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Welcome 2025 with Pantone's Color of the Year:

# Mocha Mousse 17-1230

As we step into 2025, the global authority on color, Pantone, has announced its much-anticipated Color of the Year: **Mocha Mousse (17-1230)**.

Known for shaping trends across industries, Pantone's annual color choice has been a cultural touchstone since its first announcement in 1999.

This year's selection, **Mocha Mousse**, is a rich, warm brown that evokes the comforting tones of chocolate, coffee, and cocoa. Its grounded nature and harmonious undertones make it versatile and timeless.

Expect to see this sophisticated shade making waves across fashion, interiors, technology, and more in the coming months.



PANTONE™  
Color of the Year 2025

**17-1230**  
Mocha  
Mousse

## A Legacy of Color Matching

Pantone has been a global pioneer in color since 1963, offering a standardized **color matching system** that ensures accuracy in design and production. This system allows professionals worldwide to communicate seamlessly. For instance, a U.S.-based artist and a Hong Kong manufacturer can refer to the same color by its Pantone number, ensuring consistency across projects.

## Mocha Mousse Across Industries

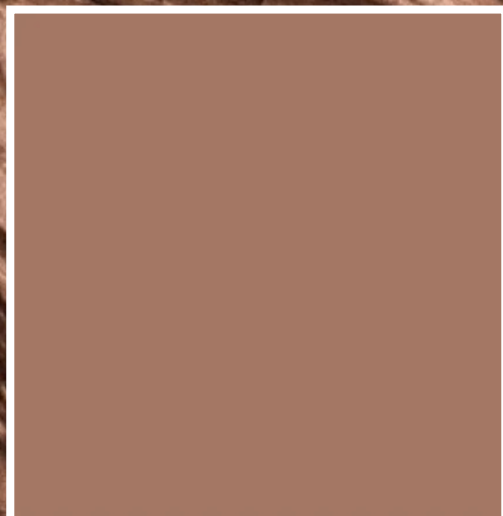
Mocha Mousse is already influencing leading industries:

- **Technology:** Samsung's latest folding phones and tablets are incorporating this rich shade.
- **Automotive:** Lincoln has introduced vehicles featuring this earthy tone.
- **Home Décor:** Look for Mocha Mousse on furniture like couches, wallpaper, kitchen backsplashes, and wood accents.
- **Fashion and Beauty:** From ready-to-wear collections and menswear to cosmetics and jewelry, this color is quickly becoming a favorite.

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**PANTONE®**  
17-1230 TCX  
Mocha Mousse

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## Why Mocha Mousse?

Pantone selected this shade for its calming and stable qualities, grounded in the natural world. Inspired by the light, airy texture of a mousse, the color feels approachable yet luxurious. It's also highly adaptable, pairing beautifully with colors like:

- **Pantone's 2024 Color of the Year:** Peach Fuzz (13-1023)
- **Blues, raspberry pinks, greens,** and a wide range of neutrals

## The Selection Process

Pantone's choice isn't just about aesthetics. Their team draws inspiration from global economics, culture, art, and current events, examining what people aspire to and hope for in the coming year. From movies and exhibits to sports and design trends, a panel of industry experts collaborates to select a color that captures the spirit of the times.

## Words to Describe Mocha Mousse

As you start to notice this color in products and designs, here are some key descriptors to keep in mind:

- Harmony
- Calm
- Stability
- Deliciousness
- Earthiness

As the new year approaches, keep an eye out for Mocha Mousse at markets and in stores. Its versatility and understated elegance make it the perfect way to embrace the year ahead.

***Enjoy the holidays and ring in 2025 with the warmth and richness of Mocha Mousse!***



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