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Pantone Reveals Color of the Year for 2015: PANTONE 18-1438 Marsala

Rich and charismatic, Marsala tastefully fulfills with complex sophistication

CARLSTADT, N.J., Dec. 4, 2014 – Pantone, an X-Rite company and the global color authority, today announced PANTONE® 18-1438 Marsala, a naturally robust and earthy wine red, as the Color of the Year for 2015.



“While PANTONE 18-3224 Radiant Orchid, the captivating 2014 color of the year, encouraged creativity and innovation, Marsala enriches our mind, body and soul, exuding confidence and stability,” said Leatrice Eiseman, executive director of the Pantone Color Institute®.

“Much like the fortified wine that gives Marsala its name, this tasteful hue embodies the satisfying richness of a fulfilling meal, while its grounding red-brown roots emanate a sophisticated, natural earthiness. This hearty, yet stylish tone is universally appealing

and translates easily to fashion, beauty, industrial design, home furnishings and interiors.”

Marsala for Fashion

Marsala was a hit on the Spring 2015 runways with fashion designers featured in the [PANTONE Fashion Color Report Spring 2015](#); Daniel Silverstain, Hervé Léger by Max Azria and Dennis Basso incorporated the hue into their collections. The impactful, full-bodied qualities of Marsala make for an elegant statement color when the color is used on its own or as a compelling accent when paired with many other colors.



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With the ever-growing popularity of floral prints and striping, variations of this hue will undoubtedly carry into men's and women's clothing throughout next year. Marsala is also a popular choice for jewelry and fashion accessories, including handbags, hats, footwear and the burgeoning market of wearable technology.

This highly varietal shade combines dramatically with neutrals, including warmer taupes and grays. Because of its burnished undertones, sultry Marsala is highly compatible with amber, umber and golden yellows, greens in both turquoise and teal, and blues in the more vibrant range.

Marsala for Beauty

An incredibly versatile color for beauty, Marsala is an appealing and sophisticated shade that's flattering against many skin tones.

Marsala pairs exquisitely with monochromatic mixes of peachy pinks, and sparkles against antiqued gold metallics, offering an assortment of lipstick and blush options. Marsala illuminates a range of smoky-neutral color combinations, making it a captivating eye shadow color that can be worn from morning until night. Add an overlay of bronze for a dramatic look that suits any eye color, or use Marsala as a go-to finishing touch on nails.

Marsala for Interiors

Complex and full-bodied without overpowering, Marsala provides a unifying element for interior spaces. Add elegance to any room by incorporating this rich and welcoming hue in accent pieces, accessories and paint. Marsala's plush characteristics are enhanced when the color is applied to textured surfaces, making it an ideal choice for rugs and upholstered living room furniture.

Nurturing and fulfilling, Marsala is a natural fit for the kitchen and dining room – making it ideal for tabletop, small appliances and linens throughout the home. The hue will be especially prominent in striping and floral patterns found in printed placemats, dinnerware, bedding and throws.

Marsala for Graphic Design

A rich contrasting color, Marsala is ideal for use in graphic design and packaging. Eye-catching, but not overwhelming or bright, consumers are immediately drawn to the hue, making it an alluring shade at point-of-purchase. As packaging becomes increasingly more artistic, Marsala will be a natural fit for both high- and low-tech materials, including on-shelf periodicals as well as printed assets, like calendars and stationery.

Cross-Referencing to Other PANTONE Libraries



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PANTONE 18-1438 Marsala can also be cross-referenced to all other PANTONE Libraries, including PANTONE PLUS for graphic design. For cross-referencing information, see www.pantone.com/ColoroftheYear.

About the PANTONE Color of the Year

The Color of the Year selection requires careful consideration and, to arrive at the selection, Pantone combs the world looking for color influences. This can include the fashion and entertainment industries – including films that are in production, the world of art, popular travel destinations and other socio-economic conditions. Influences may also stem from technology, the availability of new textures and effects that impact color, and even upcoming sports events that capture worldwide attention.

For 15 years, Pantone's Color of the Year has influenced product development and purchasing decisions in multiple industries, including fashion, home and industrial design, as well as product packaging and graphic design. Past colors include:

- PANTONE 18-3224 Radiant Orchid (2014)
- PANTONE 17-5641 Emerald (2013)
- PANTONE 17-1463 Tangerine Tango (2012)
- PANTONE 18-2120 Honeysuckle (2011)
- PANTONE 15-5519 Turquoise (2010)
- PANTONE 14-0848 Mimosa (2009)
- PANTONE 18-3943 Blue Iris (2008)
- PANTONE 19-1557 Chili Pepper (2007)
- PANTONE 13-1106 Sand Dollar (2006)
- PANTONE 15-5217 Blue Turquoise (2005)
- PANTONE 17-1456 Tigerlily (2004)
- PANTONE 14-4811 Aqua Sky (2003)
- PANTONE 19-1664 True Red (2002)
- PANTONE 17-2031 Fuchsia Rose (2001)
- PANTONE 15-4020 Cerulean (2000)

About Pantone and the Pantone Color Institute

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, is the global color authority and provider of professional color standards for the design industries. Pantone products have encouraged colorful exploration and expressions of creativity from inspiration to implementation for more than 50 years. Through the Pantone Color Institute, Pantone continues to chart future color direction and study how color influences human thought processes, emotions and physical reactions. Pantone furthers its commitment to providing professionals with a greater understanding of color and to help them utilize color more effectively. Always a source for color inspiration, Pantone also offers designer-inspired products and services for consumers. More information is available at www.pantone.com. For the latest news, trends, information and



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About X-Rite

X-Rite, Incorporated, is the global leader in color science and technology. The company, which now includes color industry leader Pantone, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.

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