

PANTONE Color of the Year 2024: Peach Fuzz

Meet the color designers will be embracing in the new year.



The experts at Pantone have spoken: The 2024 Color of the Year is **PANTONE 13-1023 Peach Fuzz**, "a cozy peach hue softly nestled between pink and orange," according to this global authority on color trends.

Peach Fuzz "awakens our senses to the comforting presence of tactility and cocooned warmth." It is a color that reflects the past with a vintage vibe, "yet has been rephased to have a contemporary ambiance."

Your customers will be vibing, too, with this color all year long. To help you plan your next Color of the Year program, Selecta One has swatched the following varieties from our assortment to match this comforting color.



Dahlia Venti Tequila Sunrise



Dianthus SuperTrouper Orange



Poinsettia Christmas Beauty Cinnamon



Dianthus Vivacia Orange