Bold Invention

Experimental. Artsy. Expressive. The city never sleeps. Neither do its colors. These high-energy hues vibrate with spontaneity and rebellion. Neon-bright, graffiti-bold and digitally enhanced to 3-D luminosity, they're the colors of technology, of avant-garde art and of the entrepreneurial spirit that celebrates shaking off dull routine to do what you love. The eclectic global influences range from the Cynical Realism art movement of urban China to the Carnaval spirit of Rio de Janeiro, host of the 2016 Summer Olympics. Anything goes, and self-expression is the new metropolitan mantra.



