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### WHY BLURPLE?

Our CMF studio at Envisage is more than just a physical space - it's a dynamic centre created to inspire innovation. We believe in the power of colour to shape emotions, evoke memories, and set trends. That's why our annual selection of the Envisage Colour of the Year isn't just a choice of colour; it's a statement, embodying potential waiting to be seen.

To achieve this, we curated a collection of materials that showcase the Envisage Colour of the Year and elevate it to a high level of sophistication. Our team's vision was clear: we aimed to create an immersive experience where the chosen hue isn't just seen but felt, touched, and fully experienced in every dimension.

This led us to explore unconventional materials, each carefully chosen to amplify the vibrancy and depth of our Colour of the Year. Through extensive research and expert craftsmanship, we have created a palette that speaks volumes, sparking inspiration and igniting creativity.

Throughout this journey, we have approached the Colour of the Year not as a simple selection but as a narrative—one that can be told and justified through rich inspirational sources. Drawing from nature, art, fashion, and beyond, our 2024 Colour of the Year encapsulates a visual story, filled with textures, nuanced hues, and boldness that resonates deeply with viewers.

In every stroke of a brush, every fabric swatch, and every design concept, our Colour of the Year infuses purpose, enriching the creative landscape and setting the tone for innovation in the year ahead.





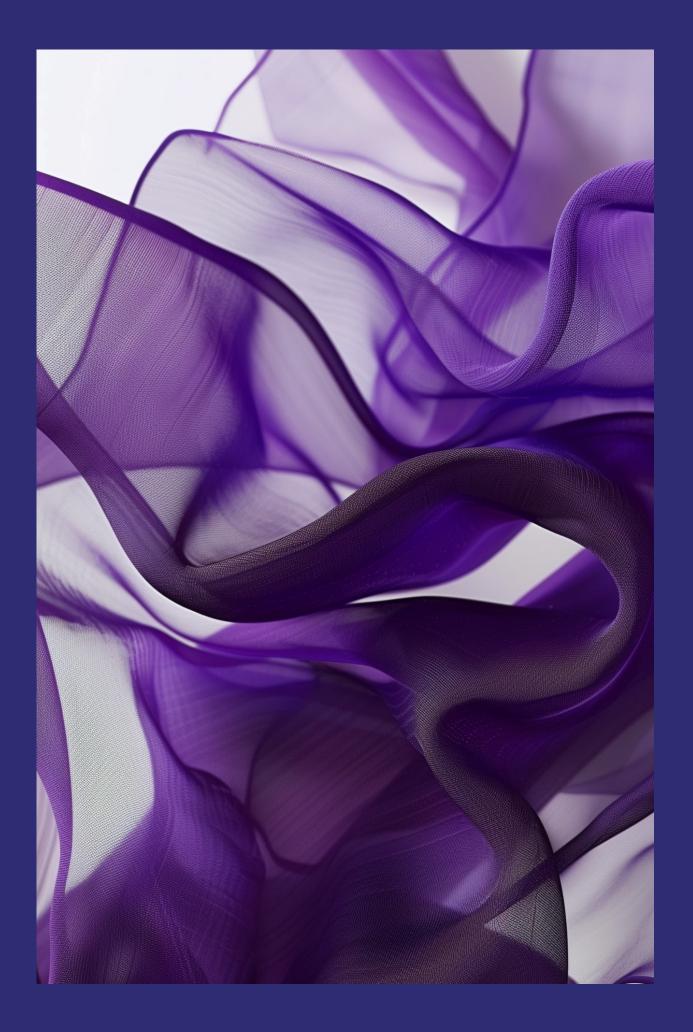


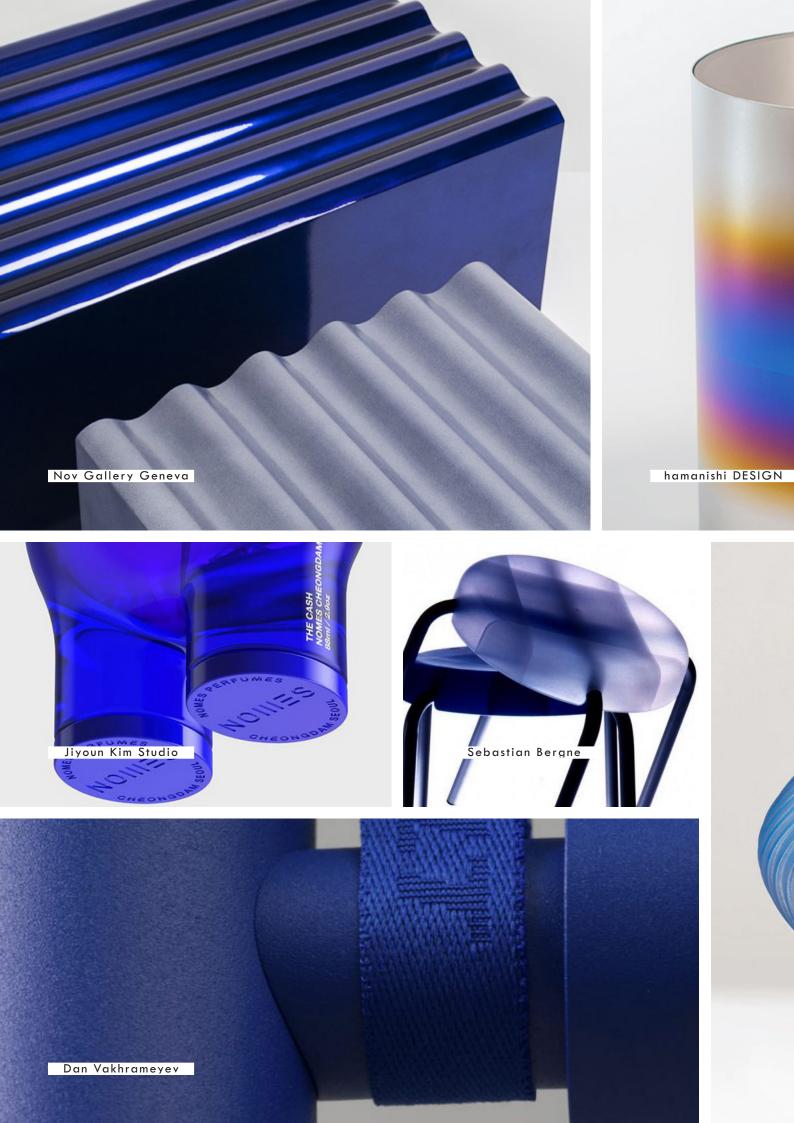




Blurple, a fusion of blue and purple, carries significance in its unique blend of characteristics. Traditionally, blue is associated with calmness and stability, while purple exudes enigmatic qualities. This mixture creates a colour that resonates deeply with a world marked by rapid changes and an ever-evolving landscape. Blurple emerges as a versatile and adaptive hue, capable of finding its place in various design, fashion, and artistic expressions. Embracing Blurple is bold and thoughtful, capturing the zeitgeist of our time while inviting individuals to embrace uncertainty and explore the depths of their emotions. It serves as a symbol of resilience and adaptability, encouraging us to find beauty in embracing the unknown. Blurple transcends its status as a mere colour; it becomes an icon of hope and a reminder of the endless possibilities that lie ahead.

### COLOUR OF THE YEAR















# COLOUR PALES







### PRODUCT DESIGN

The Blurple palette has existed for years, allowing brands to express their boldness and uniqueness in a strategic and stylish way.

2024
BLURPLE
COLOUR OF YEAR

DYSON





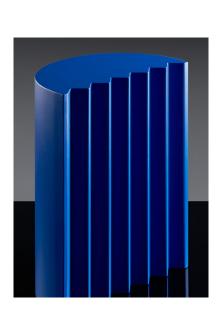










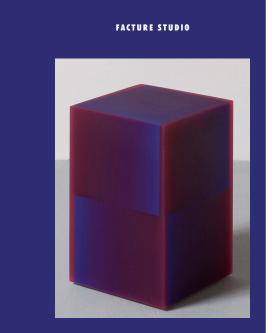


VICTORIA WILMOTTE











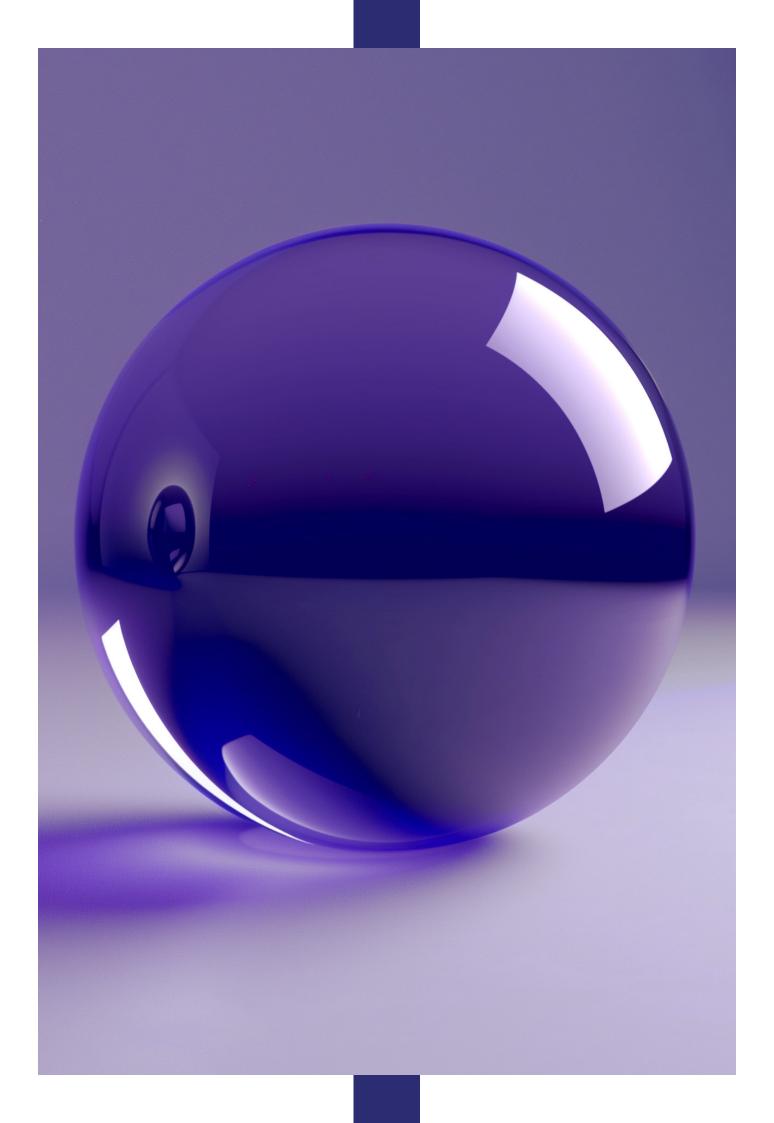












## ARTIFICIAL INTELLIGENCE

In our journey to conceptualise Blurple and bring our vision to life, artificial intelligence has played an essential role in supporting our creative team. This advanced technology holds the power of learning algorithms to generate visuals based on input parameters, enabling us to explore a multitude of design possibilities and refine our ideas with speed and precision.

The Al tool served as a catalyst for innovation, providing our teams with a virtual canvas to experiment with different shades, textures, and compositions. By simply inputting keywords and desired aesthetic attributes related to Blurple, the Al generated a diverse array of visual concepts, sparking inspiration and pushing the boundaries of our creativity.

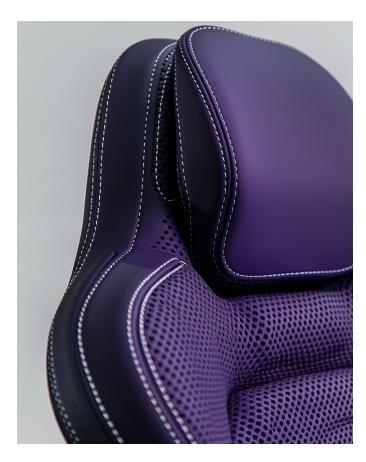
The utilisation of AI in our Blurple process not only enhanced efficiency but also encouraged experimentation. With the AI tool's ability to generate visual concepts quickly, our team felt empowered to explore unconventional ideas. This freedom to experiment fostered a culture of innovation within our studio, inspiring our team members to think outside the box and embrace bold, visionary concepts. As a result, Blurple emerged not just as a colour but as a symbol of creativity and embracing the transformative potential of technology in the pursuit of artistic outcomes.







AI E-SCOOTER



**AI CAR SEAT** 



**AI CHAIR** 



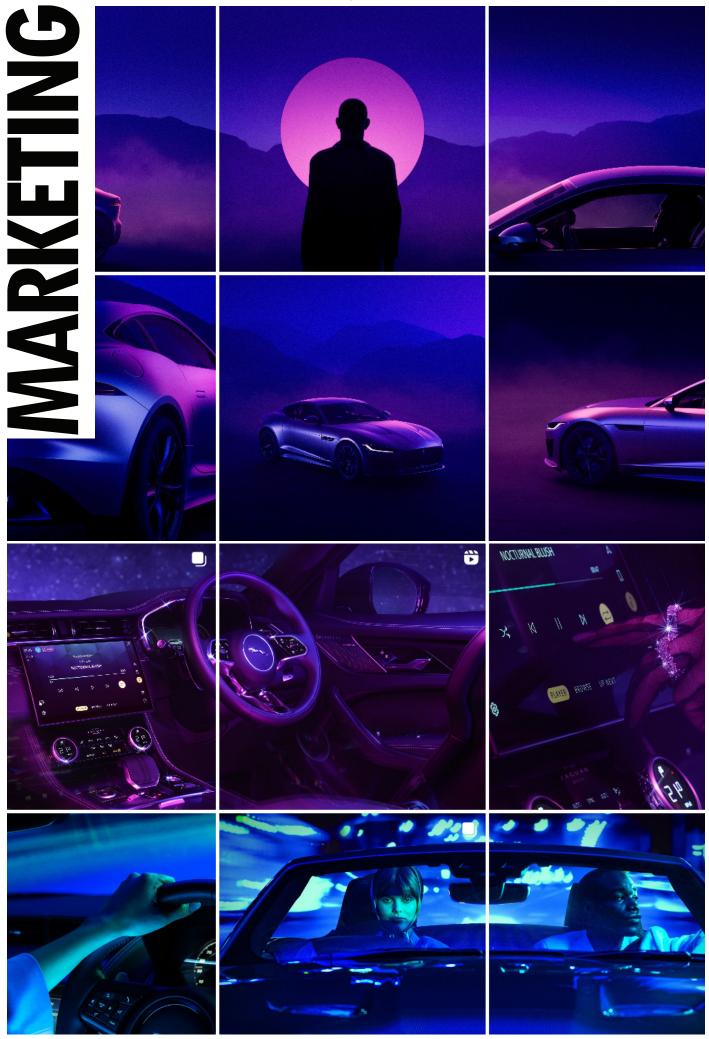


AI COAT AI CAR





AI MUG AI INTERIOR







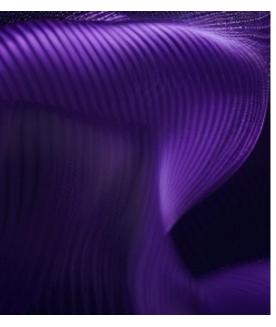


Blurple serves as a strategic choice for brands aiming to make a lasting impression on their audience. This year, the rise of purples and blues as prominent hues in marketing campaigns of all industries prove their ability to showcase a sense of modernity, innovation and sophistication while capturing attention within competitors. As cooporations implement Blurple into their brand colour palettes, they carry with them its bold and dynamic presence and resonate with consumers on an emotional level.





# FASHION



In 2024, Blurple has emerged as a trend in the fashion industry, and our forecast accurately predicted this rise. This year, designers and fashion enthusiasts have embraced Blurple's bold and dynamic presence, showcasing its versatility and timeless appeal on runways and in everyday street style. Our foresight into the colour trends of 2024 allowed us to anticipate the widespread adoption of Blurple, as its rich and alluring undertones have been paired with a variety of fabrics and textures, creating looks that are both modern and effortlessly chic.

















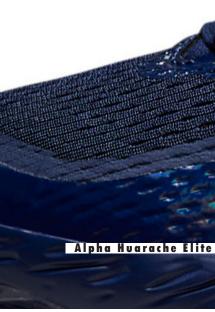






















### ART

As artists embrace Blurple in their works, they implement its bold and dynamic presence to create stunning compositions that captivate viewers. Whether used as a dominant colour or as an accent to complement other hues, Blurple adds an element of intrigue and allure to artworks across various mediums, from paintings to digital art and installations. Our insight into the colour trends of 2024 proves artists are willing to experiment with Blurple in their creative process, offering new ways of expression and pushing the boundaries of art. As Blurple continues to gain momentum in the art world, it will remain a symbol of creativity.













This year, the rise of the Blurple Family as popular colour options for vehicles, recognises its ability to infuse a sense of futurism and sophistication into automotive design. As automotive brands incorporate this into their palettes for new models and concept cars, they tap into its adaptive and powerful presence to create eyecatching exteriors that stand out on the road. Whether used as a sleek metallic finish or a vibrant accent colour, Blurple adds a touch of excitement and individuality to vehicles, appealing to drivers who seek to express their personality through their choice of car. Our insight into the colour trends of 2024 has empowered automotive designers to leverage Blurple as a strategic element in their design process, setting the stage for innovative and visually striking vehicles that capture the imagination of consumers around the world. As Blurple continues to make its mark in the automotive industry, it remains a symbol of innovation and forward-thinking in the field of automotive design and technology.



















































### COLOUR OF THE YEAR 2024

### FROM THE DESIGNERS

We are thrilled to announce our first-ever Colour of the Year, an exciting milestone that signals new opportunities for our CMF department. Our team believes in the power of colour to evoke emotions, start conversations and inspire innovation in concepts of any industry.

This bold initiative not only adds to our creativity but also provides our readers and global designers with a fresh source of information and a new way in which to excecute designs. Additionally, we are so excited to see how our chosen colour resonates with our audience and influences their perspectives, so your thoughts are very important to us and we encourage you to share your insights on the decision of our 2024 COTY. We hope you enjoyed the Blurple Family magazine and use the content as inspiration for your design decisions and applications. The range in which our Colour of the Year is applied should broaden horizons and spark concepts never explored before.

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# BLURPLE