

MIRROR A BRAND-NEW TREND COLOR WITH KUNCAI EFFECT PIGMENTS



PANTONE

Color of the Year 2022

VERY PERI



Color direction by Pantone

“As we move into a world of unprecedented change, the selection of PANTONE 17-3938 Very Peri brings a novel perspective and vision of the trusted and beloved blue color family, encompassing the qualities of the blues, yet at the same time with its violet red undertone.

Very Peri displays a spritely, joyous attitude and dynamic presence that encourages courageous and imaginative expressions.”

Leatrice Eiseman, Executive Director of the Pantone Color Institute

PANTONE COLOR OF THE YEAR 2022

VERY PERI - A Brand New Color

For the first time in the 22-year history of Pantone's Color of the Year, the Pantone Institute has created a brand-new color, made just for 2022.



Creating a new color for 2022 was itself symbolic of the changes taking place in the world right now, following an intense period of isolation and uncertainty.

01 PANTONE COLOR OF THE YEAR 2022

Take Advantage of the 2022 Color Direction



Very Peri – Key Messages

A symbol for the global “zeitgeist”

- Reflecting global innovation and transformation
- Visualizing constant change Drawing attention to the merging of physical and digital lives
- Expands the limits of reality by opening the door to a dynamic virtual world
- Society is recognizing that color is an essential form of communication



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VERY PERI - A shade of Blue with Hints of Violet and Red

Color Interpretation Options

- Aurora **COSMI 48325C** Mauve (10-60 µm)
 - Shimmering blue violet capturing the magic of a beautiful hydrangea
- BoroStar **COSMI 19815C** Red/Violet/Blue Very Flash (30-100 µm)
 - Exceptional color shift effect depending on the viewing angle
- Aurora **COSMI 48315V** Grape (10-60 µm)
 - Intense pearlescent shimmer with high chroma and strong reflection
- Aurora **COSMI 850-R3** Super Flashing Amethyst (25-100 µm)
 - An irresistible, luminous violet with a deep blue undertone



Image: pinterest.com

Very Peri refined with:

- Color shifts that illustrate change
- Effects that echo the intensity of deep space
- A sparkling hue capturing the global “zeitgeist”



Pantone Color of the Year 2022

PANTONE®
17-3938 TCX
Very Peri



Image: asos.com



Image: pinterest.com



Image: lacgate-provence.de

Choice of Applications



Image: lyko.com



Image: etsy.com



Image: sears.com.mx



Image: amazon.de



Image: magi-mania.de

The background is a dark blue field filled with a complex, low-poly geometric pattern. The polygons are in various colors including purple, magenta, teal, and yellow, creating a vibrant, crystalline effect. Scattered throughout are soft, out-of-focus circular bokeh lights in shades of white, light blue, and yellow, adding a sense of depth and ethereal glow.

WE BRING
COLOR TO
THE WORLD

THANK YOU!

Kunca Europe B.V.
Linie 506, 7325 DZ Apeldoorn
The Netherlands

customerservice@kuncaieurope.com
www.kuncaieurope.com