



Colour Sells

Hilde Francq

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- Trending colour theory for marketing and product development
- Addresses the question of how colour affects buying behaviour and whether your brand can benefit from a colour strategy
- Explores how to implement a colour strategy within your company

From marketing strategy to packaging, colour is essential for both the positioning and the sales of brands and merchandise. The vast majority of consumers say they pay attention to prevailing trends, and colour influences their decision to purchase a particular product. This book offers insights into the commercial use of colour and discusses trending colour marketing strategies. It includes inspiring case studies and interviews with experts and designers from brands such as HAY, Vitra, Essentiel, Bang & Olufsen and BMW.

"Colours and trends are essential to stay one step ahead of your competitors. Colour Sells is a brilliant plea for the integration of colours and trends into your marketing, and it's full of eye candy!" - Ann Claes, CBO at JBC

"Colours have a huge impact on our buying behaviour. It's certainly worthwhile to think about this strategically. Hilde Francq has developed a refreshing view and methodology, with which you can get started right away. A colourful eye-opener!" - Jorg Snoeck, founder of RetailDetail.

"Colour Sells inspires from start to finish. The book shows the many facets of colour, and offers a myriad of rich insights. Highly recommended!" - Herman Konings, change psychologist at Pocket Marketing / nXt.

"As designers, we know only too well how important colour is for a successful product. This book links colours and trends to marketing and sales. It's a source of inspiring insights, fascinating stories and beautiful images." - Carole Baijings and Stefan Scholten, Scholten & Baijings, Studio for Design.

"Choosing colours should not be a gamble. It should be a conscious decision. Colours have a meaning and a function." - Verner Pantou

Hilde Francq is a trend and colour watcher. Her company, Francq Colors, gives clients creative but also specific advice about trends and colours. Hilde is a member of the Color Marketing Group, an international organisation of colour specialists. She knows better than anyone that colours and trends are essential when marketing a product. Hilde helps international customers from various sectors to choose the right colours, materials, textures, patterns and shapes for their products. These receive a place within the storytelling of every brand. Hilde also gives trend lectures both at home and abroad.