



Where do color forecasts come from?

Color does not just happen. Companies carefully choose the next product colors based on such trends as economic, retail, and fashion. Who decides these colors? Members of the Color Marketing Group gather twice a year in the US to review influences and trends which drive product colors.

As a member of the Color Marketing Group and Chairperson of the Design Committee I will be trekking to Chicago at the end of March to spend 5 days absorbing colors and trends, and networking with colorists from around the globe.

The Today Show recently interviewed one color forecaster and CMG member. View the video to learn more.

CMG on the TODAY show!

CMG was featured on the February 3, 2007 edition of The TODAY Show, with a four-minute segment entitled What are the Hot Color Trends for 2007? Thanks to Leslie Harrington, ASID, CMG, Bobbi Schlesinger, CMG's Public Relations Consultant, and all of the CMG members who contributed their products for inclusion in the segment.

In case you missed it, the broadcast segment is now available for viewing and/or downloading. All you need to do is click the link below and follow the instructions.

This segment will be available at the link below for only five days from the date of this email.

[Click here to access the CMG clip from The TODAY Show.](#)

Color Trends 2007

Also, take a look at the corresponding article, "What are the hot color trends for 2007?," featured on The TODAY Show's website.

["What are the hot color trends for 2007?"](#)

Color speaks louder than words. Simple Modern Style provides color design solutions that add value your environment, service or product. We will work in collaboration with you to provide a variety of new and innovative solutions for every project.

We offer:

- Evaluation of Existing Color Palette
- Evaluation of the Competition
- Color Trends and Forecasting
- Color Palette Recommendation

Colorfully express your company's personality, value and uniqueness by calling 805.445.0071 to schedule your color and design strategy consultation today.

Sincerely,

Sandy Sampson

Sandy Sampson
Simple Modern Style
Member, Color Marketing Group
Chairperson of CMG Design Committee

email: info@simplemodernstyle.com
phone: 805.445.0071
web: <http://www.simplemodernstyle.com>