

# — Pantone Colour of the Year 2023: Viva Magenta

A vibrant red that's brave and fearless, Viva Magenta encourages optimism in unconventional times.

Rebecca Snowden, Interior Style Advisor at Furniture And Choice ([FurnitureChoice.co.uk](https://www.furniturechoice.co.uk)), shares how to introduce this dynamic colour into your home for a bold update.



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## **1. Bright, bold and unapologetic**

Viva Magenta is a brave and optimistic red hue that is designed to be fearless and bold. “Say goodbye to colourless neutrals and welcome this vibrant colour that refuses to be ignored,” Rebecca says. “Viva Magenta’s surreal vibrance brings to mind technological innovations that improve our world while at the same time evoking the magical wonders of the galaxy. Expect to see it brighten up the coming year with its flamboyance and dynamic spirit.”

## **2. How to decorate with Viva Magenta**

“After an unconventional two years, it’s not surprising that we want to add a fun, experimental twist to our interiors,” Rebecca says.

“Even though Viva Magenta is a powerful colour it can still be used in the bedroom. Introduce it in an innovative way with a feature wall,” Rebecca explains. “Ground the room with a grey velvet bed which sets the scene for more joyful accents. Highlight Viva Magenta with touches of pink or red and offbeat shapes such as scalloped cushions. Soften the room by layering cotton textures and velvet throws. Round off the look with glamorous contrasts such as gold or brass finishes.”

## **3. Pairing Viva Magenta with other colours**

Since Viva Magenta is described as an ‘animated red’ by Pantone, balance its vibrancy with lighter, muted colours. “Pantone recommends pairing Viva Magenta with grey and khaki tones such as Agate Gray 15-6307 and Pale Khaki 15-1216 which will add a softer touch to your interiors,” Rebecca explains. “If you want to contrast it with a more playful colour, try a soft lilac or Plein Air 13-4111 which is a light greyish blue.”

## ENDS

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