



Color of the Year 2023: Viva Magenta

PANTONE® announces the 2023 Color of the Year.

The PANTONE® announcement has been made and the 2023 Color of the Year is Viva Magenta.



With its primordial red hue, it is a color that “welcomes anyone and everyone with the same verve for life and rebellious spirit. It is a color that is audacious, full of wit and inclusive of all.” It descends from the red family, but also promotes joy and optimism.

Check out these perfectly matched trendsetting varieties from Selecta One (each link opens in a new window), and place your order today. Contact your preferred supplier to add these red hot plants to your upcoming 2023 program!

[Oscar® Cherry+Velvet Dianthus](#)

[Mandala™ Purple Kalanchoe](#)

[Dalaya® Raspberry Dahlia](#)

[Headliner™ Electric Purple Petunia](#)

[Gisele® Purple Phlox](#)

[Lascar™ Burgundy Verbena](#)