



Neutrals are almost always the #1 best-seller. This home, designed by June Roeslein Interiors, has used that theory and added punches of colors to update the look. A combination of comfort and elegance creates this charming family space.

photo by Alise O'Brien, June Roeslein Interiors

color trends

The in-thing can change in a blink.

Stay ahead of the game with colors and concepts from those who know best.

Styles are constantly changing in every aspect of life. Decorating is no different. Every season designers forecast the direction fashions are heading. Colors and their combinations take a leading role in defining these trends.

Many designers predict what the main colors will be season after season. The Color Marketing Group (CMG), an international not-for-profit association of 1,300 designers from all industries, brings their wealth of knowledge together. This prestigious group calculates the colors, fabrics and patterns that will gain popularity in the coming years. June Roeslein Interiors (JRI), St. Louis' leading full-service interior design firm, is one member of this impressive group.

On returning from the CMG's Spring International Conference, Barb Slavkin, president of JRI, was filled with excitement. "Representatives from every industry come together to share their ideas and direct the coming trends, it's an outstanding time," Slavkin said.

Many factors influence color forecasting, including the economy, world events and technology. Slavkin said after 9/11 there was a sudden stop in using color, everything went to subdued tones. With the rise in the economy, the colors have become happier and brighter. Also, "with the increase in global communications we are able to derive more from other countries than ever before. This shows in our use of colors from Tuscany and Moroccan bazaars," Slavkin said.

JRI spotlights color concepts for the upcoming months. Brown is the new black. Neutrals are almost always the #1 best-seller. A combination of colors is more important than the single color. Contrast of colors is important, as in the big trend of chocolate brown and

aqua blue. A combination of finishes is important, for example matte and gloss of the same color. And, color tone on tone is big.

How do you know which color trends to follow? Slavkin's advice is to first choose a color you like and feel comfortable with. "From there we direct our clients to what's available and out there now. You have to go with a color you love to be surrounded by," she said. CMG says the upcoming trends are more about discovering your individual style.

An easy way to stay up on the trends without a major overhaul is with little punches of color. Accessories still speak volumes in a pulled-together room. Toss pillows, throw blankets, candles and flowers can carry styles throughout your home.

colors to look for

red	raspberry to bright to earthy reds
orange	Indian spice, Tuscan pottery, Moroccan bazaars, orange pop
purple & violet	soft and zen-like
green	herbal-green, yellow-green, limesicle, soft limes, mossy olive
yellow	sun yellow, sun-washed Tuscany, sonic yellow with a touch of funky green
blue	blue-green, blue-violet, ocean blue, medium blue with turquoise
brown	root beer, giraffe (hint of red), metallic

information courtesy of June Roeslein Interiors