

A wooden bookshelf with various books and decorative objects against a dark blue background. The shelf is filled with books of different colors (white, light blue, teal, orange, and grey) and a small white cylindrical object with a gold band. The background is a solid dark blue.

THE COLOUR LIBRARY

Haymes

THE GREAT AUSTRALIAN PAINT

Media Release

HAYMES UNVEILS NEW COLOUR TRENDS CONCEPT THE COLOUR LIBRARY

Haymes Paint has released an innovative, new colour trends model- The Colour Library, which paves a new direction for the release of the company's colour stories and themes.

The Haymes Colour Library has been created to start conversations about colour and design based on personal interest and style. This inaugural launch includes seven volumes: CURATE, COLLABORATE, TIMELESS, CONSIDER, FORM, CONSCIOUS and EXPERIENCE.

Wendy Rennie, Colour & Concept Manager at Haymes Paint explains why there has been this shift in strategy for Haymes and what it will mean for the future.

"The landscape has dramatically changed in the past few years, particularly with how quickly people can access global trend information via social media and digital platforms."

"We are seeing a more fluid environment when it comes to colours and trends, which makes it difficult to embargo or hold off releasing new information. The Colour Library allows us to move away from putting a date on colour and helps us build an evolving palette that can be changed according to personal style and taste," said Wendy.

The Colour Library contains seven volumes of colour themes, each with its own story and palette of up to nine colours.

Volume 1 of The Haymes Colour Library - Curate, was launched in partnership with Etsy at an event in Sydney on 16 March 2016.

For further information regarding The Haymes Colour Library please visit www.haymespaint.com.au

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