**Abbyson Partners with The Sherwin Williams Co.**

***to Host Popular 2018 Colormix® Presentation at High Point Market***

**Friday, September 15, 2017** - *(Los Angeles)* – An annual staple for both designers and retailers looking into the lens of color trends for the coming year, will look no further than Abbyson’s High Point Market kickoff event on Saturday, Oct. 14th. Abbyson proudly hosts the official 2018 Colormix® Trends Forecast, an annual color trend report, at Abbyson’s IHFC showroom (Floor 11 #C1156.)

Starting with a complimentary lunch for attendees at 11:30 a.m., followed by a 45-minute presentation by Shane Jones, Allied ASID and Designer Account Executive with The Sherwin Williams Co., 2018 Colormix® color forecast predicts colors that will drive future design innovation and three distinct palettes representing a global collision of influences.

From vivid blue and digital green, to high-def yellow and rusty auburn, the Sherwin-Williams 2018 Colormix® Color Forecast exhibits three unique color palettes that draw from emerging global trends. The collection predicts the colors that will drive conversation and inspiration for the coming year, offering new perspectives on societal influences and their impact on color and design trends. The Sherwin-Williams Color Forecast team, led by Sue Wadden, director of color marketing, identified 36 colors drawing from fashion, nature, pop culture and global design, to create the Colormix® palettes Sincerity, Connectivity, and Unity.

“As a fashion-minded home brand, our in-house product development and design team seeks out resources and themes every season to help us pinpoint future trends, style and color— and the Colormix® forecast is no exception,” said Rodd Rafieha, Senior Vice President with Abbyson. “Abbyson is proud to host this valuable program for interior designers, retailers and merchandisers who want to better understand how these trends unfold in the creation of new spaces and influence future innovation.”

This complimentary event is open to all market attendees, however guests must RSVP at events@abbysonliving.com as limited space is available.

The Colormix® presentation will be given by Shane Jones, Allied ASID and Designer Account Executive with Sherwin Williams Co. serving markets of North Carolina. She serves as President-Elect of ASID Carolinas Chapter and is a graduate of University of North Carolina at Greensboro with a BFA in Interior Architecture. She is responsible for educating residential interior designers and architects about products, color tools, and online resources.

**About Abbyson**

Abbyson unites stylish designs and statement looks through an integrated model to fulfill savvy costumers that seek value, speed and quality. With our strength and experience in supporting today’s largest e-commerce retailers, we offer a state-of-the-art infrastructure and customer service to enable today’s demanding multi-channel retail models. As a family company, Abbyson believes our relationships and strategic partnerships are of the highest value.

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