

# PANTONE'S 10 colours for 2017

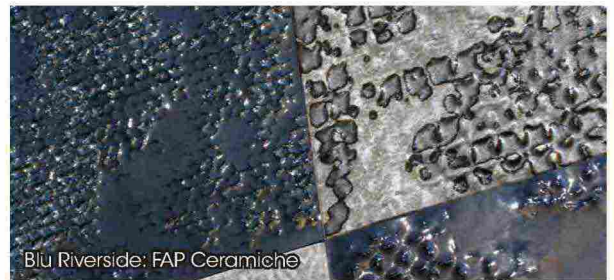


Just as we were going to print, Pantone announced its colour of the year 2017 as **Greenery**, "a refreshing and revitalizing shade" that is "symbolic of new beginnings". Greenery evokes "flourishing foliage and the lushness of the great outdoors", all natural elements that re-invigorate mind and body, and

re-awaken our awareness of the importance of eco-sustainability. So it's to Greenery that Tile Edizioni dedicates the covers of *MaterialiCasa magazine 2/2016* and *Tile International 3/2016*.

Gallery on [MaterialiCasa.com](http://MaterialiCasa.com) »

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What are the keynote colours of 2017 going to be?

As always, the Pantone Color Institute has the answer in its annual list of the 10 most fashionable colours, as dictated by the previews of a representative range of collections for 2017.

Since these colour trends don't just apply to dresses, shoes and accessories, but to the entire world of interior design and finishings, we have chosen a selection of emotive images, gathered at Cersaie 2016, that prove how colour trends and the art of mixing and combining colours, now pervade every aspect of the Western life-style sector.

To represent exactly the 10 trending colours, we asked for advice from OIKOS\* based in Gatteo Mare in the province of Forlì-Cesena – a top-class Italian company specialising in the creation of paints and colours for sustainable architecture – who provided us with the perfect colour palette as described by Pantone for 2017.

We're forecasting that 2018 will see a return to more neutral colours, from cream to beige, and turtledove to camel, in every imaginable shade.

But for now let's focus on the palette of winning colours for 2017.

Topping the table is **River-**



# Trends

eighth place.

Ninth place goes to **Potter's Clay**, which features in the work of 6.92% of stylists.

And 10th place goes to **Bodalicious**, a shade of cyclamen used by 6.45% of designers.



Potter's Clay: Verso 25 ceramic tiles



28 - Potter's Clay hair style by [thelittlestatedotcom.files.wordpress.com](http://thelittlestatedotcom.files.wordpress.com)

29 - A country chic atmosphere. Photo by [pinterest.com/ccolorways](http://pinterest.com/ccolorways). [pantone-riverside.com](http://pantone-riverside.com)

30 - Steve Madden slingback

32 - So girly! Photo by [elladeuxevents.com](http://elladeuxevents.com)

31 - British style. Photo by [housebeautiful.com](http://housebeautiful.com)

33 - Photo by [donna.nanopress.it](http://donna.nanopress.it)



Potter's Clay: Oikos per Planit House, Studio Besetti Associati, Rolo (RE)



Bodalicious: Oikos for Paola Lenti, FuoriSalone 2015, Chiostri dell'Umanitaria, Milan

