

Benjamin Moore Creative Director Sets Industry Trend By Curating Colour Trend 2014 Palette With Harmonious Colours That Are True To Homeowners' Lives

MONTVALE, NJ, Oct. 2, 2013 /CNW/ - Benjamin Moore, one of North America's most respected paint and coatings manufacturers, unveiled today its highly anticipated Colour of the Year for 2014 to be Breath of Fresh Air (colour number 806) as part of its Colour Trends 2014 palette. Breath of Fresh Air is a gorgeous, ethereal blue serving as a "new neutral" that is livable and functional.

"We chose Breath of Fresh Air because we were seeing it across several different environments—it's our new neutral," said Ellen O'Neill, Benjamin Moore Creative Director. "Our Colour of the Year and Colour Trends 2014 palette is a direct result of the fresh colour cues and pastel trends we've seen throughout the home furnishing, fashion and even pop culture landscape."

For the 2014 Colour Trends collection, Benjamin Moore decided to break away from the pack with a collection that is not only rich and enduring, but livable for today's homeowner or designer as each hue resonates with many different styles. As colour rarely exists in isolation, Benjamin Moore designed a palette of 23 colours that not only stand on their own, but also work well in harmony allowing the transitions of spaces and colours to flow seamlessly. Now Canadian consumers can find the Breath of Fresh Air chip in the 2014 Trend Card, available at local Benjamin Moore dealers across Canada.

"We know that colour is the ultimate form of personal expression," said Sharon Grech, Benjamin Moore Colour Expert. "We curated this collection to help consumers create beautiful

spaces with confidence."

The Benjamin Moore Colour Trends for 2014 palette includes 23 carefully selected Benjamin Moore paint hues that harmonize with one another to create that perfect envelope for any interior design style:

- Breath Of Fresh Air 806
- Distant Gray 2124-70
- White Dove OC-17
- Peach Parfait 2175-70
- Fruit Shake 2088-60
- Coral Essence 2007-40
- Clay Beige OC-11
- Sparrow AF-720
- Castleton Mist HC-1
- Elemental AF-400
- Van Alen Green HC-120
- Palladian Blue HC-144
- Caribbean Teal 2123-20
- Wickham Gray HC-171
- Normandy 2129-40
- Van Deusen Blue HC-156
- Mt. Rainier Gray 2129-60
- Flint AF-560
- Lavender Mist 2070-60
- Iced Mauve 2115-50
- Super Nova CC-990
- Nightingale AF-670
- Black Satin 2131-10

Benjamin Moore Colour Trends for 2014 curated palette cards and Benjamin Moore products are exclusively found at Benjamin Moore's network of 5,000 independent paint and decorating dealers across

Canada

and the US. Visit

www.benjaminmoore.ca

to find the closest dealer.

About Ellen O'Neill Ellen O'Neill is the Creative Director of Benjamin Moore & Co., a unit of Berkshire Hathaway, and North America's most respected interior and exterior paint manufacturer and colour authority. As part of the colour innovation and design team, she leads the Creative and Colour teams at the company that drive inspiration through colour tools and forecasting for consumers, designers, architects and other end users through Benjamin Moore's collection of nearly 3,500 rich and enduring colours. A multi-faceted design professional with a career spanning decades, O'Neill is one of the interior design industry's most influential style makers. From home furnishings and accessories to wall coatings and colour themes, Ellen brings her inspiration and creativity to Benjamin Moore customers and the greater international design community. Before joining Benjamin Moore, O'Neill was previously the Vice President of Design for St. Regis Hotel and Resorts, the Luxury Collection in the Starwood Hotel and Resorts portfolio. She was selected to participate in the Building World Class Brand Initiative, an intense program focused on identifying signature brand language and standards for each hotel brand in the Starwood portfolio. Prior to that, O'Neill served as Global Vice President for Polo Ralph Lauren Home Design. In this role, reporting directly to Mr. Lauren, she interpreted his design aesthetic into timeless, classic, iconic products for the home. A highly sought after voice in the industry, Ellen has been featured in numerous magazines and design books from *House Beautiful* to the *World of Interiors* and the *Best of Interiors*. In 2010, she resided in Paris and worked on several design projects for the Crillon Hotel and Le Moulin de la Tuilerie, former residence of the Duke and Duchess of Windsor. She began her design career as the sole proprietor of Ellen O'Neill's Supply Store in Manhattan. With her unique vintage and contemporary merchandise, the store's displays and window designs were often published in The New York Times, New York magazine and many other shelter, beauty and lifestyle magazines.

Benjamin Moore Unveils 'Breath Of Fresh Air' (806) As Its 2014 Colour Of The Year

Written by Australian Business

About Benjamin Moore Benjamin Moore & Co., a Berkshire Hathaway company, was founded in 1883 and established its Canadian operations in 1906. One of North America's

leading manufacturers of premium quality residential, commercial and industrial maintenance coatings, its products are distributed through a network of independent paint and decorating dealers.

Benjamin Moore

has been a longstanding steward of the environment with a relentless commitment to sustainable manufacturing practices plus the ongoing development of the most eco-responsible formulations possible. Its portfolio of Green Promise

®

products continues to grow and includes Aura

®

, über-performance low-VOC paint; Benjamin Moore Natura™, the low-VOC interior paint, remaining low in any colour, any sheen; and, EcoSpec WB

®

low-VOC paint for commercial interiors.

SOURCE Benjamin Moore

Image with caption: "The Benjamin Moore 2014 Colour of the Year is Breath of Fresh Air. This gorgeous, ethereal blue serves as a new neutral that is both livable and functional (CNW Group/ Benjamin Moore

)". Image available at:

http://photos.newswire.ca/images/download/20131002_C6641_PHOTO_EN_31619.jpg