



PANTONE

# COLOR OF THE Year 2022

## ABOUT PANTONE COLOR INSTITUTE™

Pantone Color Institute has been forecasting the Pantone Color of the Year for the past 23 years. The selection of a color represents trends, global lifestyles, art collections, fashion, social media platforms, economic conditions by taking the temperature of popular culture going into the next year and they give industries a seasonal trend forecast.

Pantone gets input for their forecast coming from all types of industries including entertainment, traveling art exhibits, new artists, fashion, the economy, sporting events as well as current global issues such as the pandemic and other influences.

PANTONE  
17-3938  
VERY PERI

## ABOUT PANTONE COLORS OF THE YEAR

This is the first time Pantone created a color to reflect 2022 because of the changes happening globally and the uncertainty after a long period of isolation. Blue has always been a color of happiness, newness, faithfulness, and constancy according to the Pantone Institute. This new color from Pantone starts with the color Periwinkle Blue and by adding a under tone of red which adds energy and excitement and warms up the blue hue it conveys in this new color **VERY PERI** a fresh start and innovation.

It reflects the importance of a vertical world, the Metaverse, VR gaming , cryptocurrency since blue light is associated with technology and futurism. Pantone partnered with Microsoft into a range of apps for the using this new shade on their digital screensaver and other options such as EDGE, POWERPOINT, WINDOWS and more.

I would also note another color forecaster COLORO from the WGSN group also announce a similar color for 2023 also indicating it's tie in with technology and "blue light" with the name **DIGITAL LAVENDER**. This color forecast is highlighted in the current BUYER'S GUIDE.

At the end of the day, "Pantone's Color of the Year has influenced product development and purchasing decisions in multiple industries, including fashion, home furnishings, and industrial design, as well as product packaging and graphic design." You might not see it at market today but you will see this color in 2022 in the categories listed. Embrace **VERY PERI** Pantone number 17-3938 for 2022.

