



# Devine Color® as seen in *Do! Magazine*

## color your world Picking paint color that's right for you

When Queer Guy Canon Krosley flings his hands from his subject's eyes upon re-entry into his new digs, the first thing senior Straight notices is that the walls are flush with color.

"People use paint color to express themselves. The more color you try, the more you will get in touch with your own tastes and sensibilities," says Doty Horn, director of color and design for Benjamin Moore. "Shows like *Trading Spaces* and *Queer Eye for the Straight Guy* have given color a new viewpoint of how to look at it and how to use it. Those kinds of shows verify the fact that you can be expressive and paint is the medium with which to do it."

### How to Start

It is true that we are living in a color moment. But with so many choices, how do you know where to start? Horn suggests picking a color and starting with an accent wall.

little financial commitment and not have paint leftover if you decide you don't like it.

Greenish Schaeffler, founder of Devine Color, a boutique paint company, has already perfected this marketing ploy. Housed in the Devine Color Rack, which hardly looks like a paint shop tray, mini paint pouches struggle for the making, ranging in price from \$2.99 to \$3.50. The consumer is encouraged to "try on" the rich paper-like color by spreading it across 4 square feet on the wall.

"I looked at consumer concerns and lifestyle displays, which make shopping fun and exciting," says Schaeffler. "I wanted to recreate that experience for paint so that choosing color for the home is as inviting as trying on lipstick or tanning a canvas of t-shirts." Schaeffler's boutique paint company lists the color she offers to 125, down from the thousands that the big companies offer.

"No color gets to be in the Devine line unless it has an affinity to natural wood tones. I'm always thinking well, I'm wearing that wool pair of pants, what shirt would I wear with it?"

### Color Trends

And while Schaeffler loves color, she says that she keeps her numbers low because not every color belongs on a wall. Though for this season she thinks it is inevitable that pastels will make a comeback, particularly pink and then lavender to follow.

Jason Feldman, The Home Depot's director for style, innovation and design, agrees. "Women scooped up pink rateos, sweaters and shoes in 2013," Feldman says. "This year, the trend extends to home décor with pink hues such as Glidden's Sorbet and Tami Floral coloring walls, moldings and even accent furniture."

