



# KANSAI PAINT GROUP GLOBAL TREND COLOURS

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 year's concept is "Livewith." Focusing on the movement toward a seamless world without division, we have developed seven trend colors.



# Live with

KANSAI PAINT GLOBAL TREND COLOURS

## Colors that inspire the senses and offer comfort in a world striving to become seamless and free of division.

This year's concept is 'Livewith.'

Amid an unbalanced and unpredictable world marked by ongoing turmoil, we focused on the growing movement toward a seamless society free from division. We expressed the colors needed to overcome challenges through human sensibility and to coexist with diverse worlds, organizing them into three themes.

### *I*-versity

To foster openness toward others and deepen mutual understanding, we propose colors that broaden perspectives and awaken the senses.

### HUMAIN

We propose colors that express the balance between curiosity and skepticism as we look beyond the advancement of virtual worlds and AI.

### EVOLVE

We propose colors that nurture harmony between humans and nature and evoke a sense of evolution toward a rich and sustainable future.



## Smoky Purple

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Smoky purple is a low brightness, high-saturation purple-red colour characterized by a gradation from purple to pink. It has the warmth and romance of pink but adds the mystery and elegance of purple. This colour expresses a person's beauty and individual charm. This dazzling colour blends into vibrant cosmetics and allows everyone to shine in their own unique way.



## Papilio Green

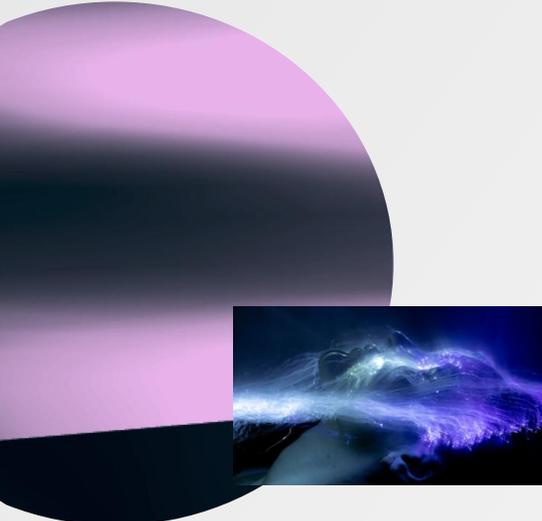
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Papilio Green is a bright and outstanding shade, that speaks of originality and individuality. The colour takes inspiration from the Papilio butterfly, and was carefully chosen following the growing trend in retro colours. The colour celebrates diversity and evokes a sense of acceptance among consumers. Green is gaining in importance, and this metallic shade also has beautiful yellow highlights.



## Shape of The Future

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The rise of advanced technology sparks both optimism and skepticism. But humans can control technology and utilise it to maximise humanity's potential. In terms of colour design, nothing captures this idea better than the utilisation of nuanced multicolor schemes, especially the green and purple tones which express duality. The colours are designed to create striking contrasts and enhance new immersive visual experiences. The deep tones also add mystery and curiosity. This is the "Shape of the Future."

## Binary Paradox

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AI is a powerful tool that can elevate humanity beyond its limits, but also introduces risks that challenge ethical boundaries. Navigating this paradox is crucial for the future.

Binary paradox is a lustrous beige colour with a high flip-flop effect, symbolizing the duality of AI. Its strong highlights represent the limitless potential of AI, while the darker undertones reflect the challenges and ethical dilemmas that come with its power.

## Ivy

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Ivy is associated with immortality, eternity, and permanence in Greek, Roman, Medieval, and Ancient Egyptian cultures. Crowns made of ivy symbolize eternal life and the abundance of nature. The crown is also circular in shape, linked to the concept of a cycle. Under the concept of sustainability, the use of Recycled Aluminium connects this concept with the motif.



## Tranquility Brown

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As we seek balance and tranquillity in our lives, envision someone walking on a wooden path at dawn, bathed in the gentle light of the rising sun. This balance suggests poise, mindfulness, and even strength in the face of the sunlight. The rich brown hue glimmers with golden pearlescent highlights, evoking a sense of warmth when people see the harmony of this colour.



## Silent Green

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Coexistence with nature brings a sense of calm and relief. The motif of this colour is the ripples that occur on the surface of deep, quiet water. Perhaps the truth of our existence can be sought in the ripples that appear and disappear. This is a sustainable colour that uses recycled carbon and the minimum amount of pigment necessary to express the colour. The blackish green represents the motif.

