Pantone #ColorOfTheYear for 2019: Living Coral

The Pantone colour of the year for 2018 was the deep, dreamy Ultra Violet. But for 2019, get ready for peachy under-the-sea Living Coral.

Fastly error: unknown domain: player.ooyala.com. Please check that this domain has been added to a service.

Details: cache-jnb7020-JNB

Pantone is the global authority on colour, and at the end of each year artists, designers and stylists eagerly anticipate the shade set to feature simply everywhere in the coming months.

Pantone #ColorOfTheYear for 2018: Ultra Violet
8 Dec 2017

2019's Living Coral is an "animating and life-affirming" coral hue, with a golden undertone that energises and enlivens with a softer edge often only seen under the sea.

According to Leatrice Eiseman, executive director of the Pantone Color Institute:

> *Colour is an equalising lens through which we experience our natural and digital realities, and this is particularly true for Living Coral. With consumers craving human interaction and social connection, the humanising and heartening qualities displayed by the convivial Pantone Living Coral hit a responsive chord.*

The design-minded set have been sharing their views of the hue on social media, with most loving the fact that it brings nature indoors:

Pantone colour of the year!! Yay! One of my favourite colours. Gorgeous illustrations by @wendymac for the @nytimes

A post shared by richelledayle (@richelledayle) on Dec 5, 2018 at 9:27pm PST

#Pantone's highly-anticipated #ColorOfTheYear has been announced, and they're going under the sea: Living Coral. But don't worry, this stunning color can be seen far beyond the ocean. Here are 10 breath-taking destinations you can travel to see the color: https://t.co/4Jrdu9PPcF pic.twitter.com/FpOB8ngXBa— Condé Nast Traveler (@CNTraveler) December 5, 2018

Convivial. Optimistic. #LivingCoral @pantone's colour of the year 2019. pic.twitter.com/NYW2i315JC— Kilmer & Cruise (@kilmerandcruise) December 6, 2018

As International Year of the Reef #IYOR2018 comes to a close, it's only fitting that #LivingCoral has been named the Pantone 2019 Color of the Year. Full of optimism and energy, just what we need to save coral reefs. pic.twitter.com/qKXnu1P5VW— The Nature Conservancy (@nature_org) December 6, 2018

#Media Pantone unveiled 'Coral Living' as the color of the 2019 at #ArtBasel last night

Spot on, as the new iPhone XR released in the shade coral pic.twitter.com/2Qamm0BVMc— Shelby Ivey Christie (@bronze_bombSHEL) December 6, 2018

#MakeupNews □□�� @pantone Color of the Year 2019 is… #LivingCoral !!!!!!! ���� ���� and I'm Living!!! For this Color ! So PRETTY!!!! Just like every year, brands create products inspired by the color of the year and I can't wait to see everything!!! pic.twitter.com/ddkgZNslqm— Trendmood (@Trendmood) December 6, 2018

Click here for more on how each year's hue is selected, visit the official Pantone website for the Limited Edition Colour of the Year 2018 Formula Guide and Color Guide and click here to download the bronze Cannes Lions 2017-winning Pantone Studio for iOS.