

Devon&Devon

CREATED IN FLORENCE. INSPIRED BY THE WORLD.

Pantone Color of the Year 2021: *Devon&Devon's interpretation of the new it-shades*



Not just one but two colours! "Illuminating", a shade of yellow, and "Ultimate Grey" are the colours chosen by the **Pantone Color Institute** to represent the chromatic mood of 2021.

Devon&Devon pays tribute to this elegant combination by presenting two brand new versions of Admiral, the iconic cast iron bathtub: the reassuring elegance of the grey naturally enhances its retro design, and the energy of the yellow instils new vitality into the Bohemian inspiration behind its distinctive look.

To celebrate the colour of the year, Devon&Devon also illuminates the black and white background of its best-selling Botanica wallpaper, lighting up the triumph of extra-large exotic flowers, plants and fruit designed by Vito Nesta with unexpected hints of yellow.

Solid, and at the same time optimistic, this combination of colours conveys a message of resilience, trust, energy, stability and equilibrium. A reverential tribute to the inclusion of diversities, interpreted as a response to the current delicate global situation and the cornerstone of a renewed vitality: "No colour could fully capture the meaning of this moment in time", stated Laurie Pressman, Vice President of the Pantone Color Institute. "We have all realised that we can't make it on our own and that we need emotional support and hope".

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Conceived in 2000 by US company Pantone Inc. (renowned for having invented the first colour guide in the 1950s), the Color of the Year is chosen by the Pantone Color Institute, a research centre that develops the forecasts for the colour trends likely to influence the visual identity of companies and products. The selection is made based on the observation of many data, including social-economic indicators, suggestions from the world of the new technologies, and analyses of the most important social media platforms.

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