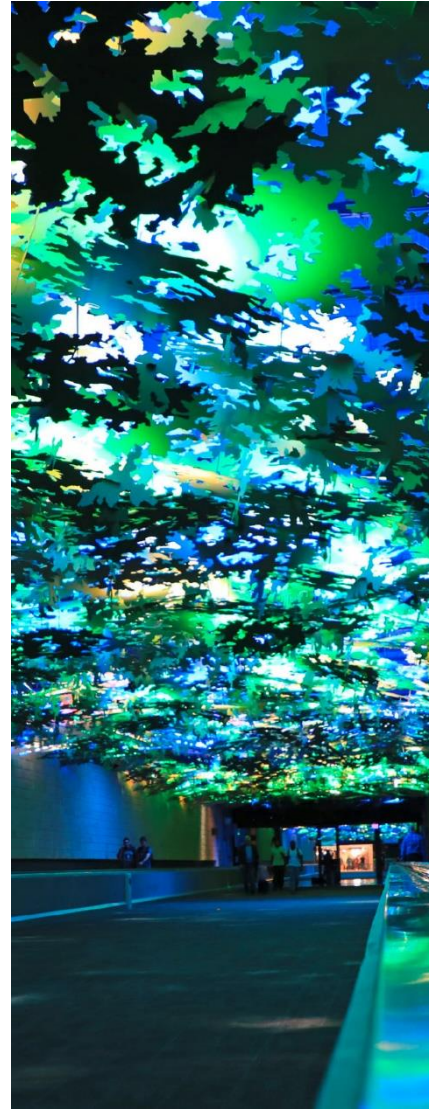
Trend influencers *Gentle Strength*



Nature



Architecture



Art & Design



Fashion



Spearmint

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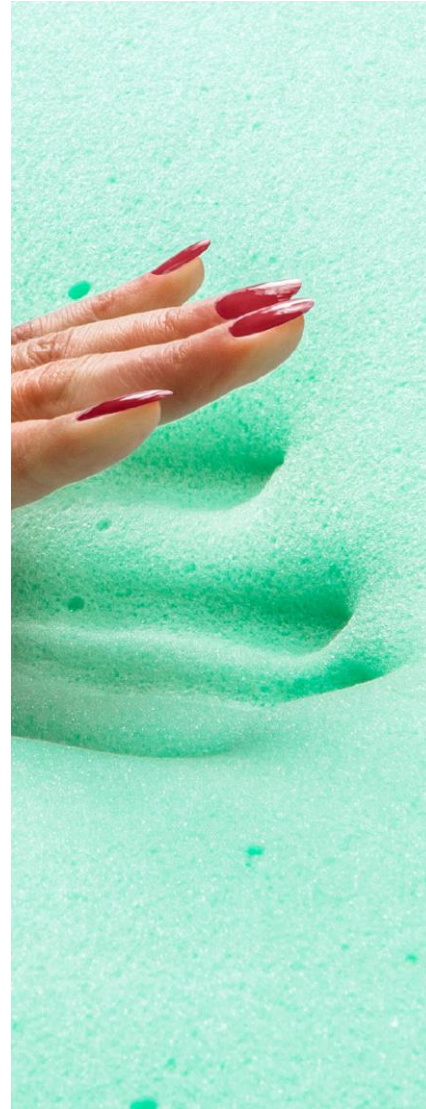
Market-oriented applications *Gentle Strength*



Plastics



Detergents



Polyurethane



Personal Care



Spearmint

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Subtle Warmth

Delicate yet real, this lilac is a blossom of optimism, a warm and gentle hope for a brighter era of consumer confidence. A quiet color, it speaks strongly of nature, scented blooms and emotional comfort.

For 2019, it will take its place in the consumer mind as a color to believe, a tone to trust, especially important after the turbulence of recent years. Already a favorite in plastics and detergents, this color is forecast to expand further into cosmetics and personal care.

Lilac is an understated color, used to turn down the volume of the visual conversation.

Like the other colors in our Authentic Voyage for 2019, it is heard without shouting, seen without screaming: beautiful, genuine, real.

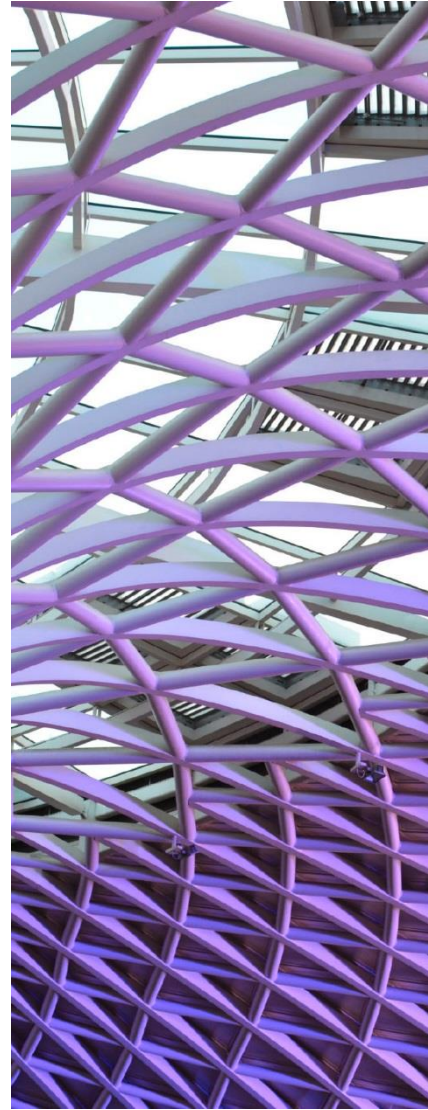


Pastel Lilac

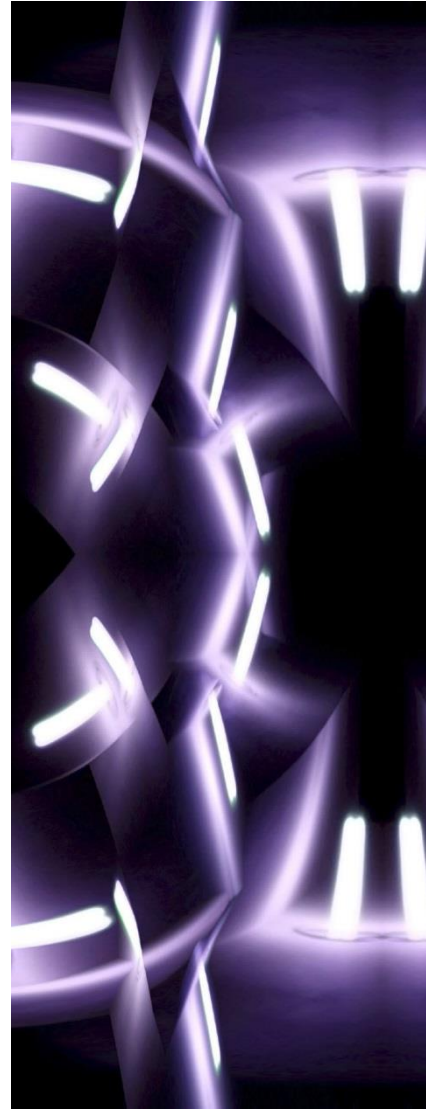
Trend influencers *Subtle Warmth*



Nature



Architecture



Art & Design



Fashion



Pastel Lilac

Milliken

Market-oriented applications *Subtle Warmth*



Plastics



Detergents



Polyurethane



Personal Care

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Pastel Lilac



Thank you

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