

Welcome to The Color Story.

We hope you enjoy this literary and visual experience, compliments of The Sherwin-Williams Color Marketing & Design Services Department. The fourth edition will explore some current conditions and interests that drive this market. We will examine and define color trends that are influencing the entire Residential Market Segment for 2013 ■



color story

residential



WHAT WOMEN WANT.

Today's innovative home builders are continuously searching to set apart the way they design and market new homes. Savvy and strategic builders are tailoring their new home plans with **focus on women-centric homes**. Typically, when men view new construction they look for a positive general impression and a big-screen television. When women look at a new home, they are attune to details and designs which help make their lives more organized, fully functioned and family focused. **According to statistics, 85 – 90% of women make the buying decisions**, so it makes sense that builders tailor their offerings to appeal to this powerful buyer.

WHEN APPEALING TO WOMEN BUYERS, SMALL DETAILS CREATE A BIG IMPACT.

Large "stop and drop" zones for coats, bags, electronics (with charging stations) keys and dedicated organization areas. The inevitable junk drawer is removed from the kitchen and re-located to the stop and drop zone – removing the constant reminder to re-organize that unsightly drawer. There can even be a **recycling area** for junk mail. Laundry rooms are re-located adjacent to the master bedroom in small rooms with doors that hide the mess. Consider **well planned kitchen cabinets** for small appliances, or corner cabinets with **smart shelving** so, food and pantry items don't fall into unreachable corners. In the bath, **smart storage** examples include tilted hair dryer and curling iron cabinets, vanity space and specialty lighting.

ANOTHER KEY CONCEPT WHEN APPEALING TO WOMEN BUYERS IS FLEXIBLE LIVING SPACE.

Open concept with multi function kitchens, living rooms, and home office stations continue upward trends. **Secondary in-law suites** top the wish list of new home buyers that are planning ahead for aging parents and/or grown children moving back home after college.

THE BOTTOM LINE IS ...

women home buyers want a home that multitasks as hard as they do.

TWO THOUSAND THIRTEEN RESIDENTIAL TREND COLOR COLLECTIONS

Four palettes adapted from ColorMix™ 2013 provide collections of colors suitable for any interior or exterior residential construction project.

OASIS

SW 2845 Bunglehouse Gray	SW 0007 Decorous Amber	SW 0010 Wickerwork	SW 7738 Cargo Pants
SW 2842 Roycroft Suede	SW 0014 Sheraton Sage	SW 7611 Tranquil Aqua	SW 7697 Safari

Time and nature work hand in hand to create this palette of softened tones that are restful and comforting.

ORIGINS

SW 7551 Greek Villa	SW 6314 Luxurious Red	SW 6244 Naval	SW 6242 Bracing Blue
SW 7509 Tiki Hut	SW 6711 Parakeet	SW 6690 Gambol Gold	SW 6550 Mythical

Saturated colors and preppy neutrals characterize this bold...yet traditional palette.

OXIDE

SW 7640 Fawn Brindle	SW 2849 Westchester Gray	SW 7591 Red Barn	SW 7675 Sealskin
SW 6272 Plum Brown	SW 6230 Rainstorm	SW 6139 Mossy Gold	SW 6131 Chamois

Mineral tones and murky neutrals blend in shadow to create a masculine aesthetic.

OPALESCE

SW 7134 Tibetan Sky	SW 6315 White Dogwood	SW 7083 Darkroom	SW 6401 Independent Gold
SW 7561 Lemon Meringue	SW 6324 Mellow Coral	SW 6486 Reflecting Pool	SW 6556 Obi Lilac

The glamour of opals, florals and classic feminine colors are tempered with fun and funky gemstone hues.