

Joyous Viva Magenta, Pantone Color of the Year 2023

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Discover a joyful and optimistic Viva Magenta, Pantone's Color of the Year for 2023. Bring the power of this nature-inspired bright, crimson red into your design. 😊

Viva Magenta 18-750, Pantone's Color of the Year 2023, is rooted in beautiful nature and descends from the powerful red color family. This brave and fearless

color represents a decorative expression of a new signal of strength. Viva Magenta vibrates with vim and vigor, thus writing a new lifestyle narrative and promoting a **joyous and optimistic celebration of design trends for the new year.**

Powerful and empowering, the Color of the Year 2023 is an animated red reveling in pure joy and **encouraging creative experimentation and self-expression via all forms of design and decorating.** PANTONE 18-1750 Viva Magenta colors stylish expressions with the verve for life and rebellious spirit – imaginatively painting brave new beginnings.



Photo – Viadurini

“Transformative red tone capable of driving design to create a more positive future.”

“As a nuanced crimson red tone that presents a balance between warm and cool, PANTONE 18-1750 Viva Magenta is also a hybrid color, one that comfortably straddles the physical and virtual in our multi-dimensional world. It is assertive, but not aggressive, a carmine red that does not dominate but instead takes a “fist in a velvet glove” approach. Exuding dynamism, PANTONE 18-1750 Viva Magenta is a transformative red tone capable of driving design to create a more positive future.”
The Pantone Color Institute™

“As we balance our digital and physical lives, we continue to grow our appreciation for the natural world. The Color of the Year 2023 acknowledges our gravitational pull towards natural colors as movements swell around climate change, sustainability, and land protection.”

“In the Color of the Year 2023 selection process, Pantone observed a heightened appreciation and awareness of nature represented by countless lifestyle trends. We’re incorporating more living things into our homes, such as plants, florals, living walls, and restorative outdoor spaces. We’re finding newfound enjoyment in travel, sports, and outdoor recreation after pausing these activities... All of these lifestyle trends speak to the heartiness of natural forces.”

“The Color of the Year 2023 merges the richness, warmth, and strength of natural matters with the rich, open horizons of the digital world. The result is a shade of red that expands our horizons of authenticity. The metaverse creates new opportunities for us to express ourselves, and the raw fortitude of Viva Magenta inspires us to do so with confidence and bravery.”
The Pantone Color Institute™

“What distinguishes this year’s Color of the Year from last year’s – [PANTONE 17-3938 Very Peri](https://www.archi-living.com/35666/very-peri-pantone-color-of-the-year-2022/) < <https://www.archi-living.com/35666/very-peri-pantone-color-of-the-year-2022/> >, which also married the technical with nature – is Viva Magenta’s ability to answer our collective need for strength.” The Pantone Color Institute™



Photo – Caoscreo

Viva Magenta in Fashion, Interior Decorating, Graphic Design, Packaging, and Product Design

How to Wear the Color of the Year

For an outfit that communicates powerful creativity – wear Viva Magenta as a full-on statement. This fashion statement brings a fun, celebratory element to an outfit for a special occasion or every day. For a quieter outfit, wear it as a fashion accessory.

Speaking of color pairings, the **Color of the Year goes great with pale grays, blues, or pastels.**

*“In the **beauty industry**, Pantone sees the Color of the Year worn in the hair, especially on tips, a bold look that can transform hair into an accessory. Viva Magenta also shines on lips, cheeks, and nails. This versatile shade is universally flattering across ages, genders, and skin tones.”* **The Pantone Color Institute™**

How to Color Your Trendy Home with Viva Magenta

A velvet couch or lacquered wall in trendy Viva Magenta, for instance, **brings the full power of this joyful color to interior design.** A lighting fixture or floral arrangement in the Color of the Year **creates a pop of color** in a neutral dining or living room.

The Power of the Color of the Year in Graphic Design

“Today’s consumers spend large portions of their days looking at a screen where the visuals tend towards pale and neutral. Designers looking for a color that cuts through this space will find the Color of the Year 2023 a captivating solution. A brand using Viva Magenta expresses that it’s fearless, engaging, and that looks at the world unconventionally to bring about new solutions.”

Products and Packaging Colored in Viva Magenta

“Brands wanting to appear animated and passionate can use Viva Magenta to elicit a strong consumer reaction. Because reds are advancing colors, they draw the eye and muscle out the colors surrounding them. Whether consumers are scrolling on their phones or browsing the aisles, tapping into the Color of the Year 2023 will ensure you stand out.” **The Pantone Color Institute™**
