

Headline:
Ultra Violet
The Pantone Color of the Year

Transcending trends, The Pantone Color of the Year symbolizes more than a popularity contest. Color harnesses the power to inspire and impart feeling, and in the world of home décor and design, it's as fundamental an element as it gets. Dramatic, vivid and vibrant, PANTONE 18-3838 Ultra Violet is 2018's pick, and it's not short on options whether you're adding an arresting burst of color to a reading nook or dressing your dining space to the nines.

Associated with both mystical qualities and creative spirits like Prince, David Bowie and Jimi Hendrix, purples have always been enigmatic and indicative of counterculture, making them an exciting addition to any interior design strategy as an expression of individuality and unconventional thinking. PANTONE 18-3838 Ultra Violet in particular, through its intense hue, suggests an artistic renaissance of sorts, and provides a welcome departure from monochromatic color palettes. Though it be bold, this stunning shade isn't as hard to incorporate as many curious would-be decorators might suspect.

Whether you're intent on a modern look, something classic or even country chic, PANTONE 18-3838 Ultra Violet and its adjacent shades can easily fit right in. For a simple yet eye-catching start, create a focal point with furniture like a tufted couch that can simultaneously function in an edgy mix of contemporary and retro design, or pull off a picture-perfect blend of pretty and polished by balancing your pop of color with antiqued white furniture and woodsy wall art. For lovers of modern looks, you'll find adding a patternless couch or chair with simple lines will give the room intriguing flair without corrupting your nouvelle vibe.

Anxious about embracing the furniture frenzy? Ogle your walls. It's a dramatic way to make a statement that can easily be changed later. If using paint, possibilities include ideas like creating a single focal wall, sponging, distressing, rag-rolling, stippling, graining and more. If choosing the wallpaper route, consider a rich, textured linen wallpaper or a pattern that simply incorporates small amounts of the shade for a look that's unique, yet not overwhelming for the noncommittal.

Beyond furniture and those things holding up the roof, take a gander at your floor. Purchasing a rug is an easy way to create up-to-date atmosphere quickly, and you'll find an exciting variety of styles available, from Moroccan prints to ultra-mod textiles with understated yet striking designs. When used as the anchor piece for a furniture grouping, an ultra violet rug will not only provide cushion for your floors, but can pull an entire room together. Not to mention, it's quite the conversation starter.

Accents like pillows, throws, lamps and candles can also be the ideal way to indulge the ultra violet trend with minimal effort. Suddenly a once ho-hum living room set can become reborn

just by adding eye-catching objects that not only embrace the décor trend but even elevate your comfort level. Additionally, amethyst, a semi-precious, violet variety of the quartz family, provides an array of ways to incorporate natural elements of the shade into your abode design.

The Pantone Color of the Year annually provides insight into what's needed in the world of color, whether it's a dose of serenity or a provocative push toward imagination. This year's trend opens the door to a world of possibility in home décor no matter the style you gravitate toward, proving 2018 to be an exciting time to explore the captivating world of Ultra Violet.