

Contact:

Sherwin-Williams@spongpr.com Rachel McAllister 661-917-7419 Rachel.McAllister@spongpr.com

# **Descriptions of Select New Colors**

Out of the nearly 200 new colors being introduced, Jackie Jordan, Sherwin-Williams Director of Color Marketing, selected the following 22 new colors to highlight.

# 1. Porch Ceiling (SW 9063)

Southern architecture and blue porch ceilings are architecturally and culturally significant. Paint the color of a clear blue sky is said to keep critters from building nests, but we love the way it expands and adds breezy coolness to warm verandas.

# 2. Bora Bora Shore (SW 9045)

Coastal colors from exotic shores always elicit memories of beach vacations and blissful days. This fresh aqua is a wonderful reminder of serene seas, ocean breezes and a laid-back vibe.

# 3. Favorite Jeans (SW 9147)

The denim trend is a mainstay in fashion and home, representing the soft, comfortable and timeworn color of our favorite lived-in jeans.

# 4. Anchors Aweigh (SW 9179)

Whether painted in high gloss on kitchen cabinets, on a front door that beckons, or a media room that needs a little darkness and theatrics, this deepest navy is an iconic, true blue.

# 5. Double Latte (SW 9108)

Latte is one of our most popular natural beige hues. Double Latte deepens this color just a bit, giving it an extra shot of comforting warmth.

# 6. Natural Linen (SW 9109)

If you cannot quite wrap your arms around the gray trend, but are tired of beige walls, Natural Linen bridges the gap and provides an updated, yet comfortable alternative.

# 7. Drift of Mist (SW 9166)

Soft and misty, this pale gray is the perfect color to create an ethereal or spiritual mood. Let yourself get lost in a dreamy state of perpetual calm.

# 8. Acier (SW 9170)

The French word for steel, Acier gray is modern, industrial, masculine and poised to create sophisticated ambiance in distinctive spaces.

# 9. Windswept Canyon (SW 9010)

Weathered by wind and time, this chalky red clay is perfect for desert digs or cozy woodland retreats.

-more-

#### 10. Honey Bees (SW 9018)

Yellow evokes happiness, vivacity and warmth. Honey Bees pays homage to the busy bee that sweetens our day and brightens our gardens.

#### 11. Veri Beri (SW 9069)

Not too pink and not too purple, this fun color is perfect for creating a space to hang out with your friends.

# 12. Limon Fresca (SW 9030)

Brighten up any space with this tropical fresh lime accent. It is lively and energetic with a joie de vivre that will surely bring joy.

#### 13. Audrey's Blush (SW 9001)

Rosy pink is nostalgic, but when paired with pistachio, it creates a truly modern interpretation that elevates its potential. This is a perfect combination for an upbeat teen space.

#### 14. Bellini Fizz (SW 9008)

What is more satisfying than a fizzy peach hue to add an effervescent glow to any room?

#### 15. They call it Mellow (SW 9015)

Can yellow be mellow? This one can. With the cuddly softness of a little yellow duckling, it's the perfect gender-neutral color for baby-to-be. A kitchen would also benefit from this warm, but not-too-spicy hue.

#### 16. Oh Pistachio (SW 9033)

This is a green with real flavor that will perk up any interior space. It refreshes and cools a kitchen, adds playfulness to a nursery, or turns a veranda into a lively and cheerful place to indulge in some Pistachio ice cream.

#### 17. Frosted Emerald (SW 9035)

Like an emerald that has been lost at sea, this color wears a soft finish, yet still reminds us of the sparkly gem.

# 18. Stay in Lime (SW 9032)

There's no better color to keep us energized and living in the moment. "Put the lime in the coconut and drink it all up."

#### 19. Baby Blue Eyes (SW 9070)

How can you resist a blue that stares back at you with such potential, insisting it might just be the perfect hue for a nursery? And who says blue is only for boys?

# 20. Moonlit Orchid (SW 9153)

Moonlight has cast a delicate glow on this elusive orchid. It is subtly romantic, sophisticated and oh-so dreamy.

#### 21. Dirty Martini (SW 9119)

Hinting at that smooth, barely-there olive, Dirty Martini is just the right mix of restrained off-white and lots of panache.

#### 22. Utaupeia (SW 9088)

This is the perfect medium taupe. It may just be the best color for rustic or desert exteriors. It also brings nice warmth to a library or den, creating the perfect Utaupeia.