

MEDIA RELEASE

Australia's Top Paint Colours of 2009

Inspirations Paint & Colour, the nation's paint colour experts, have unveiled their most popular paint colours and home makeover trends of 2009.

Thanks to Inspirations' exclusive and unique customer loyalty program, the Colour Clique, which records the paint colours that customers purchase, the results have been tallied and are revealed below.

Most Popular Paint Colours of 2009

It comes as no surprise that whites and neutrals have dominated the charts with the most popular colours among Inspirations customers being; *Dulux Hog Bristle*, *Dulux Antique White U.S.A.* and *Dulux Whisper White*.

The high demand for whites and neutrals is not unexpected in Australian homes, as owners seek a crisp and fresh interior, often opting to use more vivid colours on a feature wall.

Kerry Copp, Inspirations Colour Consultant and Interior Decorator says, "White schemes are always 'in' because they give a room an instant lift, a sense of space and are timeless and elegant, especially when teamed with dark floors."

"However, it has to be the right white and finish for that particular space or you run the risk of creating a cold and sterile effect. White schemes take planning but make a great backdrop to show off contemporary artwork and furniture," says Kerry.

On a brighter note, demand for deeper coloured paints saw red, grey and brown palettes emerge as the most popular feature colours. Strong, rich hues topped the feature colour purchases including; *Dulux Red Box*, *Berger Charcoal Dust* and *Dulux Sea Elephant*



Top Home Makeover Trends

The colour recording service also provided insight into trends in home improvement. In 2009, the top three rooms that were being updated with the help of Inspirations Paint & Colour were master bedrooms, followed by kitchens and living rooms, arguably the three most used rooms in a house.

"The makeover trend at the moment is to create a 'retreat' to escape to and many home owners are trying to create a luxury hotel look in their master bedrooms. It's a great opportunity to let yourself go and create that very personalised private space and paint is the least expensive way to change the look of a room,"

"When selecting a colour palette, take cues from your bedding or if you're lucky enough to have a great view use that for inspiration." says Kerry.



Dulux Australia



Dulux Australia



Dulux Australia

Whites and neutrals dominated the colour palette in 2009, followed by deep reds, greys and browns

What's Next in Colour?

These trends in colour are expected to continue into 2010 with the release of the Dulux 2010/2011 Colour Forecast, reinforcing the use of rich and bold feature colours and pushing more deep, earthy tones into the selection including colours like; *Dulux Olive Reserve*, *Dulux Henna Red* and *Berger Buckeroo*.



Want to explore new season paint colours? All Inspirations Paint & Colour stores have showrooms where the colour advisors in store can help you find the right scheme and advise you how to achieve the perfect finish in your home.

For a more tailored approach, try the national Inspirations Colour Consultancy service where a qualified colour consultant will come to your home and provide you with expert advice on how to achieve the look you want.

For more information on Inspirations Paint & Colour stores, the Colour Clique or the Inspirations Colour Consultancy service visit www.inspirationspaint.com.au.

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