

coor markets

multi-family



MILLENNIALS

The next generation of multi-family residents

At around 80 million, Millennials, represent the largest slice of the United States population since the Baby Boomers. Still in their early, prime consuming years, they are already making a huge impact and driving trends. Born during the 80's and 90's, this diverse and techsavvy generation is re-defining the "American Dream." Uniquely different as a demographic, they are riveted by pop-culture, focused on social responsibility, wired 24-7 and have been affected by the Great Recession. Paving non-traditional paths all their

own, Millennials are optimistic with new attitudes and expectations. They have a changed outlook on life, materialism, what is cool and how it gets communicated. Consequently, companies across various economic sectors are eager to market to this target audience. The apartment industry too is shifting gears with a fresh approach to apartment design and community living from student to conventional multi-family housing.





Give your residents something to chat about or better yet, let the walls do the talking for them.

From modern graffiti art to posting on social media, Millennials gravitate towards mediums and platforms that allow them to share, communicate and express themselves. This open-book generation also craves choices. Give residents the best of both worlds and allow them to make a unit wall of their choice, a floor-to-ceiling blank canvas. Designed with customization in mind and formulated for professional contractors, Sherwin-Williams offers an innovative Dry Erase Coating that turns any wall into an interactive dry erase surface.



Hip new residences, featuring the latest and greatest

Student enrollment is booming, the college culture is evolving and universities nationwide are offering resort-style student housing as a recruitment and retention tool. Lack of space and antiquated facilities are fueling new construction to meet the demands of today's parents and students. This demographic places a higher emphasis on privacy, ambiance, amenities and security. In response, institutions are looking for differentiation in order to compete, encouraging privatization of their student housing projects and focusing their efforts on education. The following luxury living trends are sprouting up in student housing communities across the country.

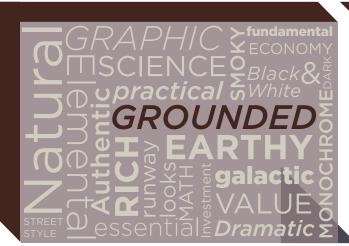
- Inspired by metropolitan living, *centrally located* housing options situated on or near campus and within walking distance to local hot spots are preferred.
- Whether prospective students are viewing communities online or in person, exteriors that feature **contemporary color selections** and building materials have an edge.
- Downsized apartments are making room for private bedrooms, baths and multi-use common spaces.

 Micro-Units feel larger with efficient floor plans, high ceilings and functional storage.
- Up-to-date *tech-trends* aimed to enhance the resident experience include cell phone charging stations, mobile maintenance programs, complimentary Wi-Fi everywhere and interactive dashboards.
- Multi-Use Common Areas with expansive lounge spaces designed to be adaptable for a wide variety of activities, provide residents with an all-inclusive informal gathering place to work, play and relax.
- Luxury amenities and services make student housing communities feel more like a high-end hotel than apartment complex. Geographic location and student interests influence recreation offerings.
- Modern housing projects featuring *eco-friendly* materials, efficient operations, sustainable technologies and green amenities speak to environmentally aware residents.
- Residents stay fit and eat right at communities that offer "healthy" amenities. Fitness centers feature spaces dedicated to activities from yoga to kickboxing, while organic produce gardens support garden to table dining trends.
- Economic and sustainable *transportation* options are continuing to emerge and gain in popularity.

 Shuttle bus services and bicycle storage/repair options are a huge draw for college students, especially for those without a car.

Capturing the Millennial zeitgeist, the 2014 Multi-Family color forecast is comprised of three distinct color collections.

Life takes twists and turns; some things are black and white, while others, not so exact. Maintaining a solid foundation is key. GROUNDED showcases staple neutrals that are both directional and classic, ranging from authentic to edgy. BALANCED celebrates duality and diversity. Inspired by menswear and cosmetic tones, these harmonious hues fuse together masculine and feminine vibes. Colors embody a new kind of luxury. Whether connected to technology, our multi-cultural society or nature, Millennials tune in. CONNECTED unites a fresh feeling of happiness and health. For palette micro drivers and influencers, check out the corresponding word clouds for keywords.



SW 2838 Polished Mahogany
SW 6018 Enigma
SW 6265 Quixotic Plum
SW 7076 Cyberspace
SW 7660 Earl Grey
SW 6258 Tricorn Black
SW 7019 Gauntlet Grey
SW 7024 Functional Gray
SW 7029 Agreeable Gray
SW 7006 Extra White
SW 6156 Ramie
SW 6158 Sawdust

SW 6358 Creamery
SW 7707 Copper Wire
SW 0045 Antiquarian Brown
SW 7554 Steamed Milk
SW 2859 Beige
SW 6067 Reddened Earth
SW 6307 Fine Wine
SW 7037 Balanced Beige
SW 7743 Mountain Road
SW 6161 Nonchalant White
SW 6222 Riverway
SW 6224 Mountain Air

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SW 6536 Searching Blue
SW 6506 Vast Sky
SW 6509 Georgian Bay
SW 6788 Capri
SW 0064 Blue Peacock
SW 6727 Houseplant
SW 6914 Eye Catching
SW 6912 Glisten Yellow

SW 6883 Raucous Orange SW 7588 Show Stopper SW 6841 Dynamo

SIGNATURE SHADE

Re-inventing a classic.

Direct from the runway or Tumblrs that inspire, denim garments are featured in a variety of fresh colors, finishes and fits. Denim continues to emerge, as a fashionably forward must have. As varied as your favorite jeans, the 2014 blues are versatile and range in washes from icy to inky. Influenced by fashion and technology, **SW 6509 Georgian Bay** is a staple, indigo shade. Pair it with monochrome neutrals and reclaimed building materials for a relaxed feel.

