

Smoothy & Pokemon Yellow

With their similar bursts of color, **Smoothy** and **Pokemon Yellow** are surging onto the design world with take charge assertiveness.

The two colors are similar, with only a bit of black value separating them, and that underlies their international appeal. **Smoothy** and **Pokemon Yellow** don't simply share color DNA, they share spirit and daring even though their origins are continents and oceans apart. Though grounded in green, the strong influence of yellow gives these two colors a strong presence and underlying punch. **Smoothy** and **Pokemon Yellow** may initially sound soft and juvenile, but they are potent and take a stand to be seen and enjoyed.

From a perspective of health and vigor, **Smoothy** is the expression of what's good for the body. Healthy and glowing with the bright influence of the yellow sun, it is forceful and imbued with strength. **Smoothy** is a color that enhances life and adds attitude to whatever it embraces. **Smoothy** is already finding its way to interior living, with an emphasis on bright accent pieces that become an antidote to muted, neutral spaces. It is also important in fashion, whether adding a bright note

Brighter still is **Pokemon Yellow**, inspired by animation and rapid lifestyles, it is a color well suited to action recreation, automotive, and personal electronics. **Pokemon Yellow** is clearly not a hue for sitting around, it is a hue to get up and get moving! Whether matte, high gloss, or enhanced with metallic finishes, **Pokemon Yellow** makes a revved up statement of power.

Smoothy from CMG's European 2018 color forecasts, and **Pokemon Yellow** from CMG's Asia Pacific 2018 meetings, were both destined to emerge in 2020, and emerge they have! As versions of **Smoothy** and **Pokemon Yellow** are fast making their way to home and fashion, they are also being seen in transportation, cosmetics, and anything else that needs an injection of exuberance. They both have inner intensities that carry their colorful energy to any product, any environment, and any age group. Think of **Smoothy** and **Pokemon Yellow** as color sprites to lift up a mood, as well as products and the designed environment.

With **Smoothy** and **Pokemon Yellow**, there is no waiting, it's all healthy fun, and full on GO!

Color Sells

and the right colors sell better.®

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Seen at Club Monaco

Seen at Kate Spade



Seen at MDW 2019



Seen at Highpoint 2019