



95 new colours *latest collection*

The new fashion collection of colours from Resene answers our desire for complex colours and weathered hues.

The latest fashion fandeck of Resene colours has just been launched, bringing a sensational collection of on-trend and forward-thinking shades, including 95 new colours.

A stand-out feature of the Resene The Range fashion colours 18 is the many complex colours developed for today. What once was off-white, may now be beige, greige, cream or chalk. Colours are deeper and complex, layered with subtle undertones. Dusky tones develop as multiple colourways and weathered undertones merge.

These colours respond to the way our eyes have learnt to appreciate subtle nuances in colour.

Even traditionally bright colours have been given a dusky overlay – there's the soft red Resene Fugitive, the warm ochre Resene Good As Gold, the mushroom beige of Resene Balance.

As our colour knowledge grows, so too does our confidence to use and experiment with the subtleties of colour. The world continues to shrink. Not only are people nomadic, ideas also flow freely across borders and space. Exposure to new cultures encourages mixing and matching of colours in unexpected combinations. Colours that would once have never been seen together are now happy partners. Check out the back of the new fandeck pages for suggestions on colour partnerships to get you started.

For the first time, the new fandeck includes two fandeck pages of the most popular colours from the Resene Whites & Neutrals collection, including classics like Resene Spanish White and today's top-ranked whites like Resene Black White and Resene Alabaster, to help you complement the new colours.

Weathered blues and nudes

Today's interiors are not about perfection. They're about seeking the handmade, seeing the beauty in uniqueness and that 'flaws' can be memorable, beautiful and the ultimate definition of character. Washed blues and dusky nudes are nostalgic and easy to live with: Resene Dawn Chorus, Resene Half Dusted Blue, Resene Whirlwind.

Botanic greens

Nature has always had a strong influence on choices, and never more so than now. With many addicted to technology and more time spent indoors, the great outdoors comes inside instead.

The new colour collection has an abundance of greens from sharp and clean to muddied and botanic: Resene Leap Year, Resene Ciderhouse, Resene Atlas.

Sunset shades

Green is not the only colour of nature. Think of the splendour of sunsets and sunrises, the bright blooms of a spring garden. Uplifting colours that fill us with hope: Resene Turkish Delight, Resene Ruby Tuesday, Resene Celebrate.

Resene
Whirlwind

Resene
Dawn
Chorus

Resene Half
Dusted Blue

Resene
Ciderhouse

Resene
Leap Year

Resene
Celebrate

Resene
Turkish
Delight

Resene
Ruby Tuesday

Resene
Atlas

Resene
Good
As Gold

Resene
Fugitive

Resene
Balance

Resene
Chalk Dust

Resene
Rumour
Has It

Resene
Steam Roller

Resene
Half Grey
Chateau

Resene
Road Trip

Rich browns, gorgeous greys

Our love of greyed browns has been put to one side as truer greys emerge, from silvery shades to slatey charcoals: Resene Half Grey Chateau, Resene Steam Roller.

That's allowed browns to become earthier and richer, and for bronzed hues to emerge: Resene Road Trip, Resene Rumour Has It.

Intense pops

The new collection is not all subtle and moody. For those wanting pops of intense colour – a bold front door, blocks of colour, feature accents – there is plenty to please. Look to Resene Energise, Resene Headlights, Resene Hashtag.

Resene
Headlights

Resene
Hashtag

behind the scenes

A lot of work goes into creating the Resene The Range Fashion Colours fandeck – a 15-month or more process, from start to finish.

The Resene team starts by looking at colour forecasting in the American and European markets, and tweaking the key colourways to suit our local tastes and environment.

Once formulated, the new colours are named. Ever wondered who comes up with those delightful names? Everyone is involved. Resene runs competitions asking its staff and customers to submit their ideas. When an entry and a new paint colour are a perfect match, they're given an equally fitting description and are ready to go.

This fandeck isn't lacking in gorgeous names: Resene Ruby Tuesday, Resene ASAP, Resene Chalk Dust and Resene Drop Dead Gorgeous, to name a few. It also tips its hat to Resene's New Zealand origins – look out for Resene She'll Be Right, Resene Ruck N Maul, Resene Haka and Resene Good As Gold.

When you turn to the back of each fandeck page, the descriptions tell you more about each colour and give suggested complementary colours, put together by a Resene colour expert.

Some of our favourite descriptions include:

Resene Nauti: a chalky pastel blue, deep enough in hue to create mischief.

Resene Dark Side: a slightly sinister inky midnight blue, full of shadows and possibilities.

Resene Hashtag: a cheeky, fresh pop culture statement of lime green.

The next step is to produce the Resene testpots, colour swatches and fandecks, which are then sent to Resene ColorShops and resellers, ready for us to enjoy. **H**