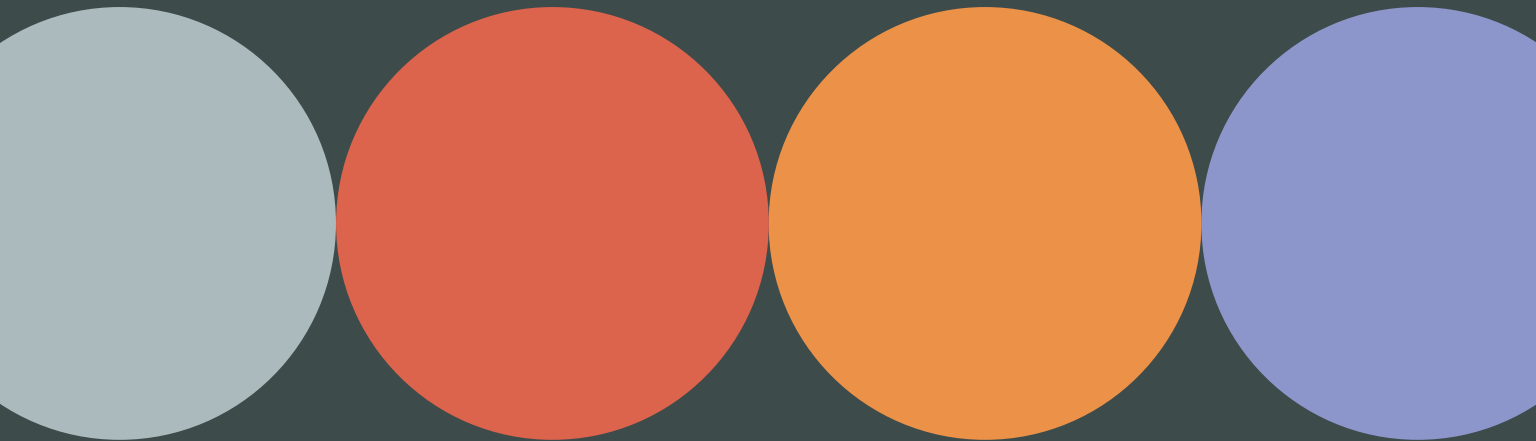
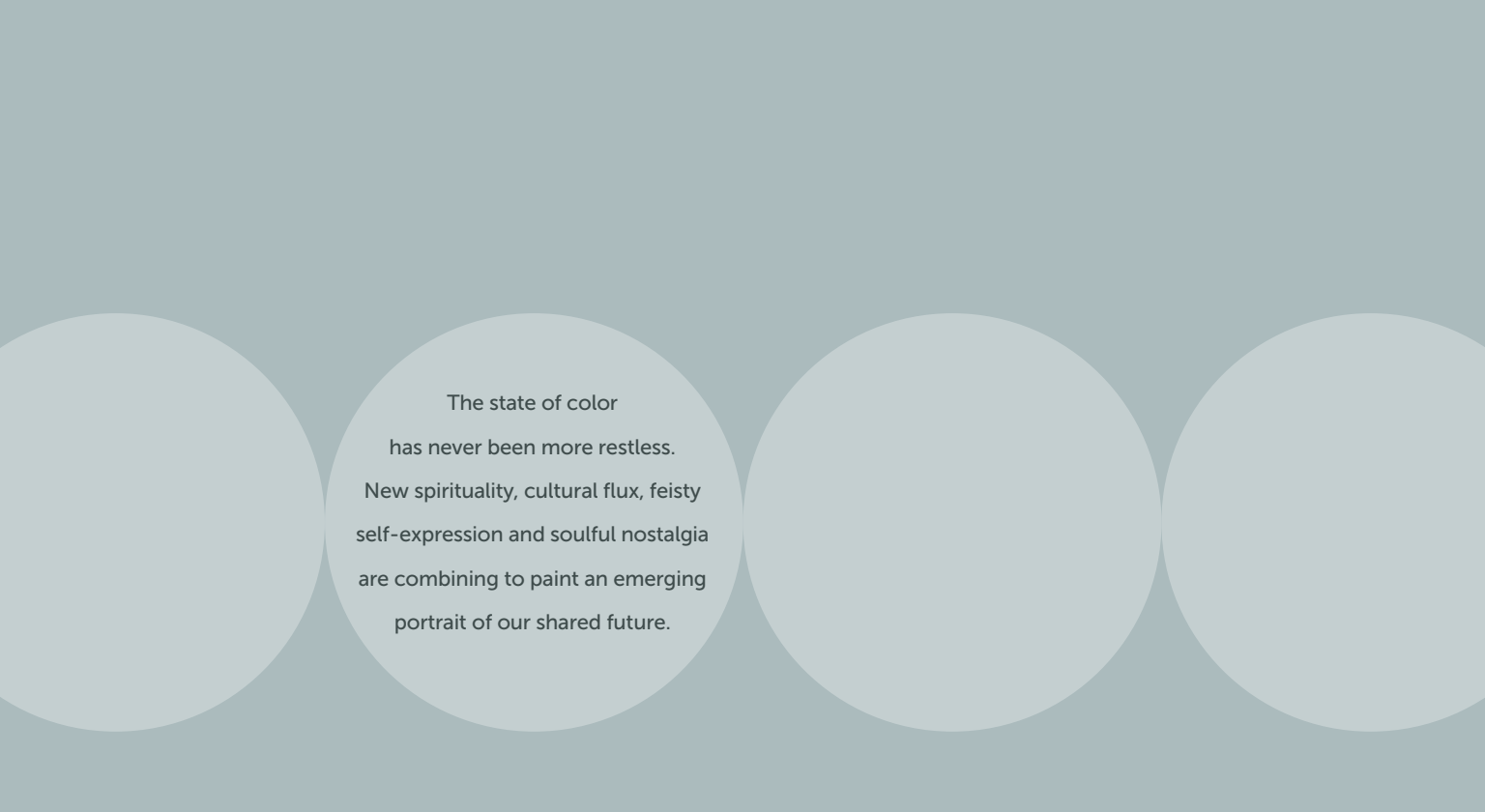


SHERWIN-WILLIAMS. 2017
colormix





The state of color
has never been more restless.
New spirituality, cultural flux, feisty
self-expression and soulful nostalgia
are combining to paint an emerging
portrait of our shared future.



noir

It's among our most precious commodities: night. We're craving a refuge from urban streetlights and glowing screens, space to turn our gaze inward and recharge the spirit. Mindful melancholy is fueling a new romanticism marked by medieval patterns, revived customs and bittersweet beauty. The Dutch masters knew the secret: dark hues set a dramatic stage for sensuous luster. This palette is rich with vine-ripe fruits, Nordic blues, moody neutrals and golden yellows.





SW 9179 ANCHORS AWEIGH

SW 9185 MAREA BAJA

SW 6286 MATURE GRAPE

SW 6279 BLACK SWAN

SW 6395 ALCHEMY

SW 7623 CASCADES

SW 6526 ICELANDIC

SW 7076 CYBERSPACE

SW 6039 POISED TAUPE

SW 6259 SPATIAL WHITE



holistic

Sustainable design and radical transparency are the new standards. As our daily transactions move further into the cloud, acquiring experiences is becoming preferable to buying more things. "Doing good" is the new looking good, and it's taking the form of "voluntourism," healing retreats and eco-travel. We're in pursuit of an elusive ideal: a fair luxury. The roads of this journey are lined with arctic neutrals, blush rose and wild browns.





SW 6224 MOUNTAIN AIR

SW 9138 STARDEW

SW 6332 CORAL ISLAND

SW 9170 ACIER

SW 7571 CASA BLANCA

SW 7605 GALE FORCE

SW 7710 BRANDYWINE

SW 0014 SHERATON SAGE

SW 0034 ROYCROFT ROSE

SW 9175 DEEP FOREST BROWN



intrepid

The virtual and the real are blurring in the form of seamless commerce and “office anywhere” collaboration. Impatient for social and political change, we’re reinventing ourselves first. Identity has never been more fluid. “You do you” is the mantra of a generation primed for self-expression, cheered on by their own #squad and tossing aside old categories. There’s a feisty energy to our present moment, arriving in fiery tones and vibrant, kimono colors.





SW 6990 CAVIAR

SW 6839 KIMONO VIOLET

SW 6816 DAHLIA

SW 7757 HIGH REFLECTIVE WHITE

SW 9020 RAYO DE SOL

SW 6656 SERAPE

SW 6621 EMOTIONAL

SW 7598 SIERRA REDWOOD

SW 6915 CITRONELLA

SW 6071 POPULAR GRAY



unbounded

Global immigration is redefining borderlands, national identity and our sense of coexistence. We're all citizens of the world now. Brands are becoming more purpose-driven, communities more connected. Design is adapting to more diverse populations. Overconsumption is, well, over. We're more likely to invest in the best we can afford — crafted and customized — and then keep it forever. Global consciousness is a mural painted in earthy mustards, ocean blues, corals and mud.





SW 9113 MUDSLIDE

SW 6774 FRESHWATER

SW 7675 SEALSKIN

SW 6683 BEE

SW 6606 CORAL REEF

SW 6608 RAVE RED

SW 6419 SAGUARO

SW 6790 ADRIATIC SEA

SW 6384 CUT THE MUSTARD

SW 9101 TRES NATURALE

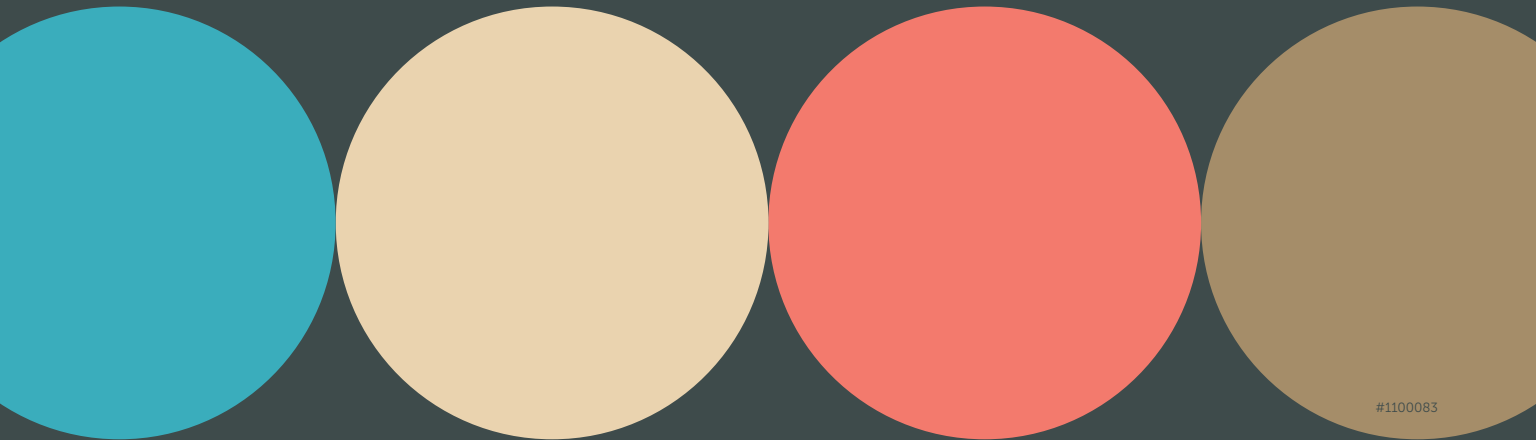
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