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Pantone Introduces Pantone Color of the Year 2024: PANTONE 13-1023 Peach Fuzz

- *A compassionate and nurturing soft peach shade conveying a heartfelt kindness,*
- *PANTONE 13-1023 Peach Fuzz marks the 25th anniversary of the Pantone Color of the Year program*

CARLSTADT, N.J – December 7, 2023 – Pantone, the global color authority and provider of professional color language standards and digital solutions for the design community, today introduced PANTONE 13-1023 Peach Fuzz, a velvety gentle peach whose all-embracing spirit enriches mind, body, and soul as the Pantone Color of the Year selection for 2024.

At a time of turmoil in many aspects of our lives, our need for nurturing, empathy and compassion grows ever stronger as does our imaginings of a more peaceful future. A warm and cozy shade highlighting our desire for togetherness with others and the feeling of sanctuary this creates, PANTONE 13-1023 Peach Fuzz presents a fresh approach to a new softness. Subtly sensual, PANTONE 13-1023 Peach Fuzz is a heartfelt peach hue bringing a feeling of tenderness and communicating a message of caring and sharing, community and collaboration.

"A cozy peach hue softly nestled between pink and orange, PANTONE 13-1023 Peach Fuzz brings belonging, inspires recalibration, and an opportunity for nurturing, conjuring up an air of calm, offering us a space to be, feel, and heal and to flourish from whether spending time with others or taking the time to enjoy a moment by ourselves," says Leatrice Eiseman, Executive Director, Pantone Color Institute. "Drawing comfort from PANTONE 13-1023 Peach Fuzz, we can find peace from within, impacting our wellbeing. An idea as much as a feeling, PANTONE 13-1023 Peach Fuzz awakens our senses to the comforting presence of tactility and cocooned warmth."

Sensitive but sweet and airy, PANTONE 13-1023 Peach Fuzz evokes a new modernity. While centered in the human experience of enriching and nurturing the mind body and soul, it is also a quietly sophisticated and contemporary peach with depth whose gentle lightness is understated but impactful bringing beauty to the digital world. Poetic and romantic, a clean peach tone with a vintage vibe, PANTONE 13-1023 Peach Fuzz reflects the past yet has been rephrased to have a contemporary ambiance.

The introduction of PANTONE 13-1023 Peach Fuzz also marks the 25th anniversary of the Pantone Color of the Year program. First introduced by the Pantone Color Institute in 1999 with the Pantone Color of the Year, PANTONE 15-4020 Cerulean Blue, the Pantone Color of the Year captures the global zeitgeist, serving as an expression of a mood and an attitude on the part of the consumer. Through the years, the Pantone Color of the Year program has become a globally iconic cultural touchstone, drawing attention to how what is taking place in our global culture is reflected and expressed through the language of color.

"With this year's Pantone Color of the Year 2024, we see an increased focus on community and people across the world reframing how they want to live and evaluating what is important – that being the

comfort of being close to those we love. The color is one whose warm and welcoming embrace conveys a message of compassion and whose cozy sensibility brings people together and enriches the soul," added Laurie Pressman, Vice President of the Pantone Color Institute. "In the spirit of PANTONE 13-1023 Peach Fuzz, we reflect back on the last 25 years of the Pantone Color of the Year program grateful to provide an avenue where designers and color enthusiasts all over the world can engage in a conversation about color, be inspired by color and showcase their creativity within their communities. We look forward to continuing this for many more years to come."

For the full Pantone Color of the Year 2024 Press Kit please access here.

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OFFICIAL PANTONE Color of the Year 2024 PARTNERS:

Motorola x Pantone Color of the Year 2024

The partnership between Motorola and Pantone is one of shared value of—and focus on—the importance of precision in design, innovation and personal expression through color and technology. Motorola's multi-year, strategic partnership and global category exclusivity with Pantone has changed the way the brand looks, presents, and talks about color, trends, and their influence on smartphones with consumers.

The new Color of the Year, PANTONE 13-1023 Peach Fuzz, aligns beautifully with Motorola's pillars of inclusion and making technology more accessible. As technology becomes intertwined with humanity, we trust color to provide a tool for expression and deeper, more meaningful experiences with our devices. With this continued partnership, Motorola is announcing special editions of its iconic motorola razr+/40 ultra and newly launched motorola edge 40 neo in the Pantone Color of the Year 2024, both of which will be available in select markets globally.

Shades By Shan x Pantone Color of the Year 2024

Female-founded & impact-driven cosmetic company, Shades By Shan, has been on a mission to help single parents in need since their inception through their own 501c3, The Mamaberries Foundation. This year, the company has joined forces with Pantone in celebration of Pantone's Color of the Year 2024 to bring you an unparalleled beauty experience with the unveiling of The Lip Shine. This inaugural product is the first to launch from Shades By Shan's upcoming Pantone Color of the Year 2024 collection, designed to enhance every individual's warmth & natural beauty. The collaboration brings a unique peach blend that is bold and bright yet soft and subtle, catering to all skin tones. Keep an eye out for more upcoming exclusive releases from the SBS x Pantone Color of the Year 2024 Collection! For more information visit: https://sbscosmetics.com

Ruggable x Pantone Color of the Year 2024

Pantone has collaborated with innovative home decor brand, Ruggable on a limited-edition capsule collection to celebrate the 2024 Pantone Color of the Year. The Ruggable x Pantone collaboration makes it easy for anyone to bring the warm and comforting on-trend color into their home, in a range of contemporary and modern bohemian styles. The assortment includes five styles; 3 indoor rugs, 1 doormat and 1 bath mat, all of which feature [Pantone Color of the Year Color Number and Name.

The collection will be available in various sizes
on Ruggable.com, Ruggable.co.uk, Ruggable.eu/fr and Ruggable.de starting December 7th, with prices starting from £99/$99/€99.

Ultrafabrics x Pantone Color of the Year 2024

For 25 years, Japanese-crafted, New York-based Ultrafabrics has set the standard for premium, high-tech performance textiles by uniting craftsmanship, state-of-the-art technology, and mindful innovation. No stranger to pioneering new ideas, it has partnered with leaders in 11 industries including Jaguar Land Rover, Fitbit, MillerKnoll, Virgin Galactic and Gulfstream Aerospace, to name a few. The brand has a bold vision on ways that color can revolutionize interior environments and together with Pantone for the second year, will be sharing its expertise through a series of interactive events, exclusive color palettes, and color customization across the Ultrafabrics range. Together, they will tap into the essence of PANTONE 13-1023 Peach Fuzz by continuing to build community by inspiring designers and specifiers with new ways to approach and utilize color in their work. Learn more at www.ultrafabricsinc.com

Spoonflower x Pantone Color of the Year 2024

The authority in color, Pantone, has joined forces with the authority in surface pattern design, Spoonflower, to help bring to life the 2024 Pantone Color of the Year announcement. Beginning with the unveiling of brand-new designs by three distinguished Spoonflower Independent Artists, the excitement continues with a 2024 Pantone Color of the Year Design Challenge in January 2024 rendering the Pantone Color of the Year immediately available for consumers through Spoonflower's revolutionary print-on-demand platform for wallpaper, fabric, and home decor. For more information visit: https://www.spoonflower.com/

APPLICATIONS OF THE PANTONE COLOR OF THE YEAR 2023

PANTONE® **13-1023 Peach Fuzz** in Apparel and Fashion Accessories
Visually arresting and inviting, PANTONE 13-1023 Peach Fuzz is a nurturing peach tone that inspires us to instinctively want to reach out and touch. Conveying a message of tactility that comes through in sueded, velvety, quilted, and furry textures luxuriously soothing and soft to the touch, PANTONE 13-1023 Peach Fuzz is an enveloping peach hue that awakens our senses to the comforting presence of tactility and cocooned warmth.

PANTONE® **13-1023 Peach Fuzz** in Hair and Beauty
A contemporary peach with depth whose gentle lightness is understated, PANTONE® 13-1023 Peach Fuzz adds an ethereal, reflective finish to hair and creates a natural rosy glow flattering complexions across a large variety of undertones. A surprisingly versatile shade, PANTONE 13-1023 Peach Fuzz enlivens the skin, adding soft warmth to eyes, lips, and cheeks making all who wear it appear more healthy. Fresh and youthful when paired with earthy browns and creating a more dramatic contrast when paired with deep reds and plums, PANTONE 13-1023 Peach Fuzz opens the door to a wide assortment of lipstick, blush, skin tone and contouring options. Expressing a message of tenderness, nail designs incorporating PANTONE® 13-1023 Peach Fuzz are romantic, innocent, and sweet.

PANTONE® **13-1023 Peach Fuzz** in Home Décor and Interior Design

Introducing soft and cozy PANTONE 13-1023 Peach Fuzz into home interiors creates a welcoming ambiance. A heartfelt peach hue whose all-embracing spirit enriches mind, body, and soul, PANTONE 13-1023 Peach Fuzz conjures up an air of calm, offering us a space to be, feel, and heal and to flourish from. Promoting feelings of gentle warmth whether appearing on a painted wall, in home décor or acting as an accent within a pattern, PANTONE 13-1023 Peach Fuzz infuses our most personalized worlds with a comforting presence.

PANTONE® **13-1023 Peach Fuzz** in Packaging and Multimedia Design

A clean peach tone with a vintage vibe, PANTONE 13-1023 Peach Fuzz reflects the past yet has been rephrased to have a contemporary ambiance enabling it to seamlessly display its presence in both the physical and digital world. Seemingly tactile and touchable, PANTONE 13-1023 Peach Fuzz warmly welcomes, inviting consumers to reach out and engage, making it an enticing shade for a variety of products from food and beverage to cosmetics and accessories. Inspiring thoughts of sweet and delicate tastes and scents, PANTONE 13-1023 Peach Fuzz tempts the tastebuds with thoughts of delectable fruits and delicious treats that continue to please.

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About Pantone

Pantone provides the universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce certified Pantone values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more at www.pantone.com and connect with Pantone on Instagram, Facebook, and LinkedIn.