

**COLOR
TREND**
2 0 1 8

BE BOYSEN®

COLOR TREND

2 0 1 8

IMMERSE YOURSELF IN THE MAGIC OF BEING

Color Trend 2018 marks the fourth year that Boysen has presented the Filipino four new color palettes.

This year we invite you to experiment, to discover, to BE.

Color is emotion. Color is personality. Color is a language. And we at Boysen, are here to offer an interpretation, translating the trends that we all see in the world today into colors.

We made two interior styles that embody each palette, or a total of eight interior styles for Color Trend 2018.

Boysen gives you the map.

But the journey is yours to take. Introducing the four palettes of 2018—

BE BOLD



This palette is a mix of warm and cool colors. On one hand, you have the yellow Marquee Moon, the orange Paramour, and the Pink Balloon, that emit light and heat. On the other, you have the Green Lagoon and the lilac Crown Prince, that calm and soothe. Like a pale grey ribbon, Space Cadet ties them together.

BE SEEN



The colors in the palette Be Seen are subdued, except for one. The creamy Work from Home, the dark blue of Next Big Thing, the light Silicon Start-Up, the grey of Movie Night and Livestream—all serve as the backdrop that makes the intensity of Hot Rod even more fiery.

BE HERE



The deeply intense mauves of Root Crop and Gypsy Train, the green of Forest Ranger, and Yellowstone Park, are combined with the neutrals of Marble Chalk and Night Watch. The combination is an allegory of that comfortable and safe place you can inhabit while being fully conscious.

BE YOU



The palette Be You is a tranquil one with its genial tones. The blue grey of New Breed and the bright Blue for You act as ballasts to the mid-tones of Strange Brew, Private Stock, Skin is In and the light mint green of Bluegrass Suite.

Creating a Color Trend every year is a labor of love.

Under the guidance of a leading global color expert,

Boysen chooses the palettes in collaboration with partners in the Nova Paint Club, an organization of leading private paint companies around the world.

The whole process to realize an annual Color Trend takes a year, starting from research on the trends until the colors are available to you.

Color Trend 2018 is your guide to live today's trends in full color.

There's magic waiting for you.



Calculate the risks
and jump right in.
Life is not meant to be spent
straddling the fence
or waiting on the sidelines.
The only way to live life
is to fling yourself
into its arms.

BE BOLD



BCT18-7608S MARQUEE MOON
**for interior application only*



BCT18-7417S GREEN LAGOON



BCT18-7722S PARAMOUR



BCT18-7418S CROWN PRINCE



BCT18-7723S PINK BALLOON



BCT18-7013S SPACE CADET



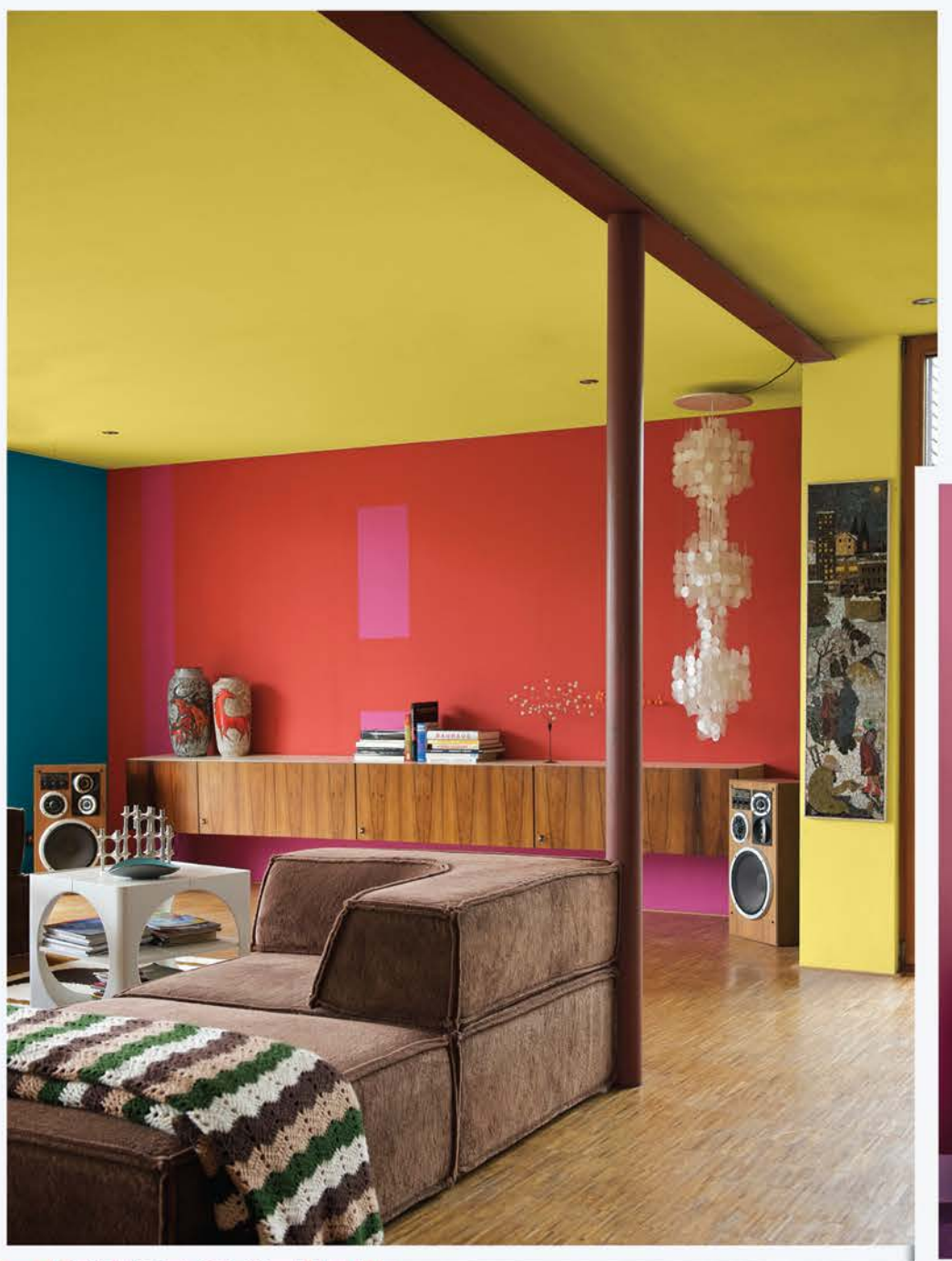
BE BOLD

GEOMETRIC CHIC



SHAPING YOUR OWN STYLE

Step out with confidence to be in a world that breathes with opportunities. Being put in a box has never been your thing. Whatever forms and patterns there are that surround you, are of your own making, including your living space that you've styled in GEOMETRIC CHIC.



BE BOLD

RETRO VOGUE



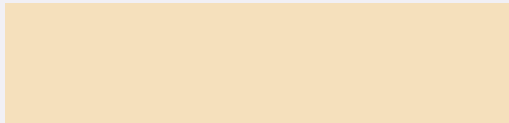
REMINISCING GLAM

A nostalgic nod to the past with this lively palette encourages you to meet each day head on. RETRO VOGUE is more than just a #throwbackthursday or a #flashbackfriday. It's saying yes! Yes! To love, to beauty, to experiences. Yes to life!



This is your one life.
 So make no apologies,
 especially not to yourself,
 and step on stage.
 You have the right
 to shine like a star.

BE SEEN



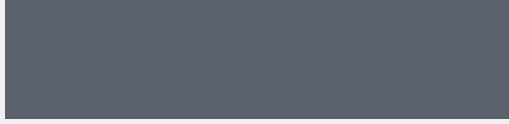
BCT18-7609S WORK FROM HOME



BCT18-7419S NEXT BIG THING



BCT18-7420S SILICON START-UP



BCT18-7421S MOVIE NIGHT



BCT18-7724S HOT ROD
**for interior application only*



BCT18-7014S LIVESTREAM



BE SEEN

POP CULTURE



ELEVATING BANALITY

Your intention, your passion, that spark that makes you unique are symbolized in this palette. Like POP CULTURE, you prefer to elevate everyday events into something provocative, so you can tease the magic out of every moment.



BE SEEN
OUT THERE



TAKING A CHANCE

If you know what makes you incandescent, live that and show the world your light. Shine as brightly as you can. This is your one inimitable life, so give it your all and step boldly **OUT THERE**.

BE HERE



BCT18-7414S ROOT CROP



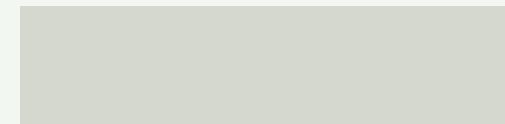
BCT18-7510S FOREST RANGER



BCT18-7805S GYPSY TRAIN



BCT18-7607S YELLOWSTONE PARK
**for interior application only*



BCT18-7204S MARBLE CHALK



BCT18-7905S NIGHT WATCH



Don't waste a moment
living in your head.
There's you,
there's here,
there's now.
Only when you are awake
can you truly be the author
of your story.



BE HERE COUNTRY FARMHOUSE



LIVING SENTIENCE

A green and sustainable COUNTRY FARMHOUSE. That's the kind of space you'd like to live in, when there's both a grounding and a lifting. With both feet firmly planted on the ground, you expand and open to the experiences that are happening to you at this moment, without judgment.

BE HERE MODERN ORGANIC



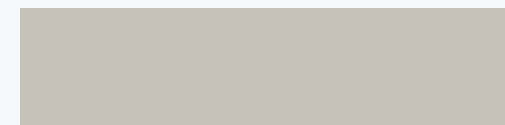
IMBIBING AUTHENTICITY

There is no better place to prepare the healthiest of meals made from the freshest of ingredients than in your very own MODERN ORGANIC kitchen. Here you can nurture yourself and your loved ones with the honest-to-goodness richness of fresh local produce. Don't limit yourself to the kitchen though, make your home as authentic as you are.

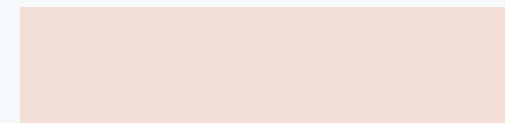
BE YOU



BCT18-7806S STRANGE BREW



BCT18-7011S PRIVATE STOCK



BCT18-7205S SKIN IS IN



BCT18-7415S BLUE FOR YOU



BCT18-7416S NEW BREED



BCT18-7012S BLUEGRASS SUITE

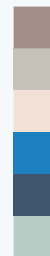
Hello You! Relax into your being
and respect your uniqueness
because you're perfect as you are.
The moment you accept yourself,
you are truly free.
Knowledge brings balance.





BE YOU

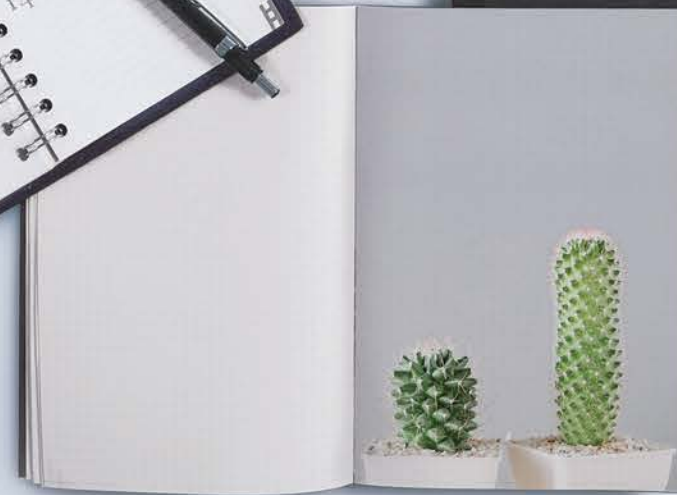
FRENCH CONTEMPORARY



EMBRACING INSOUCIANCE

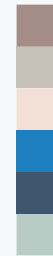
Do you want the magic of that French je ne sais quoi? That intangible quality of distinction that cannot be defined? Elegant but not contrived, lavish yet restrained, subdued hues but with a sparkle and a glitter, detailed and empty. All these layers of contradiction make for the easy, sophisticated look of FRENCH CONTEMPORARY.





BE YOU

TIMELESS MINIMALIST



GOING TO THE CORE

The expansive neutrals give the deep serene blues space to breathe in and breathe out. Get yourself this TIMELESS MINIMALIST place of peace to discern your many experiences in life, even those that occur at breakneck speed in this world of technology.

COLOR TREND 2018

BOYSEN® PERMACOAT™ COLOR SERIES

BE BOLD



BCT18-7608S
MARQUEE MOON
**for interior application only*

BCT18-7417S
GREEN LAGOON

BCT18-7722S
PARAMOUR

BCT18-7418S
CROWN PRINCE

BCT18-7723S
PINK BALLOON

BCT18-7013S
SPACE CADET

BE HERE



BCT18-7414S
ROOT CROP

BCT18-7510S
FOREST RANGER

BCT18-7805S
GYPSY TRAIN

BCT18-7607S
YELLOWSTONE PARK
**for interior application only*

BCT18-7204S
MARBLE CHALK

BCT18-7905S
NIGHT WATCH

BE SEEN



BCT18-7609S
WORK FROM HOME

BCT18-7419S
NEXT BIG THING

BCT18-7420S
SILICON START-UP

BCT18-7421S
MOVIE NIGHT

BCT18-7724S
HOT ROD
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BLUE FOR YOU

BCT18-7416S
NEW BREED

BCT18-7012S
BLUEGRASS SUITE



100% acrylic water-based latex paint with excellent hiding, durability, and dirt pick-up resistance

Available at Mix & Match Stations nationwide

**For technical reasons connected with color reproduction in print and paint manufacturing, these colors may not exactly match actual paint color.*

COLOR TREND 2018

VIRTUOSO™ SILK TOUCH™

BE BOLD



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VCT18-7722
PARAMOUR

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Easy clean, odor-less interior paint with Teflon surface protector technology.

Available at Mix & Match Stations nationwide

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