

KANSAI PAINT GROUP

G L O B A L

T R E N D

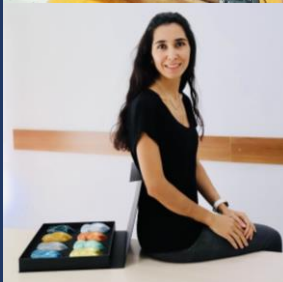
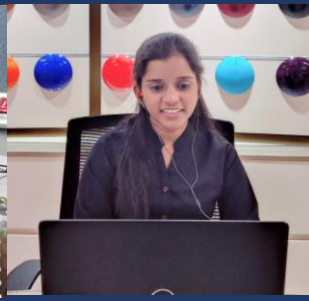
C O L O U R S

Our trend colour development has been improved by over 30 years of experience in strengthening our global network and working together with other companies in the KANSAI PAINT group.

We hope to support our client's creativity through concepts in that follow with the latest world trends and also our own original colour proposals as a paint supplier.

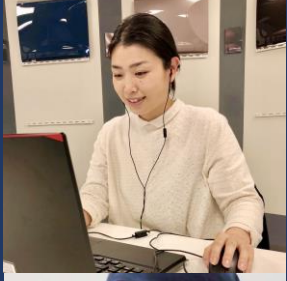
To watch our concept video, please use the following link:

[Watching video now](#)



GLOBAL COLOUR TREND MEETING

Every year, colour experts of the Kansai Paint Group get together from countries in Asia and Europe to select a globally unified concept and trend colours for the global market. This fiscal year, we decided upon the concept of "Take me there", deriving from three keywords that indicate market trends, and we selected six trend colours.



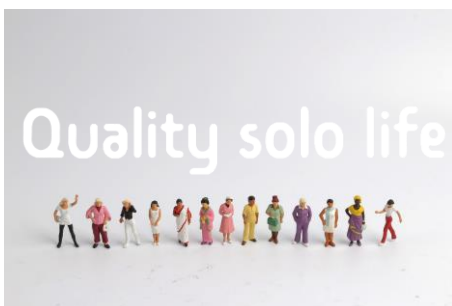
Kansai paint group's GLOBAL COLOUR CONCEPT

Take me there

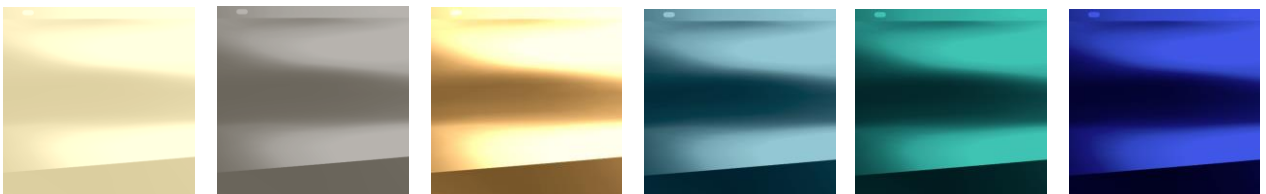
Colours leading you not only to the locations we dream of travelling to, but also to the person you want to be.

Colours leading us

The post-covid era has exposed complex and challenging social layers ranging from the individual to the community, and also to the earth's natural environment. Colours that help us to move freely between these complex layers, while respectively achieving self-fulfillment will be required and we are pleased to propose examples of these as our latest global trend colours.

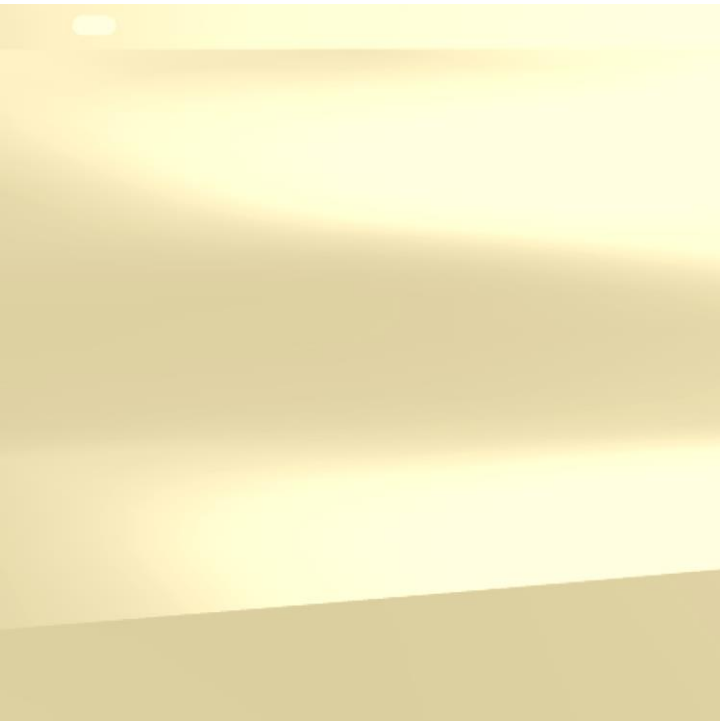


3 keywords that indicate market trends



6 Key colours

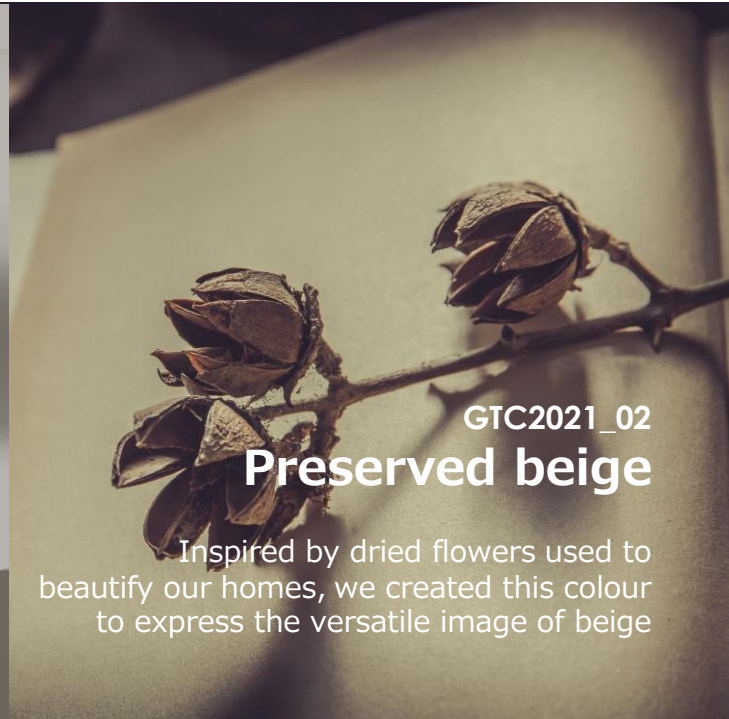
Take me there



GTC2021_01

Milk candy yellow

The milk candy yellow provokes memories of its rich flavor and the lingering taste providing supreme relaxation

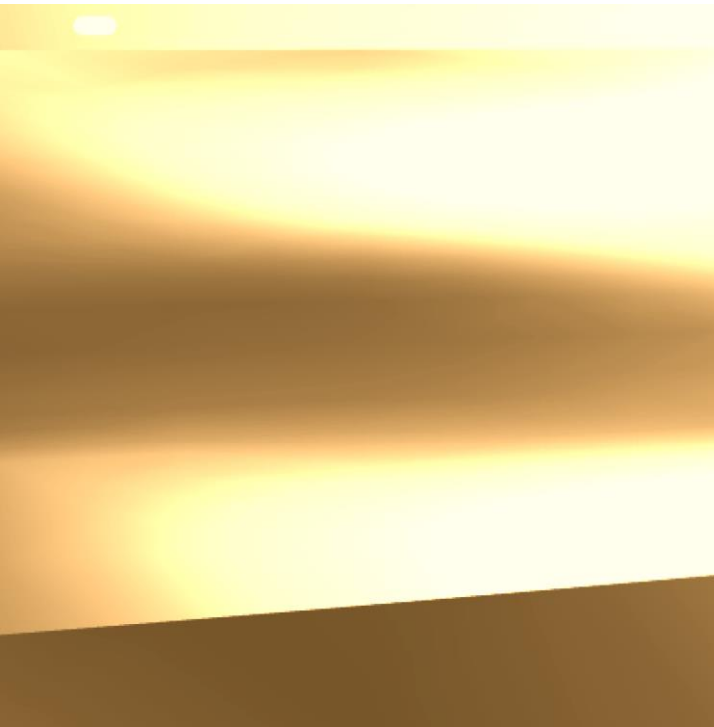


GTC2021_02

Preserved beige

Inspired by dried flowers used to beautify our homes, we created this colour to express the versatile image of beige

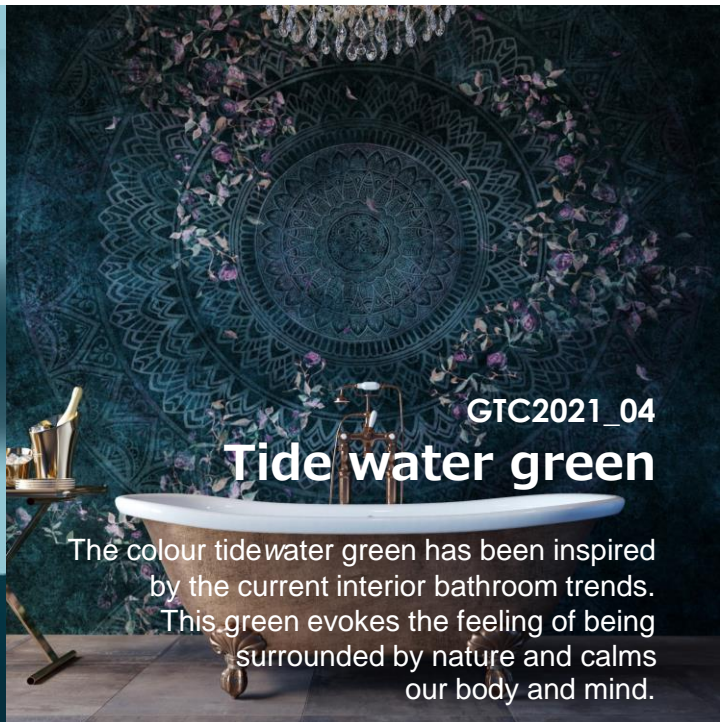
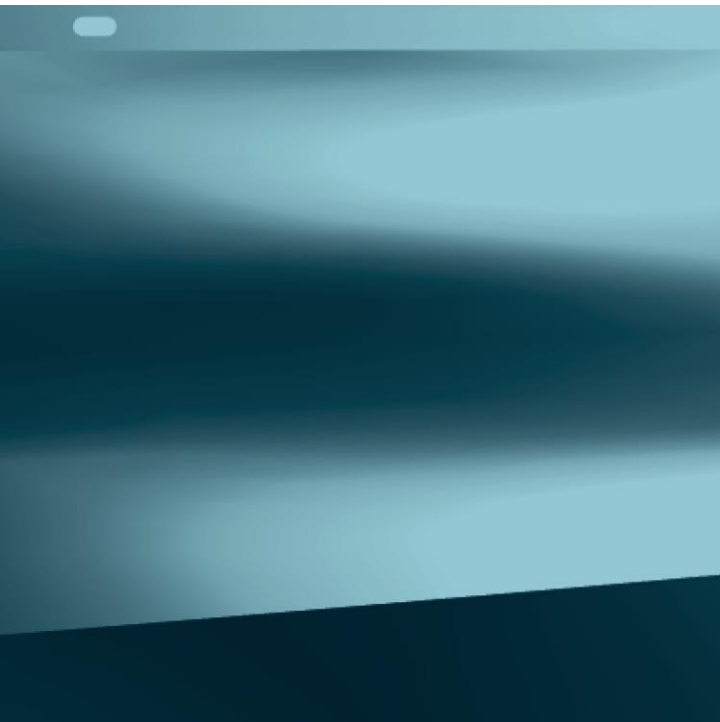
Take me there



GTC2021_03

Turmeric gold

This energetic gold colour gives vibes of positivity and wellbeing, representing a world re-energizing itself after the pandemic.

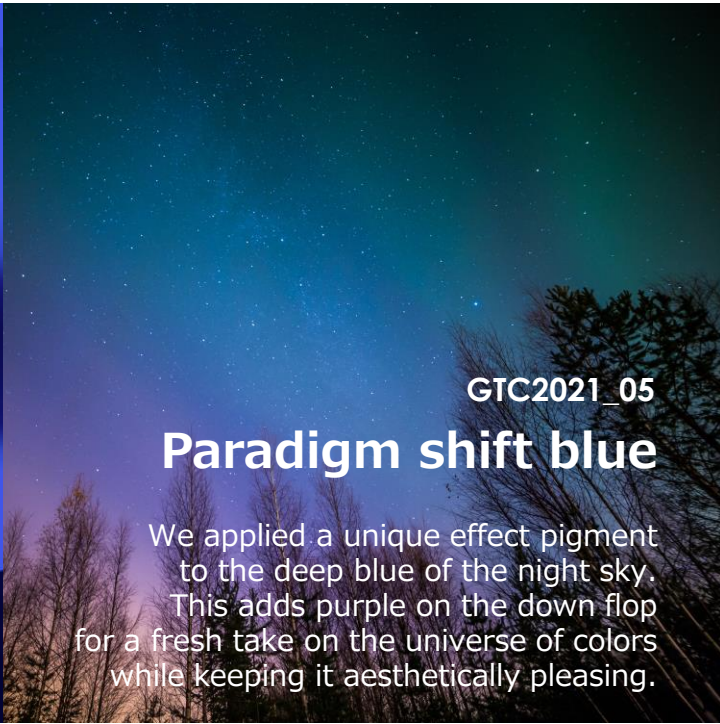
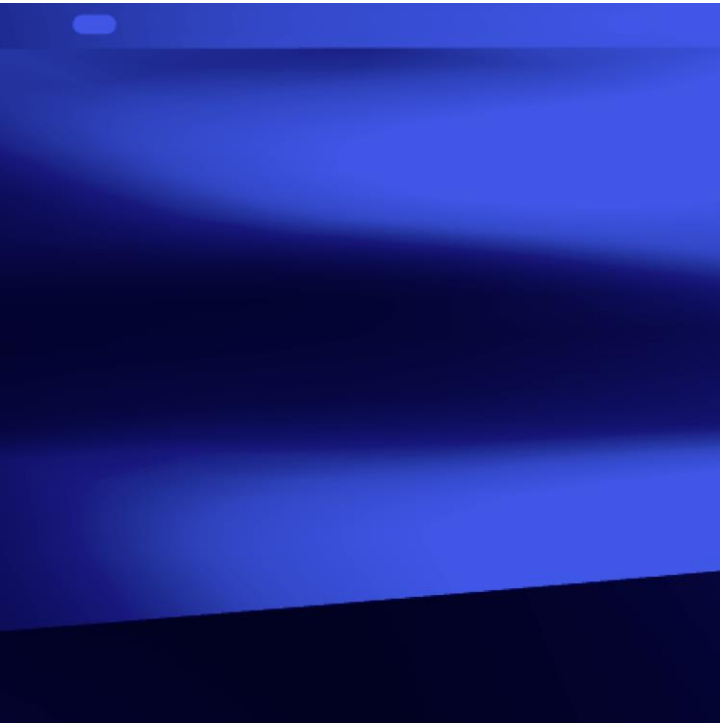


GTC2021_04

Tide water green

The colour tidewater green has been inspired by the current interior bathroom trends. This green evokes the feeling of being surrounded by nature and calms our body and mind.

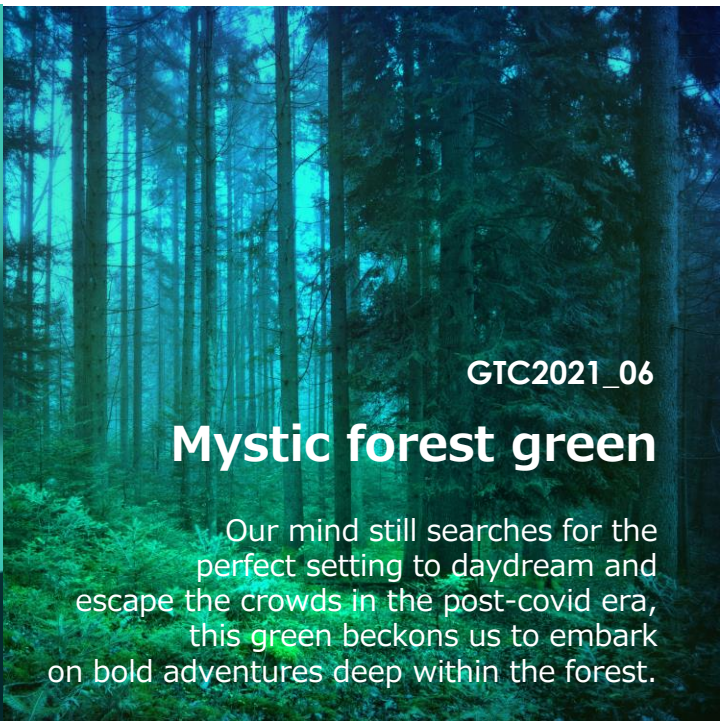
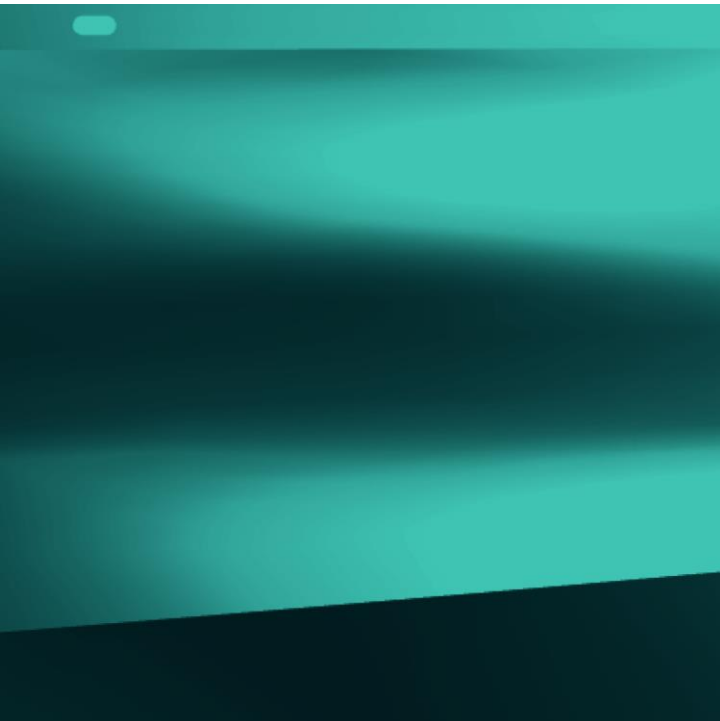
Take me there



GTC2021_05

Paradigm shift blue

We applied a unique effect pigment to the deep blue of the night sky. This adds purple on the down flop for a fresh take on the universe of colors while keeping it aesthetically pleasing.



GTC2021_06

Mystic forest green

Our mind still searches for the perfect setting to daydream and escape the crowds in the post-covid era, this green beckons us to embark on bold adventures deep within the forest.