



The Meath Chronicle

Hard working denim is colour for 2017!

DULUX'S interiors colour of the year for 2017 which pays homage to probably the most timeless wardrobe staple - Denim. Dulux has announced Denim Drift as the 2017 colour of the year as part of the highly anticipated colour futures forecast.

Denim Drift can be described as a timeless versatile grey-blue, which along with its complementary palette of pale and dark blues, is set to be the must-have colour of the interior design and architecture world for the year ahead.

While denim as a wardrobe

hero originated as the hard-working fabric worn by workers in the form of blue jeans, these blue hues translate effortlessly into interiors looks.

Denim Drift along with its coordinating colour palette of blue hues works blue in an everyday, yet new way. Blue is the colour of life; it is the clothes we wear, the sky we gaze at and the water that revitalises us.

International design and colour visionaries at the Dulux Global Aesthetic Center have been scouring the globe for the latest social and trend developments to help them lead

the way in colour innovation. Creative Director of Dulux, Marianne Shillingford, describes the look: "This palette perfectly captures the mood of the moment and is a true embodiment of the way we'll live our lives in 2017.

"There are ten blues within the palette, five of them, including Denim Drift, are muted and atmospheric and the remaining five are cleaner, brighter hues that pack more of a punch. The whole collection has been designed for use across different elements of an interior from the walls to the furniture, fur-

nishings and accessories. You can turn the visual impact up with the brighter blues and down with the muted blues to suit the style and use of a room and can be sure that none of them will ever look out of place."

Dulux Diamond Eggshell was recognised as the Best Interior Design Product 2016 by the RIAI (Royal Institute of Architects Ireland) at the prestigious Architects Choice Awards.

For more information on Dulux, go to dulux.ie or facebook.com/Duluxireland.

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