

Press Release

Antron® reveals future trends in colour

United Kingdom - May 2017 – In the latest edition of its Global Trend Forecast and in association with Global Color Research, INVISTA's Antron® carpet fibre has revealed global influences on colour within commercial interiors.

Discovering that our increasing sensorial and immersive engagement with products is driving our relationship with colour, key themes have been identified as shaping colour through the next two years.

One of these themes, Elemental Order explores how we manipulate natural resources to form a new relationship with them, driven by bio-design and our ability to reinvent and mimic nature through architecture and product design. With influences such as bio-manufacture, using the order and control of organic elements to inspire products and the resulting new connections with nature, the revealed colour palette features saturated tones that have a comforting and familiar feel, joined by dusted neutrals to bring balance.

Optic Balance, the next theme in the series, reveals how post-modern aesthetics of the 80s inspire our sense of proportion and balance, using different dimensions to create a playful yet ordered aesthetic. Elements of graphic design and the layering of colour and pattern to reveal new identities are influencing the composition of living and working environments as we seek for something different. As a result, the colour palette is energetic and bright with greyscale tones that add control to the optimistic outlook.



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Now in its third edition, Antron® Global Color Trend 2015/2016 reveals more in an informative booklet featuring references for all colours, which are available in Antron® Lumena™ carpet fibre. Antron® can also present the themes directly to teams at architecture and design practices by arrangement.

For further information contact Antron® carpet fibre visit www.antron.eu or email enquiries@antronfibres.co.uk

INVISTA is one of the world's largest integrated producers of polymers and fibres, primarily for nylon, spandex and polyester applications. With a business presence in over 20 countries, INVISTA's global businesses deliver exceptional value for their customers through technology innovations, market insights and a powerful portfolio of global trademarks including: ADI-PURE®, ANTRON®, AVORA®, C12™, COMFOREL®, COOLMAX®, CORDURA®, CORFREE®, DACRON®, DBE®, DYTEK®, FRESHFX®, LYCRA®, PERFORMA™, POLARGUARD®, POLYSHIELD®, POLYCLEAR®, SOLARMAX®, STAINMASTER®, SUPPLEX®, SUPRIVA™, TACTEL®, TACTESSE®, TERATE®, TERATHANE® and THERMOLITE®. For more information visit www.INVISTA.com.

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The logo for Select First, with the word "select" in a bold, lowercase, sans-serif font, and the word "first" in a larger, bold, lowercase, sans-serif font, both in red.