



Product set by PIXETS

Interior designer Yasmin Chopin lives and works in Cambridgeshire. She provides colour consultations and two-hour home visits. Call 07831 231664 or visit yasminchopin.com for more.

Going green

The trend-setters at Pantone, world authority on colour, have named bright and breezy Greenery this year's signature shade – as Yasmin Chopin, Cambridgeshire-based interior designer, reports.

Indoor plants and wallpapers are transporting us into the jungle or fernery; botanicals have been topping the trend charts for several seasons now. So it was no surprise when the international colour experts at Pantone identified green as the 'it' colour for 2017.

In the interiors world there were bets it would be blue, green or grey, but everyone expected a muddy hue. Instead, Greenery sits somewhere between zingy lime and grass green and reminds us of the new growth of spring – refreshing and uplifting... Our desire to create stylish indoor-outdoor spaces continues unabated; an item on nearly every client wishlist is to improve the connection between house and garden.

After the announcement I asked for thoughts from Karen Haller, an applied colour psychology expert who teaches design professionals. "From a psychology perspective, this is an interesting prediction from Pantone given all the other major trend forecasting firms have gone for greyed-out muted hues," she says. "These reflect the lack of clarity and security we sense in these uncertain times, whereas Pantone's vivid

Greenery is the antithesis. It's all about the new: new life, new beginnings, a fresh start. If you love this high-energy, vivid colour it's ideal as an accent; to re-invigorate and get 2017 off to a flying start."

Influenced by the media

You may say that you don't intend to be a slave to fashion and that you'll choose colours based on personal taste, especially when it comes to decorating your home. But I guarantee you'll be influenced by what you see in advertising and in the shops. I'll find that among the 200 colours I use in my colour consultations this fresh green will be picked out more often than it has been in the past.

Described as a symbolic colour by Pantone, it's said to be a snapshot of what's taking place in our global culture; it serves as an expression of a mood, an attitude.

So how does Pantone decide on the colour? Researchers spend months consulting specialists in retail, fashion, interiors, architecture and many other areas of design, including automotive.

Next they produce a range of colours which steers manufacturers to develop products that will have general appeal. From this collection,

they pick one to become the official Colour of the Year.

Greenery has already been seen on the catwalk, and a few luxury cars have come out from under the covers in this hue. Yes, it's all very commercial – but if you're about to invest in a major new product this research is necessary and valuable.

"Greens help our heartbeat to slow down," says Laurie Pressman, vice president at the Pantone Colour Institute. "They help us to breathe and pull ourselves away from a world tied to flat screens and immerse ourselves in the physical beauty of the natural world."

How to use Greenery

Where does this colour fit in at home? Definitely in any room downstairs – greens look great with white and all types of natural materials such as wood, wicker and cane. It's useful as an accent colour, but can also work very well as the main colour.

Charming, and even considered lucky by many, green is certainly a colour to be seen not just in 2017 but for many years to come. It may be a fashion statement today – but it will have a long life. . .

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