

# Devon&Devon

CREATED IN FLORENCE. INSPIRED BY THE WORLD.

**Pantone Colour 2023**  
*interpreted by Devon&Devon*



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Like each year, Devon&Devon celebrates the Pantone colour with an installation that presents the most iconic items in its collections in the tone that best interprets the spirit of our times.

The colour of 2023 is Viva Magenta, a crimson red with a perfect balance between warm and cool tones. The Pantone Institute chose it because it is an 'unconventional colour for an unconventional time', a hybrid, and therefore permeated with an idea of multiplicity, dynamics, and inclusiveness that perfectly represents our current era of transition.

Focusing on the vital, optimistic transformative strength of this colour, Devon&Devon reinterprets the pure Victorian design of its Admiral cast iron bathtub, pairing it with the exuberant nature found in the Rio wallpaper, designed by Vito Nesta and inspired by prints of the era.

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