



FUCHSIA IS THE EUCATEX COLOR OF THE YEAR 2015

Modern and fun, it is chosen to honor the striking tones that transmit happiness

[Eucatex Paints](#) bet on FUCHSIA as the shade for the year 2015. The choice was made following a detailed study by Elizabeth Wey, president of the Brazilian Colors Committee (CBC) and Eucatex consultant for the Cecal Color Chart, which makes up the brand's shade measuring system. Evidence in relation to the preference for the shade can be seen all over the world, from wardrobe items to luxurious brands of shoes, from automobiles to fabrics and plastics, among many other sectors.

"A balance between the spirituality of blue and the warrior, the material vibe of red, Fuchsia is a fun and modern color, with a strong presence in nature. Whether in flowers such as primroses, azalea and fuchsias, or in natural phenomenons such as the Northern Lights, or even in fruits, like raspberries", Elizabeth points out.

Happiness, femininity and discrete sensuality are the main properties of the shade. "And respect, which is linked to liturgy through bishops' robes. This connection provides security, like a beacon of strength and productivity, warming us and reassuring with its protective essence", the CBC president adds.

Several colors can be harmonized with the Fuchsia, from the rational concrete colors, such as graphite, to sweet and pastel tones, like soft pink, to younger colors full of fantasy, such as turquoise. According to Elizabeth Wey, any of these harmonies create environments full of personality and charm.

According to the analysis of Flavio Maluf, executive president of Eucatex, the civil construction market has been through great changes in recent years. "Constructive elements are now seen as decorative and are increasingly having an influence and impact upon the lifestyle and well-being of people. In the case of paints, one of Eucatex's business branches, the choice of the color of the year is a proposal to encourage interior designers, architects and the end public to dare, to experiment and bring color to their days. "