



NCS Colour and Stora Trenddagen join forces for a full overview of the trends for 2022+

STORA TREND DAGEN IS JOINED BY THE COLOUR EXPERTS AT NCS COLOUR FOR A MORE THOROUGH TREND OVERVIEW FOR THE LIFE AFTER THE PANDEMIC, SPECIFICALLY FOR THE YEAR 2022 AND ONWARDS. THE TREND SEMINAR WILL BE DIGITAL AND PRESENTING INSIGHTS AND SURVEYS FROM ALL OVER THE WORLD. A HANDS-ON COLOUR GUIDE WITH 24 HUES WILL BE GIVEN THE PARTICIPANTS.

Stora Trenddagen is the day when Sweden's biggest trend hunter Stefan Nilsson aka Trendstefan, takes the stage and presents the coming trends. During the years he has talked about the need for an offline option, such as "forest bathing" (2019), the need for gardening and house plants with monstera specifically (2015) and hues like "millennial pink" (2018).

Stora Trenddagen was initiated nine years ago in Stockholm with the aim to give designers, producers, communications experts and media a clear overview of coming years. Now, with a ten-year anniversary, a new and stronger concept is presented.

- With the pandemic we are evidently going through a paradigm shift. There is a lot to talk about when it comes to needs, dreams and our everyday life. By inviting the colour experts at NCS Colour, the Stora Trenddagen project can have two clear segments – lifestyle and colours. Both are equally important and need their respective experts, say Stefan Nilsson, founder of Stora Trenddagen.

Trendstefan will base his report on the four trends: Balearic Breeze, Beetroot Balance, Comeback Kid and Square One.

Swedish based NCS Colour® has been working with colour and colour communication for over 40 years through the colour system Natural Colour System®©. This Swedish founded system helps companies to communicate, specify and control exact nuances for their hues and forms a Swedish and international standard. Since 2013 we are developing our own trend reports with colour maps.

- In these unusual times, we see a growing interest in colours in a broader target group, specifically when it comes to interiors and design. Stora Trenddagen is a perfect opportunity to reach a this, together with Stefan Nilsson, and from our two specific angles. With a starting point from the NCS System we hope to deliver a colourful inspiration and help clients to make grounded decisions, and also colourful results, says Elin Askfelt, CEO, NCS Colour.

Stora Trenddagen will be presented as a digital seminar on February 2nd. Read more about the event and book tickets at www.storatrenddagen.se

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ABOUT NCS COLOUR

NCS Colour®© is a global provider of universal colour communication solutions. For more than 40 years, NCS Colour has revolutionised how the world communicates colour and continues to do so. Based on NCS - Natural Colour System®©, NCS Colour offers premium quality solutions such as physical references, digital applications and colour training to industries ranging from Coatings, Automotive, Architecture and Interior design. Founded in Sweden and with its headquarter in Stockholm, NCS Colour has sales in more than 80 countries worldwide. The NCS System forms an international ASTM standard.

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