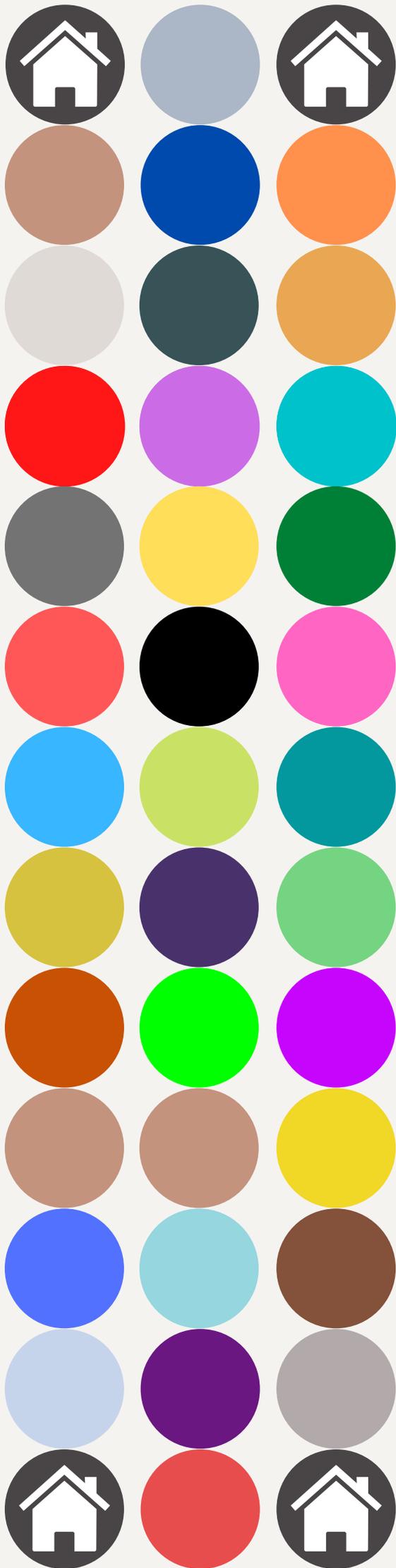


WHICH COLOURS DO YOU WISH TO INTRODUCE INTO YOUR HOME?



While experts now recognise the importance of colour in sales growth, the majority lack a firm grasp on how to create beneficial colour correlations to their products. The combination of the favourite colour and texture has the greatest influence on consumer selection. When emotional reactions are considered, bright colours frequently evoke positive interactions, whereas dark colours generate predominantly negative connotations.

For instance, various studies indicate that incorporating form and colour aspects into the design of a package can impact buyers' perception of the effectiveness, particular interests, emotions and feelings. Furthermore, the package and its colouring can be extremely useful in differentiating a brand, particularly if the brand intends to communicate a specific message to its target audience about the product's cost and quality, as well as highlighting characteristics such as age, gender or social status.

In terms of trends, colours initiate in fashion clothing and later spread towards other market segments, such as home devices, interior design and landscape products, and even cars. This means that colour trends for various products may circulate at varying speeds but would share analogous configurations.

Traditionally, colours in interior design are represented by colour pallets, theories, and meanings that are later transformed into knowledge and raw material. Apart from its exclusively aesthetic function, colour is also extremely affectional, which means it could modify our feeling which is critical for making a residence feel more like a home. Thus, the colour has the capability to change our perspective of form and function, and even create personal opinions of an interior, as colour interacts with its environment and individuals never perceive colour independently. For example, according to a study examining the effect of colour on perceived job performance, community stability, and wellbeing, the most desirable colour for a conference room is white. Nevertheless, this conclusion cannot be generalised. The same is true when clients are selecting paint colours for their home interiors. The process is open to interpretation, evocative, and also has the capacity to evolve an area totally.

Even if world-famous magazines such as ELLE DECOR define green, blue, and violet as the trends for 2022, this fact cannot be applied because choices differ among individuals and over the course of a person's life. Each colour has a distinct style that can be effectively demonstrated and incorporated through the interior designer's expertise and the client's perception.

In this case, which colours do you wish to introduce into your home? Why?

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