

SHARE TODAY

2014/15 CQV Pearl Color Trend book

Use of PEARL

Exterior Use

Cosmetic Use

Industrial Use

2014/15
CQV Pearl Color Trend
Contents

Color Theme

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Inspiration
Hue&Tone Color

Theme 1

Open Share

2014/15 Q&V Pearl Color Trend

Theme 1 Open Share

Today's society demonstrates how important the sense of belonging is regarded even in an individualistic society. Not only the online communities where people meet by their choice of preferences, but also those of communal spaces where people cooperate such as local areas and schools, which are often considered traditional, are reviving. All are same on one horizon and their gathering is beautiful.



INSPIRATION Theme 1 Open Share



Public project practiced and completed by citizens

As the whole city is surrounded by a river, it is the biggest resource of New York City. Citizens came up with an idea to purify the river water to create a swimming pool. +POOL Project, began by three citizens of New York City, raised citizens' voluntary participation and interest in the project through Kickstarter, a crowd funding platform. Among many fundraising projects, one of the interesting was to sell the tiles that will be used for the pool, so that people can purchase a tile engraved with their names to participate in the project. New York City only gave advices necessary to authorization, and the project was started and completed by the citizens.



Share Design Coca-Cola Sharing Can

One can of cola divides into two. The each of the divided cans becomes one whole product. This product signifies sharing cola together and parallels with the message of Coca Cola, 'sharing happiness'. As one product physically becomes two, the people who share each one of them can relate to each other. This design has recently been rediscovered to satisfy the current needs of sharing.

THE can YOU
CAN share with
YOUR FRIENDS





Share House ; WOOZOO

In recent times when one-person households are rapidly growing, share houses are coming to attention, expected to eliminate their issues of finance, loneliness and disconnection. Each house selects a group of people with same interest (art students, people who are preparing to start a business, new members to the world of career, etc.) in order to create a community based on communication that cannot be found in mere facility shares and financial cooperation. Therefore, share of space expands to share of life.



Howdy! Hola! Bonjour! Guten Tag!

I'm a very special book. You see, I'm traveling around the world making new friends. I hope I've met another friend in you. Please go to www.BookCrossing.com and enter my BCID number (shown below). You'll discover where I've been and who has read me, and can let them know I'm safe here in your hands. Then... **READ and RELEASE me!**

BCID:



Ownership to Shared Ownership

Having ownership is not as significant as before. This agrees with the recent shared economy, where the experience of sharing gives sacrifice. For instance, one can share a book they have read. Bookcrossing Project in U.S. allows people to insert a serial number and download the label for their book. Such labelled book can be left anywhere in streets for some else to pick it up and read. In Mailbooks for Good, a book donation campaign in Australia, covers of book have instructions on how to open the cover and wrap the book. Such easily wrapped book can simply be dropped in a mailbox for it to be delivered to homeless people or those who cannot afford to read as much as they want.

HOW IT WORKS

1. Open the dust jacket vertically, ensuring all flaps are laid flat.
2. Fold the jacket around the book, envelope side facing out. Fold the top and bottom flaps over the book first, reserving protective paper from adhesive.
3. Remove protective paper from adhesive on the envelope flap, then close to seal your Mailbook.
4. Your pre-paid and addressed book is now ready to donate! Simply drop it in your nearest mailbox and you're done. Thank you.





CQV
Color Trend
Theme 1

Open Share

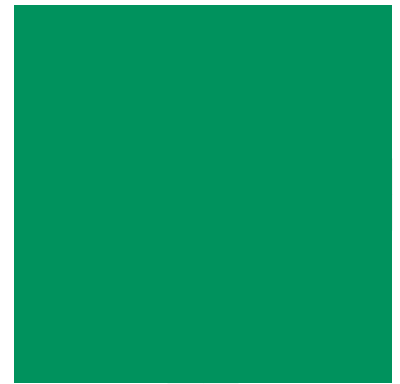
Lovely for anyone

Unisex shades of Red and Green are hinted. Clear emerald is lovely for anyone. Dry shades of Grey go well even with Bright primary red. Dark red, which is calm and neat, has a mysterious sense of life.



TS1415-R2-14011

Pigmentation[%]
A-660K-SP (55.27),
P,Marron L-3980 (44.03),
Black P #1300 (0.7)
PB:16.6%, PWC:14.2%, Midcoat: Gray



TS1415-G3-14014

Pigmentation[%]
AX-901B(20.0),R-901F (20.0),
Lionol Green 6YK (40.08),
Micro Tio2 (19.92)
PB:22.5%, PWC:18.4%, Midcoat: Gray



TS1415-R3-14012

Pigmentation[%]
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DPP Red B0 (64.9),
Black P #1300 (0.45)
PB:22.9%, PWC:18.7%, Midcoat: Red

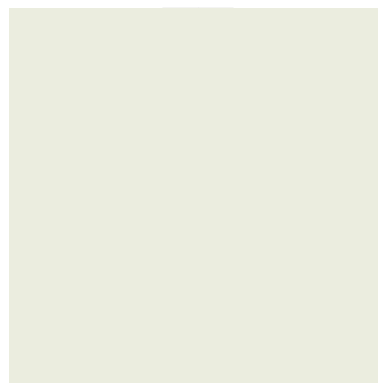


TS1415-BG4-14015

Pigmentation[%]
AK-781C-OP(35.28),AC-791K-SP (8.9),
TOYO 5660NS (33.12), Lionol Green 6YK (5.28),
Cy Blue G-500N (13.23), Black P #1300 (4.19)
PB:16.3%, PWC:14.0%, Midcoat: Gray

RESOURCES

<http://www.breadedescalope.com>
<http://jaewookkim.com>
<http://www.irisvanherpen.com>
<http://www.wrap.co.in>
<http://waarmakers.nl>
<http://kr.burberry.com>
<http://happy.design.co.kr>
<http://trendinsight.biz>
<http://woozoo.kr>
<http://www.bookcrossing.com>
<http://www.mailbooksforgood.com>
<https://www.kickstarter.com>
<http://www.youtube.com>



TS1415-GY3-14013

Pigmentation[%]
R-700M (24.38), R-781F (24.38),
R-790M (24.38), I Yellow 3RLTN (1.07),
Cy Blue G-500N (0.17),
Micro Tio2 (25.61), Black P #1300 (0.01)
PB:8.0%, PWC:7.4%, Midcoat: White



TS1415-BG4-14016

Pigmentation[%]
AK-781C-OP(27.76),A-791K-SP (18.51),
TOYO 5660NS (34.78), Lionol Green 6YK (3.7),
Cy Blue G-500N (4.63), Micro Tio2 (10.09),
Black P #1300 (0.53)
PB:17.6%, PWC:15.0%, Midcoat: Gray

Theme 2

Discovery of Existence

2014/15 CQV Pearl Color Trend

Theme 2 Discovery of Existence

Have you discovered something that already existed for the first time? Discovery, choice and display are creation by themselves. Anyone can discover a pre-existing value, and it becomes one's own. When those are gathered and shared with a community, creation has been reached.



INSPIRATION Theme 2 Discovery of Existence



Raising Donations

Sport Club Recife of Brazil had an organ donation campaign. The campaign said, 'if you would donate an organ for me, I will become a fan of Sport Club Recife and continue to support the club even after your death', which raised over 50,000 organ donation pledges by football fans. It increased organ donations based on the symbol of passion, such as heart. Though the altruistic donation spirit was clear, the personality of fans was prominent, wishing their passion and cheers to continue even after their death.



Busking

Bus King has existed for a long time, but has been increasing rapidly in recent years. As people have become more comfortable in showing their own colors, Bus King has gradually been prompting communications between buskers and preparing strategies to increase the activity and even street performances by cooperating with near commercial areas.





Local Identity

As social attention to public design has increased, local associations and administrations strive to develop brands and cultural products. This helps strengthening identity of cities, establishing new and creative impressions and boosting pride as citizens.

The capital city of Denmark, Copenhagen, has created a simple and delightful logo using the word, 'open' among the name Copenhagen. Rather than choosing usual branding with history and landmarks, they re-established their own brand identity with the simple word, open.



Traveller of their own routes

Unlike ordinary travels with landmarks as destinations, more and more travellers are connecting micro-marks, though relatively less known, but of their own personal interest. It is a search specified to their thirst.

A travel route planning and sharing website, Voyago, allows people to search travel routes made by others and also create new ones by connecting destinations themselves.

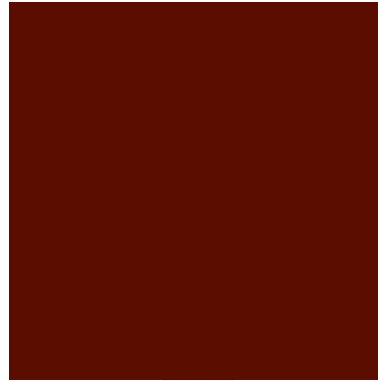


CQV
Color Trend
Theme 2

Discovery of Existence

Color of identity

We all have colors that best represent ourselves. We would like our colors to appear more impressive and special than anyone else's. From lovely coral that has both Bright orange and Warm pink, to the sophisticated elegance of burgundy. Some people are calming as Grayish green, and Red brown and Yellow green are natural and can suit anyone.



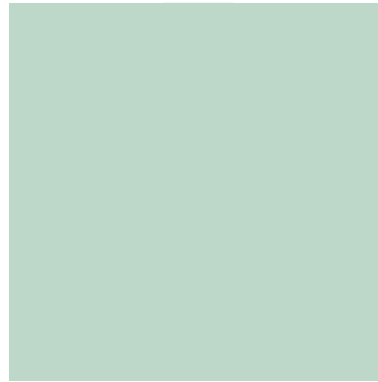
TS1415-R3-14021

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Ch. Red A2B (18.77), I Yellow 3RLTN (33.79),
Black P #1300 (2.28)
PB:18.4%, PWC:15.5%, Midcoat: Gray



TS1415-PB2-14024

Pigmentation[%]
AK-781C-OP(65.35),
Cy Blue G-500N (34.03),
Black P #1300 (0.62)
PB:16.2%, PWC:14.0%, Midcoat: Gray



TS1415-G1-14022

Pigmentation[%]
A-901F-SP (43.28), A-901E (14.57),
AL PS 008 (32.34), I Yellow 3RLTN (0.99),
Lionol Green 6YK (8.65), Black P #1300 (0.17)
PB:12.0%, PWC:10.7%, Midcoat: Gray



TS1415-R3-14025

Pigmentation[%]
AF-630K-OP(39.94),
DPP Red BO (30.03),
I Yellow 3RLTN (30.03)
PB:22.7%, PWC:18.5%, Midcoat: Red



TS1415-Y2-14023

Pigmentation[%]
AX-791B (21.0), I Yellow 3RLTN (4.73),
Irga Color Yellow 3GLM (74.23),
Black P #1300 (0.04)
PB:23.3%, PWC:18.9%, Midcoat: Yellow



TS1415-RP4-14026

Pigmentation[%]
AK-761C-OP (10.76), AF-660K-SP (54.17),
Ch. Red A2B (27.08), PV Fast Violet RL (1.08),
Micro Tio2 (6.46), Black P #1300 (0.45)
PB:14.5%, PWC:12.7%, Midcoat: Gray

RESOURCES

<http://www.irisvanherpen.com>
<http://brandoffwashington.com>
<http://inhouse.ws>
<http://trendinsight.biz>
<http://www.freitag.ch>
<http://www.flickr.com>
<http://www.voyajo.com>
<http://www.visitcopenhagen.com>
<https://www.facebook.com/sportclubdorecife>

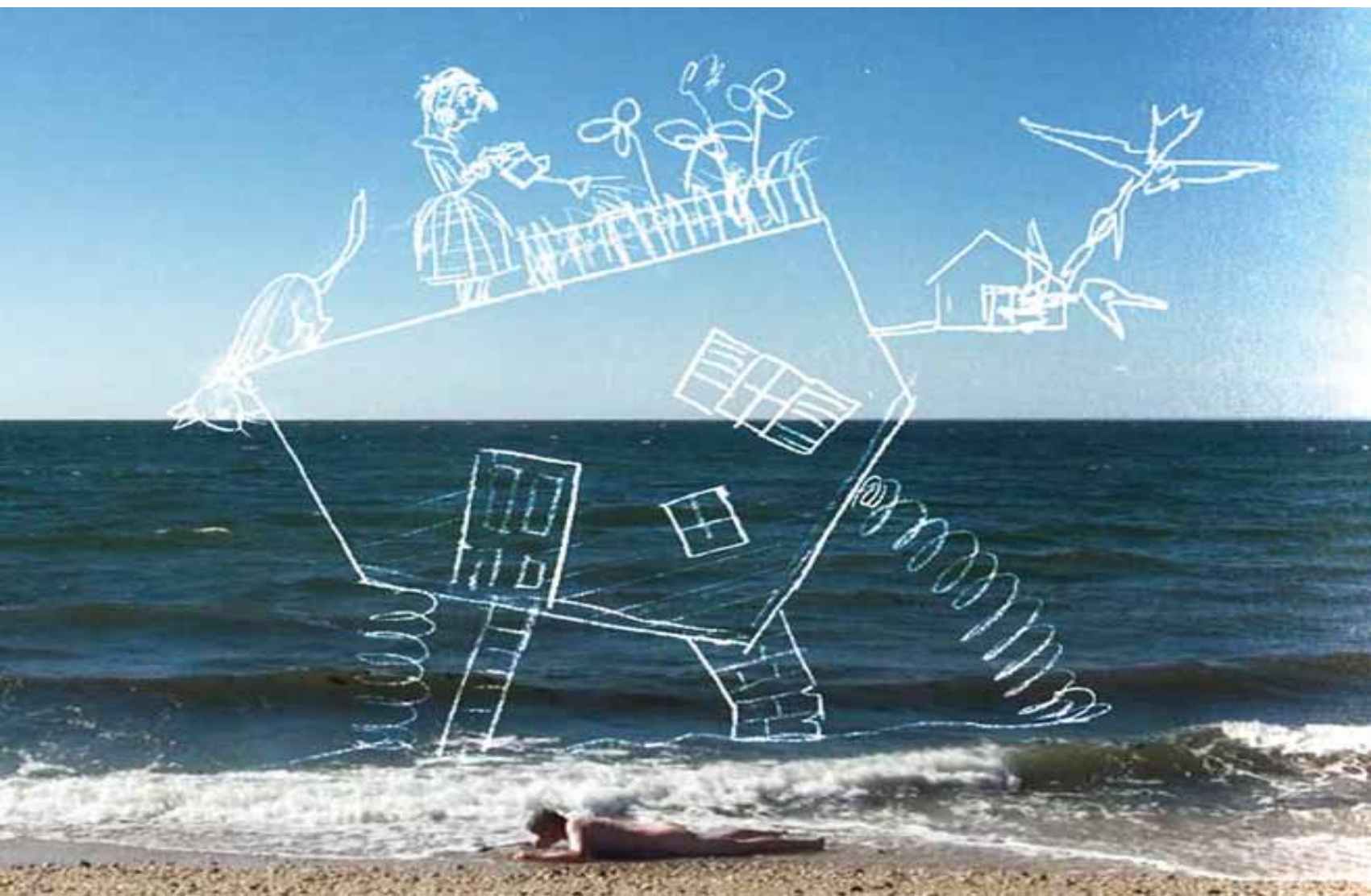
Theme 3

Spatial Relocation

2014/15 QAV Pearl Color Trend

Theme 3 Spatial Relocation

Imagination can bring us to the space that exists but cannot be touched. Yet, people are no longer satisfied only with imagination. The boundary between reality and dream has become blurry and now more people can share greater time-space.



INSPIRATION Theme 3 Spatial Relocation



Planning Dreams

Lucid Dream is a dream in which we are aware of being in a dream and also able to control it. It allows infinite possibilities of experience to busy modern people.

Neuro Mask allows people to experience the change in brainwaves while listening to music, and when in sleep, they can experience Lucid Dream provided by the auditory signals from the mask.

Moreover, Dream Coaching Service records the dreams, create personal dictionaries for them and help find the answers to the questions encountered in them.



San Pellegrino Social Robot

The Italian beverage brand, San Pellegrino, ran Three Minutes in Italy Campaign with social robots. This campaign allows three minutes of tour in an Italian city, Taormina, from which the brand San Pellegrino was motivated, using remote control of a social robot. The campaign is accessible through Facebook and the users, by the waiting order, may remotely control the robot for three minutes. Users can speak with local people or look around the city with the robot.



Google Street View

A very far place, and even the physically unreachable space of 0 and 1, is possible for us to be teleported digitally. Some marketing examples are based on this.

Google has added Diagon Alley of the movie, Harry Potter to Google Street View, so that the imaginary space can be explored. We can look around the wand store, Ollivander and the magical toy store of Weasley Brothers by 360 degree images of Google Map.



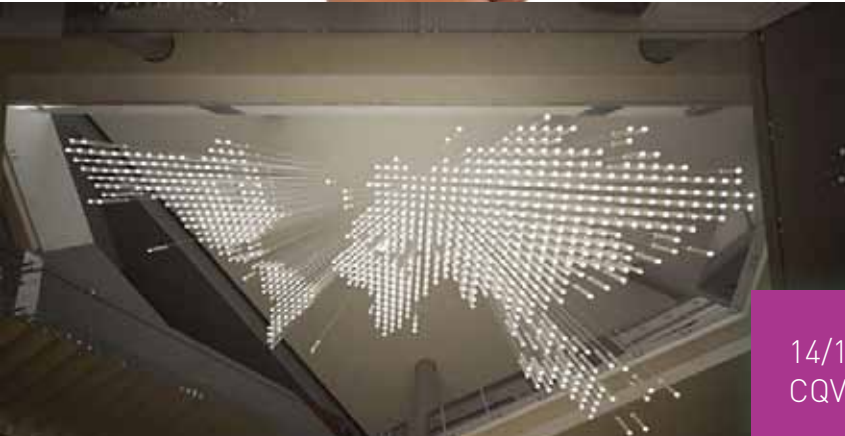
During the Sochi Olympics, people can scan their faces at Megafon branches and the data of the scanned face can be displayed on the flank side of pavilion building located near the Olympic Park Gate. The large wall creates 3-D illusion as if the face is a sculpture.

Chandelier of CSIS headquarters located in Washington DC has 425 LED light bulbs arranged in a shape of a world map. The 425 light bulbs light up according to data such as world energy consumption or GDP growth rate, and are controlled by automated system using open framework. Big Data by science and technology unites the world and create a new culture.



Personal Ultrasonic Device, Prevue

Pregnant women had to rely on their obstetricians when they needed to check the status of their unborn baby, but now they can look after and observe their babies whenever or wherever they want. Prevue shows their baby on screen for the whole family and friends.





CQV
Color Trend
Theme 3

Spatial Relocation

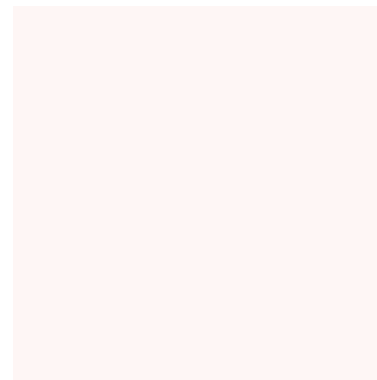
Always existed

In the sky I look upon, there are not only the blue color and clouds, but also many mysteries and countless colors. The Golden sunshine of a bright day cheers everyone and Purple sky shows up unexpected and thrills us. Also looking at the Dark navy sky, similar to black, makes us feel as if we are traveling through the space.



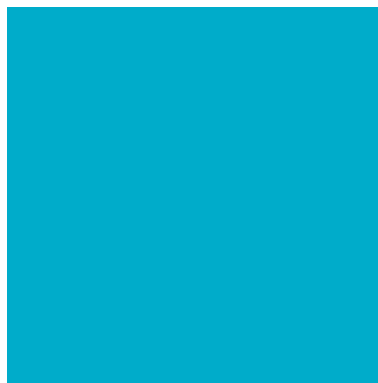
TS1415-P3-14031

Pigmentation[%]
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Magenta RT-343D (11.86),
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Micro Tio2 (52.7), Black P #1300 (0.04)
PB:17.8%, PWC:15.1%, Midcoat: Gray



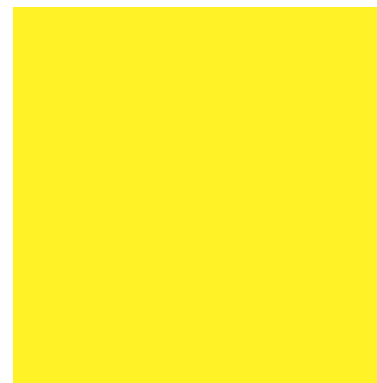
TS1415-YR3-14034

Pigmentation[%]
R-701F (48.10), R-741F (48.11),
P, Marron L-3980 (1.04),
I Yellow 3RLTN (2.75)
PB:6.7%, PWC:6.3%, Midcoat: White



TS1415-B1-14032

Pigmentation[%]
AAX-901K-OP (2.28), A-903M-SP (23.31),
Lionol Green 6YK (2.79), Cy Blue G-500N (1.93),
Micro Tio2 (69.65), Black P #1300 (0.04)
PB:20.4%, PWC:16.9%, Midcoat: Gray



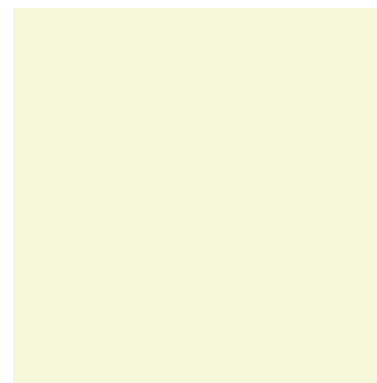
TS1415-Y3-14035

Pigmentation[%]
AC-701K-SP (19.37),
Irga Color Yellow 3GLM (80.63)
PB:27.0%, PWC:21.3%, Midcoat: Yellow



TS1415-PB1-14033

Pigmentation[%]
AAX-901K-OP (23.7),
Cy Blue G-500N (44.81),
PV Fast Violet RL (17.87), Black P #1300 (13.62)
PB:5.1%, PWC:4.8%, Midcoat: Gray



TS1415-GY2-14036

Pigmentation[%]
R-900M (25.44), R-701F (38.15),
R-791F (31.80), I Yellow 3RLTN (3.88),
Lionol Green 6YK (0.73)
PB:6.0%, PWC:5.7%, Midcoat: White

RESOURCES

<http://jolanvanderwiel.com>
<http://www.julienarretero.com>
<http://www.irisvanherpen.com>
<http://www.dior.com>
<http://orproject.com>
<http://www.we-love-eames.com>
<https://www.facebook.com/SanPellegrinoFruitBeverages>
<http://trendinsight.biz>

Theme 4

Analogue +A

2014/15 CQV Pearl Color Trend

Theme 4 Analogue +A

Today is hard to grasp, but we have many curious traces from the past. Objects from a certain time have accumulated memories with the people who passed them by, increasing its value above the original one. When we keep the object and not throw it away, a gleam of analogue sentiment can become special to modern people.

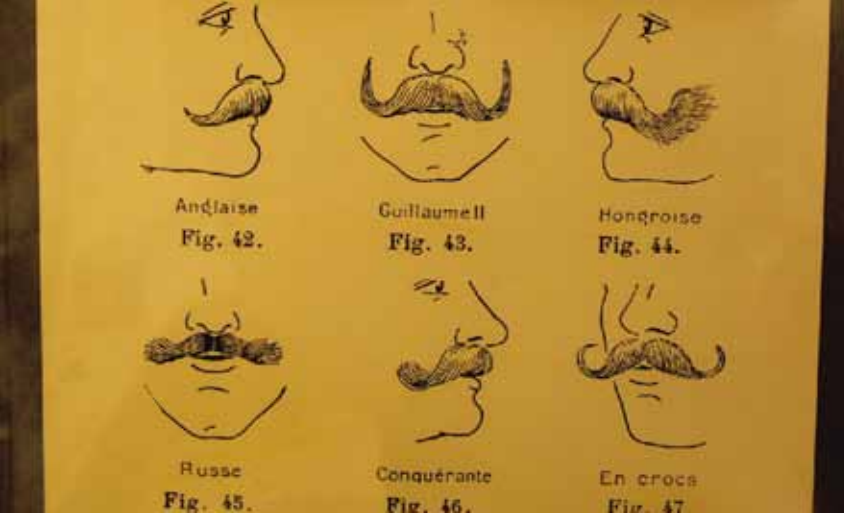


INSPIRATION Theme 4 Analogue +A



Not Old-fashioned but Classic

Truefitt & Hill is the oldest barber shop in the world and displays the original style of barber shops in a classic manner. The shop has traditional furniture and sophisticated service, which involves no use of electronic devices, but only the delicate mastery of the barber. Visitors pay the relatively expensive price to enjoy the premium service by decades of training.



Freitag Headquarters

Freitag is a well-known Swiss bag brand that recycles the tarpaulin that was used as truck covers. Freitag office was constructed with discarded containers. It is a stylish and vintage office made with 17 accumulated containers and delicate lighting. The scrap containers that no one wanted has now become a tourist attraction.



Film Scanner

Despite the convenience of DSLR and smart phone, many people are still drawn back to their film cameras. Many attempts have been made for them to bring transitions and improvements to film cameras. Lomography Smartphone Film Scanner allows scanning 35mm analogue film and digitalizing the image to save into computers or phones. Photographs taken with film cameras can now be shared with friends through SNS.





Fairy Tale Books

Today's Children are accustomed to fun and easy smart devices that they are less interested in reading fairy tales. Fairy tale books have been changed to solve this.

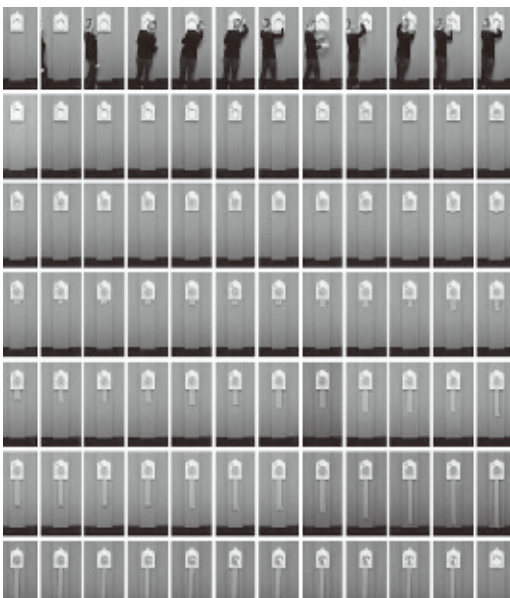
Hide&Eek is fairy tale books that can only be read in dark. When lit in dark, they reveal hidden images. Paper-powered fairy tale books, developed by Disney Lab, can use small amount of electricity produced by simple actions such as rubbing or tapping the paper to display lights and sound effects from the animation. Children no longer simply read, but also get involved in additional interesting activities. Such examples introduce the potential of analogue that is impossible with smart devices.

Design can Re-illuminate the Past

Design ideas can remind us the value of time and memories from the past. With such ideas people living in modern days can take more relaxed and emotional approaches to the concept of time.

A wall clock named 365 Knitting Clock slowly knits a scarf as time passes everyday. Users of this clock, which makes one scarf a year, can have a real sense of time passing and be reminded of the value of time.

Ink calendar has a bottle of ink that smears into the paper throughout a month. The spreading of ink gives a sense of filling time with memories as the user accumulates them.



COLOR
TV



CQV
Color Trend
Theme 4

Analogue +A

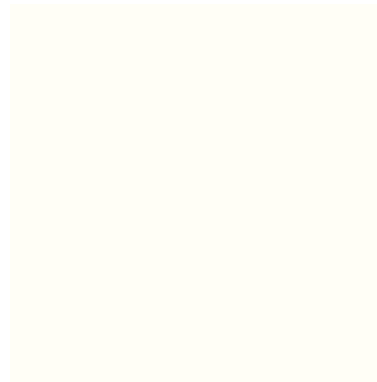
Colors with traces of time

Plaster figures of White chocolate color that is both modern and antique can be often found around us. In an old room lit with a streak of light, Orange color, leather couch and Blue carpet dimly reveal themselves among the dust in the air.

Colors are generally Deep to give a sense of premium quality of antiques rather than artificial vintage.

RESOURCES

<http://www.valentino.com>
<http://shop.lomography.com>
<http://waarmakers.nl>
<http://www.leica.com>
<http://www.metmuseum.org>
<http://trendinsight.biz>
<http://sirenelisewilhelmsen.com>



TS1415-Y3-14041

Pigmentation[%]
R-701F (96.59),
Ch. Red A2B (0.24), I Yellow 3RLTN (2.98),
Lionol Green 6YK (0.19)
PB:5.8%, PWC:5.5%, Midcoat: White



TS1415-YR2-14044

Pigmentation[%]
R-601F (32.83), R-601D (8.07),
DPP Red BO (12.89), I Yellow 3RLTN (46.06),
Black P #1300 (0.15)
PB:20.2%, PWC:16.8%, Midcoat: Gray



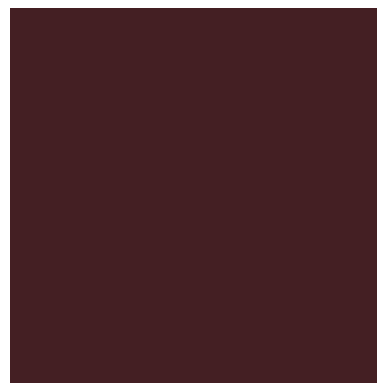
TS1415-PB1-14042

Pigmentation[%]
AC-781K-SP (56.68),
Cy Blue G-500N (28.5),
PV Fast Violet RL (7.6), Black P #1300 (7.22)
PB:7.9%, PWC:7.3%, Midcoat: Gray



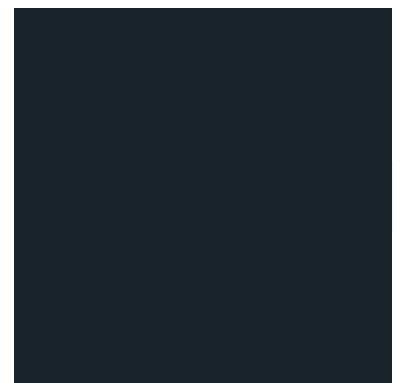
TS1415-BG1-14045

Pigmentation[%]
AK-781C-OP (7.63), AC-791K-SP (30.24),
TOYO 5660 NS (28.33), Lionol Green 6YK (18.15),
Cy Blue G-500N (11.34), Black P #1300 (4.31)
PB:17.1%, PWC:14.6%, Midcoat: Gray



TS1415-RP4-14043

Pigmentation[%]
A-660D-SP (72.5),
Ch. Red A2B (18.18), PV Fast Violet RL (4.72),
Black P #1300 (4.6)
PB:12.3%, PWC:11.0%, Midcoat: Gray



TS1415-B2-14046

Pigmentation[%]
AX-781B (17.38), A-781D-SP (17.38),
Cy Blue G-500N (56.26),
Black P #1300 (8.98)
PB:8.0%, PWC:7.4%, Midcoat: Gray

Theme 5

To Return

2014/15 CQV Pearl Color Trend

Theme 5 To Return

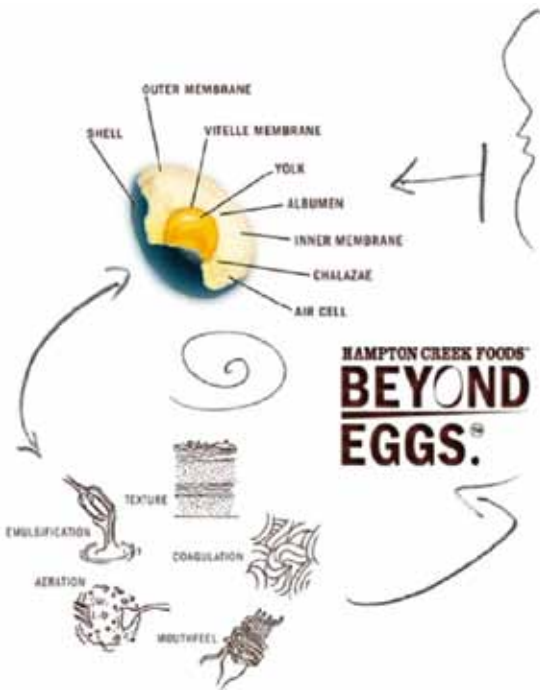
We sometimes realize that all living beings must return to the nature system when their time is up. Yet, the word, eco, healing, recycle, and so on project an image of great nature in front of us and people living in a city of cement color long for it. People are becoming inspired to act, not only for the sake of themselves or their species, but of the whole.



INSPIRATION Theme 5 To Return

'Goedzak'

Trash bag called 'Goedzak' can be filled with various objects and left out on streets with other trash bags. Half of the bag is clear that the content can remain clean and dry, from which people can take what they need. If they are taken by no one in given time, they will be donated to charities. This trash bag can cooperate with recycling businesses and donation organizations to reduce waste and help sharing, and is expected to suggest more possibilities in the future.



Alternative Meat

Beyond from Hampton Creek Foods is a food product that creates taste of egg from the mixture of soybean oil, sunflower seed oil, canola oil and so on. Beyond Meat also has taste of chicken made with bean heads. Along with the trend of 'well-being' they have become successful and are expected to help the environmental issue from meat consumption such as health and water and air pollution.

UN Food and Agriculture Organization suggests edible insects, that are high in protein and efficient in production cost, for a food culture that will help both poverty and pollution.

Melt tag

The tags from clothing products are often discarded immediately after the purchase. Melt Tag that will prevent indiscriminate use of paper is made of paper detergent, which will melt away when people wash the clothes they purchased. Reconsidering the waste objects, this idea focuses on the potential of 'upcycling' from the designing stage of production.

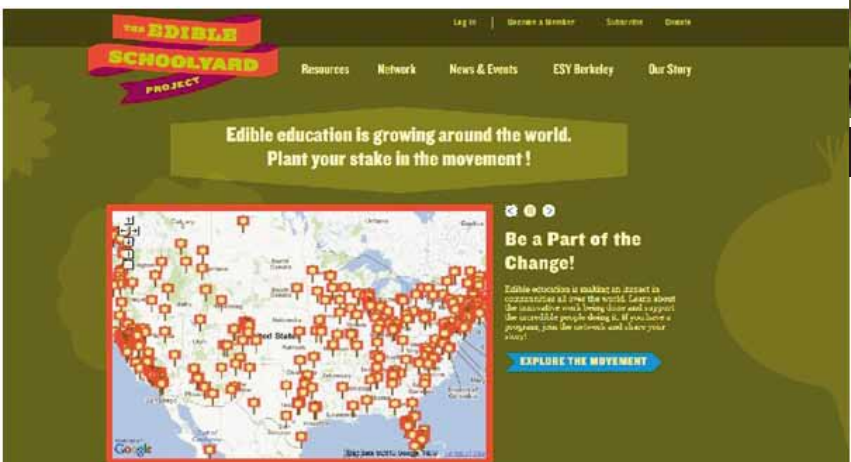




Home plants are families and friends to many of us. In recent times when pet are considered to be not our belongings but companions, more people are living with plant rather than animals. We give water to dry plants and their reviving and growing make us feel happy. Thus, we begin to establish an environment for us and our plants to communicate and grow together. A DI device, called Parrot flower power, can be inserted into pot soil and the sensors that touch the soil will give us information on light amount, humidity, salinity of the soil and so on. The data and analysis on what and how much the plant needs can be transmitted to mobile phones or tablet PCs within 50 feet distance through bluetooth.

Edible School yard project

It is requisite in more and more schools to eat nutritious lunch using the ingredients that students grew in a school farm, where they can learn math from calculating the size of the farm and the amount of fertilizer, and science and biology from planting seeds and observing bugs. It is an ideal eco-friendly education, in which students become accustomed to organic food from early age and aware of the importance of eco-friendly agriculture, which will also help farmers in a long term.



Seven Eleven

Seven Eleven in Stockholm cooperates with various environment associations and opened eco-labelled car wash places that reduce the amount of oil and heavy metal discharge. Their eco-friendly efforts are establishing their brand identity. They also succeeded in stabilizing their coffee brand, Kaffe with their signature pattern. Kaffe uses organic milk and beans approved by a non-profit environmental association, Tropic Forest Association. They design not also the appearance but also their system and attitude.





CQV
Color Trend
Theme 5

To Return

Emulating the colors of nature that cannot be recreated

As we picture old fallen leaves with light, but profound color, we can feel the color change of a fruit beneath them, decaying to return. As we picture the vast ocean, we see the Deep Blue on the water surface, and near the beach, Golden field of reed is quietly dancing to the wind. Lying on a cotton mat, we enjoy the rosy energy of nature.



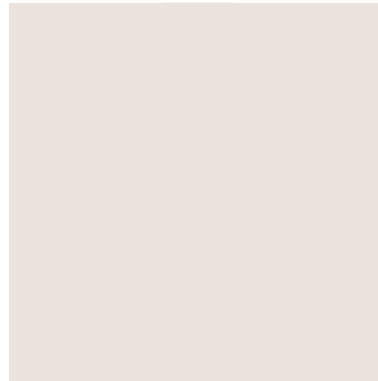
TS1415-YR4-14051

Pigmentation[%]
A-901F-SP (30.31), A-903M-SP (3.73),
P. Marron L-3980 (0.63), I Yellow 3RLTN (42.56),
Micro Tio2 (22.74), Black P #1300 (0.03)
PB:23.7%, PWC:19.2%, Midcoat: Yellow



TS1415-Y3-14054

Pigmentation[%]
AC-791K-SP (32.93), M-701S (21.95),
P. Marron L-3980 (11.01),
I Yellow 3RLTN (29.72), Black P #1300 (4.39)
PB:13.6%, PWC:12.0%, Midcoat: Gray



TS1415-YR4-14052

Pigmentation[%]
AC-741K-SP (38.97),
TOYO 5660 NS (48.7), P. Marron L-3980 (2.06),
I Yellow 3RLTN (10.27)
PB:13.1%, PWC:11.6%, Midcoat: Gray



TS1415-B2-14055

Pigmentation[%]
M-781S (65.61), Chromaflair Aquamarine (3.54),
Cy Blue G-500N (24.66), PV Fast Violet RL (3.94),
Black P #1300 (2.25)
PB:11.9%, PWC:10.7%, Midcoat: Gray



TS1415-R2-14053

Pigmentation[%]
A-901E (7.68), A-640D-SP (30.44),
TOYO 5660 NS (12.18), P. Marron L-3980 (32.61),
I Yellow 3RLTN (17.09)
PB:19.7%, PWC:16.5%, Midcoat: Gray



TS1415-RP2-14056

Pigmentation[%]
A-660D-SP (24.55), A-741K-SP (49.51),
Ch. Red A2B (15.45), PV Fast Violet RL (3.45),
Black P #1300 (7.04)
PB:11.8%, PWC:10.5%, Midcoat: Gray

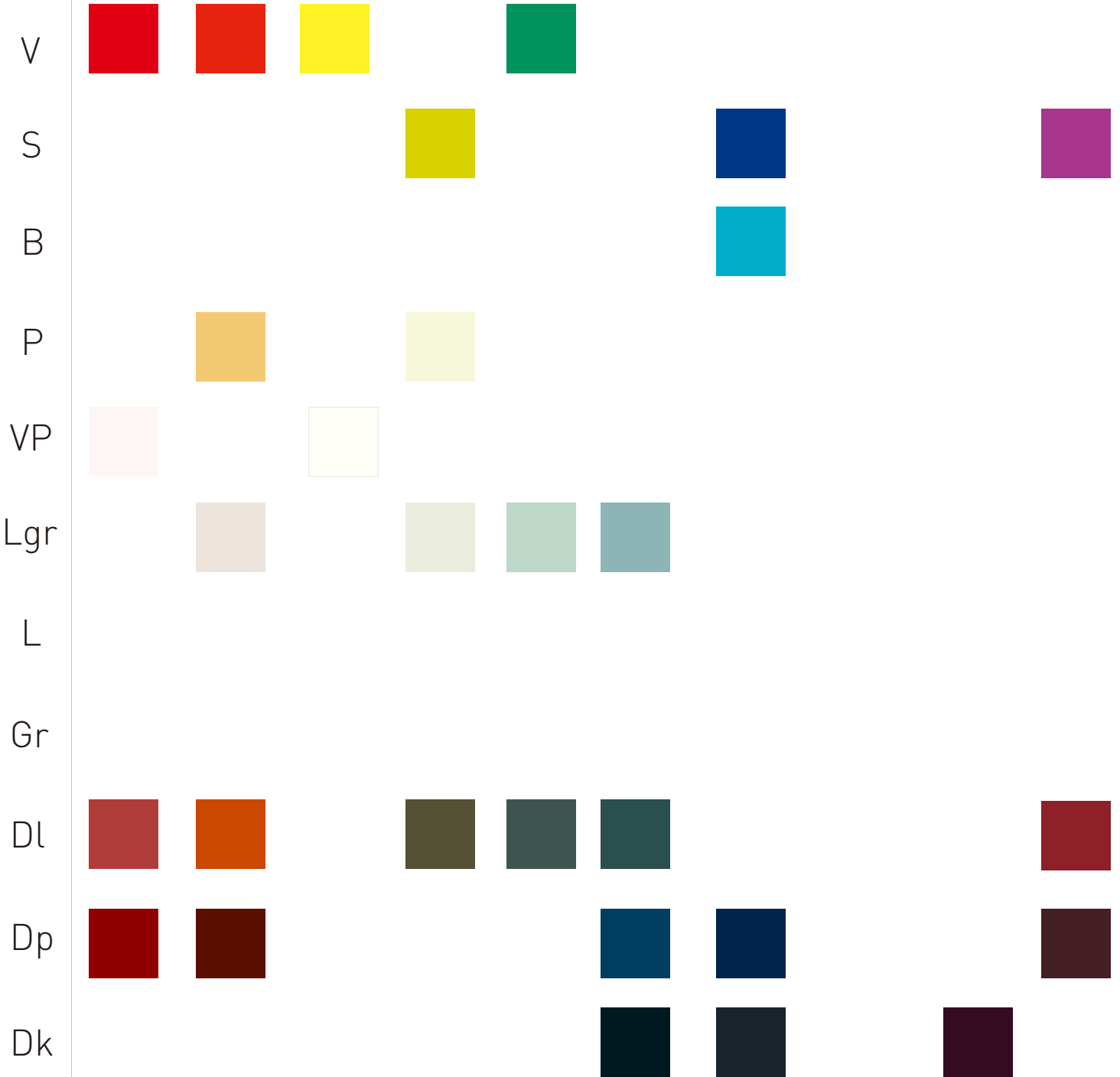
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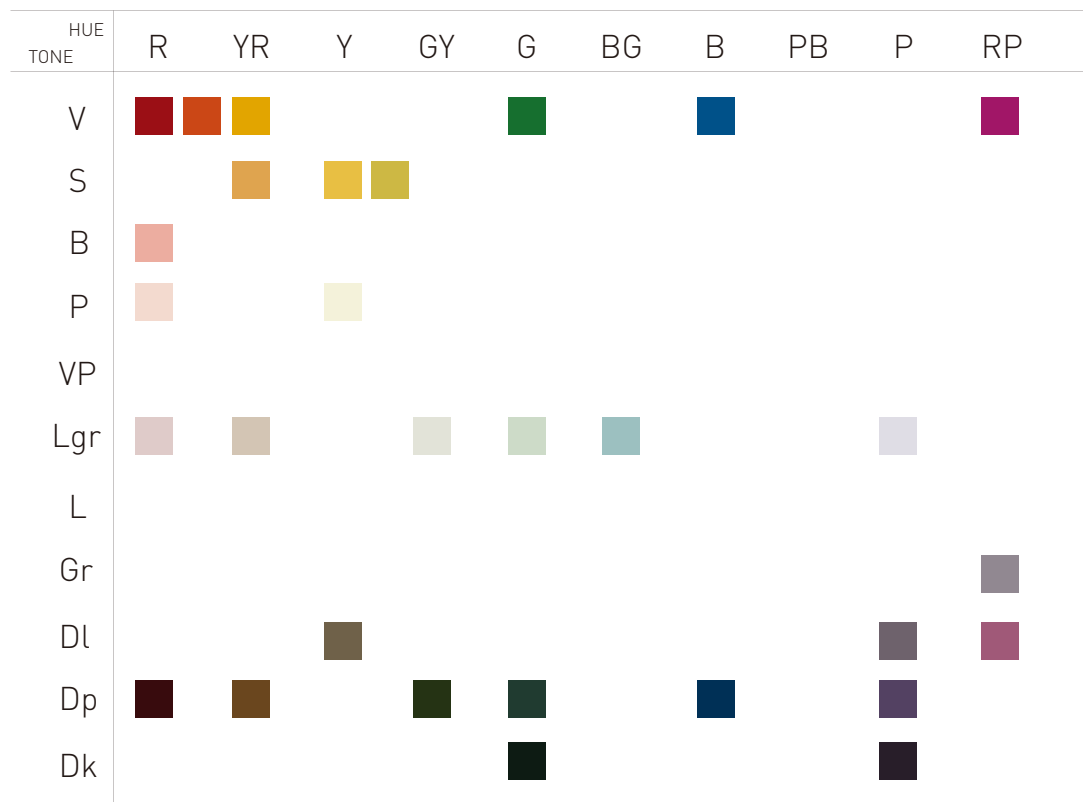
2014/15
CQV Pearl Color Trend

HUE & TONE COLOR

HUE
TONE R YR Y GY G BG B PB P RP



2013/14
 CQV Pearl Color Trend **HUE & TONE COLOR**



The trend color of CQV in 2014/15 becomes lighter and stronger than last year.
 There are still pastel tone which concludes grey color,
 We can find that dull tone and dark tone is expressed with more colors.

This color book is not for commercial use and is made as a color trend book that proposes various uses of the pearl pigments from CQV. The images used in this book have been provided with the homepage addresses of the original source so that readers may view more images by visiting those sites. CQV prohibits the use of this color book for commercial purposes and will not take responsibility for the consequences of such cases.

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