

# Latina

**FASHION** **ISSUE**  
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## Painting in the rain

*El norte's dreary weather inspired this artist to bring the vibrant colors of the Caribbean into people's homes*

A SPLASH OF RED keeps the blues away. That philosophy comes in handy for Puerto Rico-born Gretchen Rosario Schaffler, a Portland, Oregon-based color consultant and artist. She launched her own line of wall paints just over two years ago, inspired by the vibrant hues of her homeland. In the often gloomy and rainy Pacific Northwest, Gretchen says, "Everyone is so afraid of their homes being dark because it's so gray. So they would all have these light beige, ugly colors on their walls."

Gretchen, 42, started out seven years ago by introducing her clients to brighter palettes. She'd mix her own paints and create unique colors and finishes. In 2000 the Miller Paint Company, which had rejected Gretchen's original proposal two years earlier, approached her about developing her own line. Her Devine Color line, which she calls "pintó pintar—it's like makeup for walls"—is now available from small retailers and upscale paint stores nationwide.

**The yellow brick road:** Gretchen left Puerto Rico and studied at Portland State University, where she earned a degree in graphic design. Soon after, she married and had two daughters. While staying at home caring for the girls, she started to apply her ideas to walls. "I knew I had a gift and it had to do with color," she says.

### If you wanna do what I do:

"You have to own your creativity. Most people doubt their creativity; they treat it like a separate part of themselves."

- ✓ Trust your abilities.
- ✓ Find a purpose.
- ✓ Don't give up.



Gretchen Rosario Schaffler's passion for color comes from her native Puerto Rico.

Discovering that there wasn't "a female special in the paint industry" clinched her career path.

**The green-house effect:** "I thrive on getting color right! My inspiration is to have people paint their houses in one of my bright hues and see the emotion that it pulls out of them."

**The Latina factor:** "That is definitely what brought about this paint line. In Oregon, where it isn't so culturally diverse, there was no other way for me to communicate that I was different." —Yolana Gómez

## Lluvia de colores

### LA ARTISTA PUERTORRIQUENA

Gretchen Rosario Schaffler comenzó su carrera de consultora de colores en Portland, Oregon. El clima lluvioso y gris de esa región la inspiró a crear su propia línea de pinturas en colores vibrantes

que llevan la vitalidad y alegría de su tierra natal a las casas de la gente. Gretchen, de 42 años, obtuvo un título en diseño gráfico de Portland State University, se casó y tuvo dos hijas. Hoy su producto, Devine Color, se vende por todo el país en tiendas especializadas. Confiesa que su talento

se basa en los colores y lo encanta ver la reacción de la gente cuando pintan sus casas en sus tonos subidos. Ella considera que su talento fue un factor importante en la creación de sus colores. "Fue la forma de mostrar que yo soy diferente, pues Oregon no es un sitio con mucha diversidad cultural", dice.

**Devine Color®  
founder  
Gretchen  
Schaffler, as  
seen nationally  
in LATINA  
magazine**

