

Devon&Devon

CREATED IN FLORENCE. INSPIRED BY THE WORLD.

Pantone Color of the Year 2022: *interpreted by Devon&Devon*



Devon&Devon continues its tradition of paying tribute to the chromatic mood chosen by the Pantone Color Institute by dressing its most iconic products in new colours.

For 2022, the bohemian appeal of the cast iron Admiral bathtub (with feet in satin-finish brass) gets a colourful injection of energy with Very Peri periwinkle blue and its symbolic importance as an homage to courageously rising to a challenge with inventiveness. Acting as the backdrop is Botánica Makeup wallpaper with its plethora of flowers, plants and exotic fruits, designed by Vito Nesta in 2018 using a purplish blue that is surprisingly close to the Pantone 2022 colour.

For the first time, the institute has not chosen a colour from the famous "swatch" but has created a brand new one, based on both traditional social-economic indicators and on those from the digital world, the metaverse and gaming included.

Interpreting its great classic in the colour that best embodies needs and hopes for the near future, Devon&Devon embraces and extends the invitation to interpret our changing world in a new light.

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