



# CELEBRATING 100 YEARS OF COLOR

with Iris Apfel

*Iris*



## LOWE'S® CENTENNIAL COLOR PALETTE

**1920s**  
**PASSIONATE**  
HGSW2032

**1930s**  
**LUCY BLUE**  
VALSPAR® 5001-5C

**1940s**  
**BLUE SEAGRASS**  
HGSW3294

**1950s**  
**DOVER WHITE**  
HGSW4032

**1960s**  
**THALIA PINK**  
HGSW1012

**1970s**  
**SUNDAY BRUNCH**  
VALSPAR 3005-3B

**1980s**  
**GALAXY PURPLE**  
HGSW1407

**1990s**  
**CHERRY TAUPE**  
VALSPAR 1005-10A

**2000s**  
**BLUE SLUMBER**  
HGSW2395

**2010s**  
**TRICORN BLACK**  
HGSW1441





**RUSHING STREAM** VALSPAR 5005-10B

Go to page 24 to see more of Iris' personal palette.



MEET THE MARVELOUS

# IRIS APFEL

Also 100 this year, Iris Apfel is one of the 20th century's most influential tastemakers and remains so today.

Her fashions and interiors reflect a colorful style that's hers alone, and she encourages everyone to find their own style, especially in color.



## INTRODUCING THE LOWE'S® CENTENNIAL COLOR PALETTE

100 years of style made new again with Valspar® and HGTV Home® by Sherwin-Williams.

Take a trip through the decades and see how the colors of the past have inspired us to reimagine colors for the future.

All colors shown throughout can be tinted in both Valspar and HGTV Home by Sherwin-Williams paints.

Colors shown here are as accurate as printing can make them. For perfect color accuracy, see the color chips at your Lowe's store.

valspar®



1920s	2
1930s	4
1940s	6
1950s	8
1960s	10
1970s	12
1980s	14
1990s	16
2000s	18
2010s	20

Lowe's Centennial Color Palette 22

Iris' Personal Palette 24



One of the most important elements of home design is ensuring it reflects your personality.

-Iris Apfel

1920s  
PASSIONATE  
HGSW2032

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HGSW1441

IRIS' PALETTE  
RED BLISS  
VALSPAR 1010-1

After you've gone through the decades, make sure to see Iris' picks from the past century for even more inspiration and ideas to bring your home into a world of bold and unique colors.

iris





**PASSIONATE** HGSW2032

Styled for today, red is new again when paired with light neutral accents and blues.

2020

The “Roaring 20s”  
was a carefree time  
defined by music,  
dance and prosperity ...

a period when deep reds, inspired  
by lipstick, became a sign of one  
of the most glamorous times in history.



1920

1920



**MATTASAUROS REX** HGSW2303

2020



**PASSIONATE** HGSW2032

2020

**RED TANGER**  
HGSW1062

**MELLOW CORAL**  
HGSW2066

**LIVEABLE GREEN**  
HGSW3247

**MATTASAUROS REX**  
HGSW2303

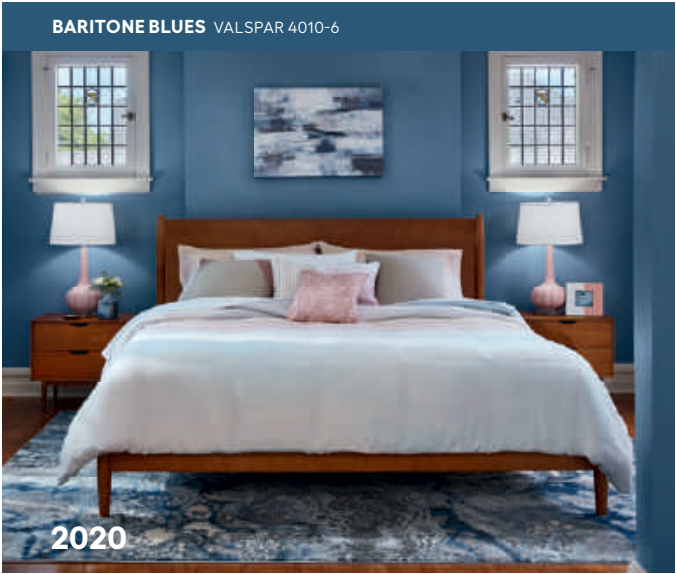
**PASSIONATE**  
HGSW2032

**FURTIVE MAUVE**  
HGSW2436

**MINT TO BE**  
HGSW2327

**SONORAN TEAL**  
HGSW2321





1930

BARITONE BLUES  
VALSPAR 4010-6

PERENNIAL RED  
VALSPAR 1010-4

PURPLE CLOAK  
VALSPAR 1004-5A

GLAMOROUS TAUPE  
VALSPAR 2003-10A

LUCY BLUE  
VALSPAR 5001-5C

DU JOUR  
VALSPAR 7002-6

NATIVE HENNA  
VALSPAR 6001-4B

SIMPLE VIOLET  
1004-6B





# 1940



During WWII, there was a sense of optimism that we would emerge victorious ...

this palette represents the desire for a sense of stability during one of the most trying times in our history.



<b>HIGHLAND LOCH</b> HGSW2352	<b>BLUE SEAGRASS</b> HGSW3294	<b>LONG HORIZON</b> HGSW2371	<b>RESTRAINED GOLD</b> HGSW2175	<b>RED CENT</b> HGSW2082	<b>GREEN KALE</b> HGSW2282	<b>DUNCAN CHESTNUT</b> HGSW2471	<b>CRAFTED WHITE</b> VALSPAR 3007-6C
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**DOVER WHITE** HGSW4032

More reserved and cautious, this color provided the perfect base for pink and turquoise pastels that appeared in kitchens and other living spaces across the country.



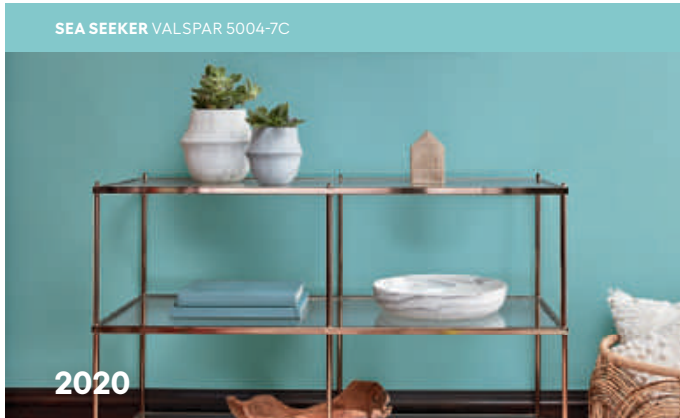
2020

**ACADEMY GRAY** VALSPAR 5001-2A



2020

**SEA SEEKER** VALSPAR 5004-7C



2020

**MARTINIQUE DAWN** VALSPAR 6003-3B



2020

# 1950

After the war, mid-century modern style began making an impact ...

as did the use of pastels throughout the home which created a clean and thoughtful look that defined the times.



1950

**ACADEMY GRAY**  
VALSPAR 5001-2A

**BERRY FROST**  
VALSPAR 1004-10A

**PURPLE FREEDOM**  
VALSPAR 4002-7C

**SEA SEEKER**  
VALSPAR 5004-7C

**DOVER WHITE**  
HGSW4032

**MARTINIQUE DAWN**  
VALSPAR 6003-3B

**NEW BUD**  
VALSPAR 1006-5C

**LILAC BUDS**  
VALSPAR 1004-8B





## THALIA PINK HGSW1012

A bold statement of the times, this pink hue is one of many colors in the 60's palette that brought pop art and individualism to the front lines of the countercultural revolution.

2020



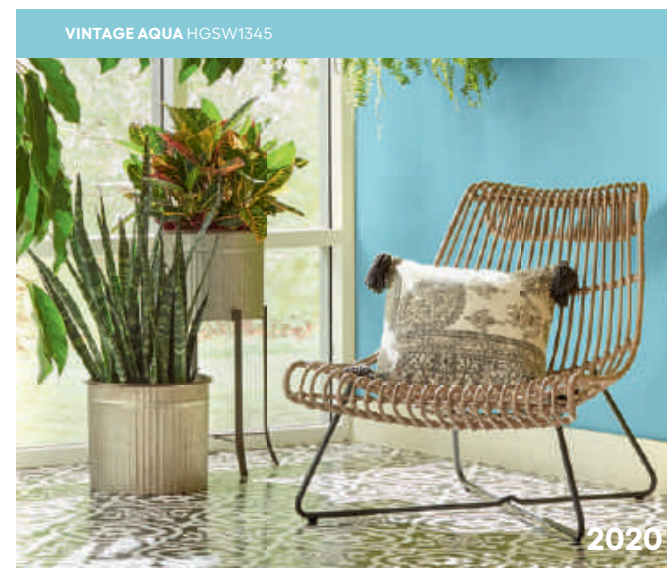
1960



During a time of freedom of expression ...

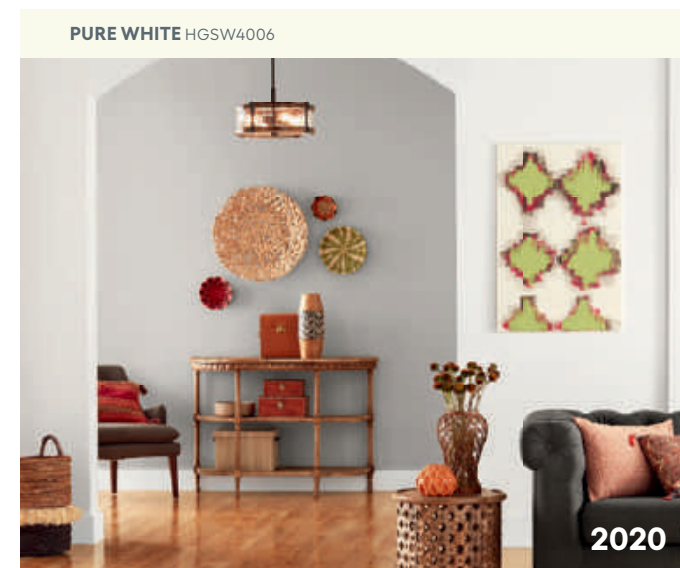
this era saw psychedelic and paisley patterns that were a departure from the more muted tones of the 50s.

# 1960



VINTAGE AQUA HGSW1345

2020



PURE WHITE HGSW4006

2020

ORANGE MOTIF  
HGSW1114

VINTAGE AQUA  
HGSW1345

BREVITY BROWN  
HGSW3062

ALPACA  
HGSW2467

PURE WHITE  
HGSW4006

GARDEN YARROW  
HGSW1194

PURPLE THRUSH  
HGSW2403

THALIA PINK  
HGSW1012





**SUNDAY BRUNCH** VALSPAR® 3005-3B

A combination of the bright colors of the 60s and a more relaxed tone which emerged as the decade wore on.

2020

**DOVE WHITE** VALSPAR® 7002-7



2020

**PORCH STEP** VALSPAR 3011-9



2020

# 1970

With a color palette that retained some of the intensity of the 60s ...

the 70s gradually transitioned to more organic tones during the birth of the earth movement.



1970

**PORCH STEP**  
VALSPAR 3011-9

**BRISK OLIVE**  
VALSPAR 6002-4A

**PATIO STONE**  
VALSPAR 2008-5B

**SUNDAY BRUNCH**  
VALSPAR 3005-3B

**DOVE WHITE**  
VALSPAR 7002-7

**HOPSACK**  
VALSPAR 3003-10B

**UNIVERSAL UMBER**  
VALSPAR 3003-9B

**AUTUMN BLAZE**  
VALSPAR 2002-1A



## The new wave ...

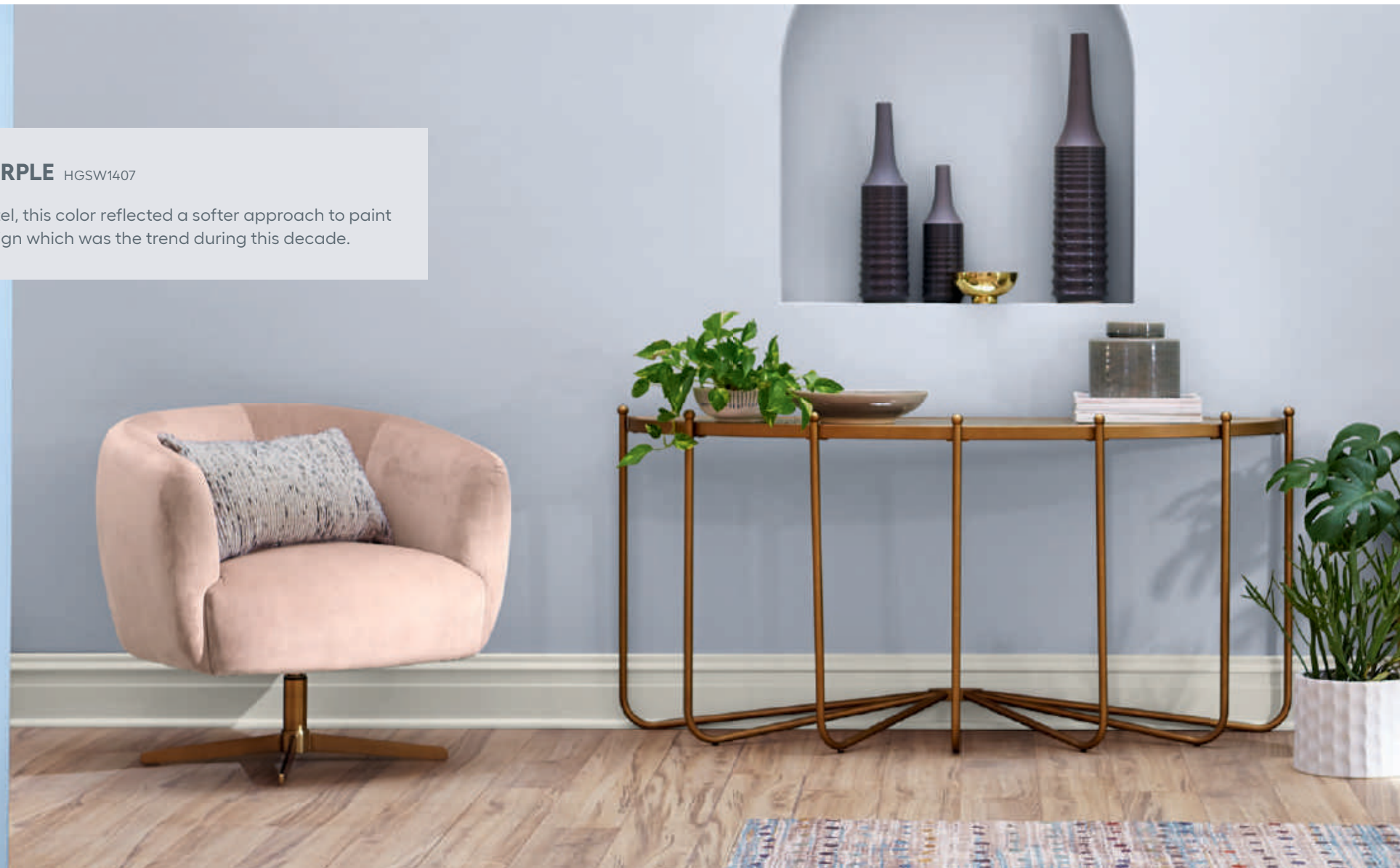
along with the birth of music television, pastels and bright pops of color exploded onto the scene and became a major influence on the culture, both in fashion and home décor.



# 1980

### **GALAXY PURPLE** HGSW1407

As a lighter pastel, this color reflected a softer approach to paint and interior design which was the trend during this decade.



### **SWEET AS A PEACH** HGSW1096



**COASTAL AQUA**  
HGSW1316

**GENTRY VIOLET**  
HGSW1404

**COTSWOLD GREEN**  
HGSW1304

**SHOJI WHITE**  
HGSW4014

**MAD ABOUT PINK**  
HGSW2037

**SWEET AS A PEACH**  
HGSW1096

**GALAXY PURPLE**  
HGSW1407

**NOTABLE HUE**  
HGSW2385



**CHERRY TAUPE** VALSPAR® 1005-10A

A red with beige overtones that's earthy and represented a new era of environmental awareness.



**A decade that drew inspiration from the earth tones of the 1970s ...**

with beige, sage and red accents, representing a more nature-inspired culture.



# 1990



**HEIRLOOM RED**  
VALSPAR 1010-3

**CREAM DELIGHT**  
VALSPAR 7002-14

**MAPLE LEAF**  
VALSPAR 2008-8B

**CHERRY TAUPE**  
VALSPAR 1005-10A

**SANDY SAGE**  
VALSPAR 5008-1C

**OATBRAN**  
VALSPAR 6006-1B

**CLEAN SWEEP**  
VALSPAR 2007-10B

**KITCHEN TERRA COTTA**  
VALSPAR 2003-7C





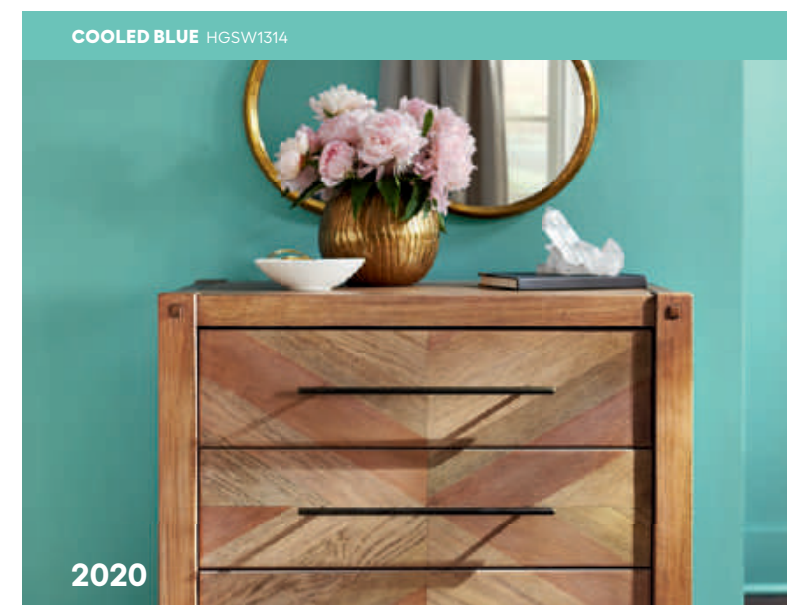
## BLUE SLUMBER HGSW2395

Beige accents paired with a range of blues that are simple, subtle and light.

2020



2000



## COOLED BLUE HGSW1314

2020



## The digital decade defined by social media and the use of smartphones ...

this palette played off the idea that color could be used to escape the every day through blues, aquas and whites.

# 2000

LOGGIA  
HGSW3446

RESTORATIVE  
HGSW3312

PARAKEET  
HGSW1243

CHERISHED PINK  
HGSW1024

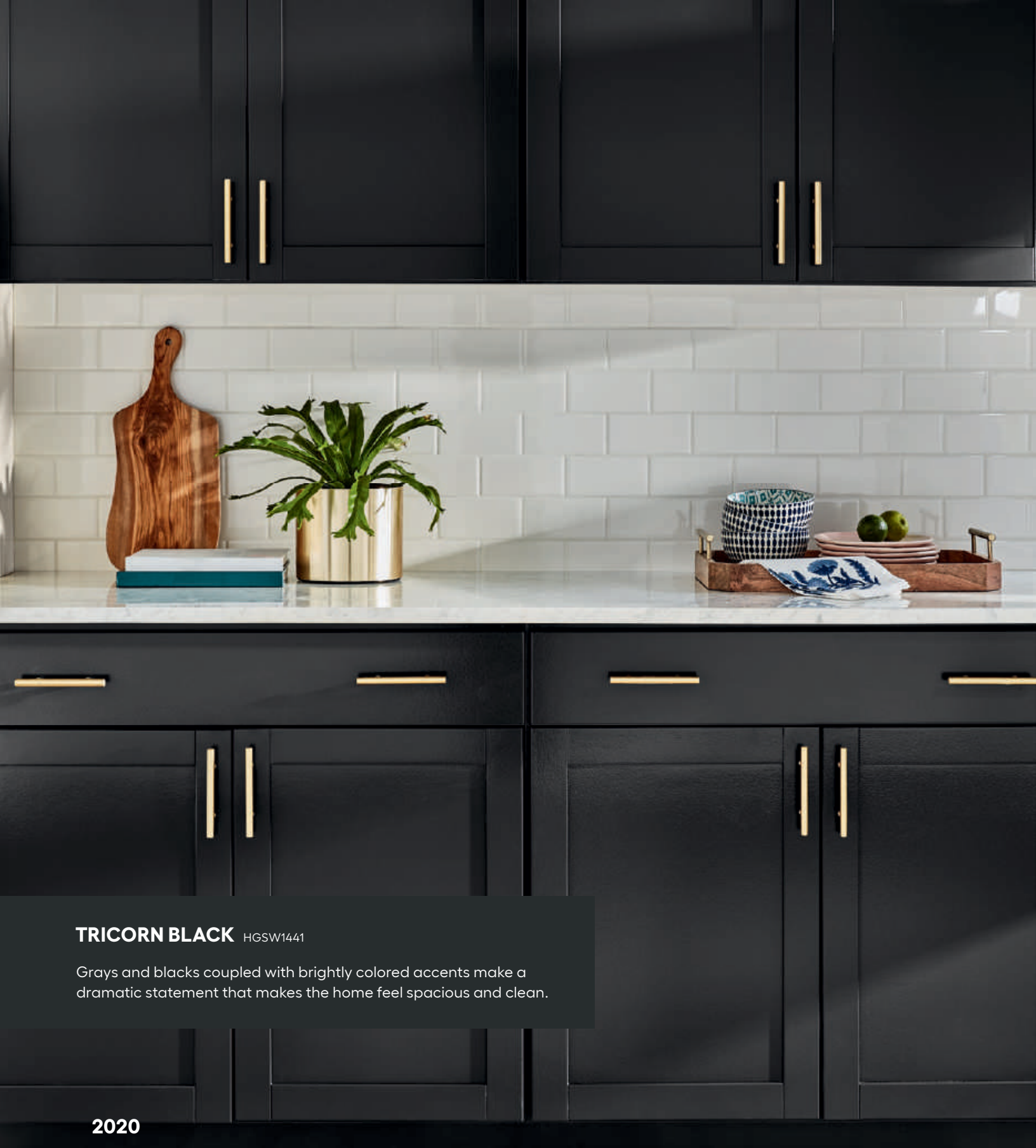
CLARY SAGE  
HGSW3245

MUSLIN  
HGSW4048

COOLED BLUE  
HGSW1314

BLUE SLUMBER  
HGSW2395





# TRICORN BLACK HGSW1441

Grays and blacks coupled with brightly colored accents make a dramatic statement that makes the home feel spacious and clean.

2020

Basic, darker colors came into the design scene in the last decade with a harder, more industrial look ...

as seen through the use of grays, whites, blacks and off-blacks that added a dash of drama to people's living spaces.



# 2010

# WHITE TRUFFLE HGSW3027



2020

TRICORN BLACK  
HGSW1441

ACCESSIBLE BEIGE  
HGSW2487

SNOWBOUND  
HGSW4062

DORIAN GRAY  
HGSW3475

WHITE TRUFFLE  
HGSW3027

DOVETAIL  
HGSW3473

LATITUDE  
HGSW1446

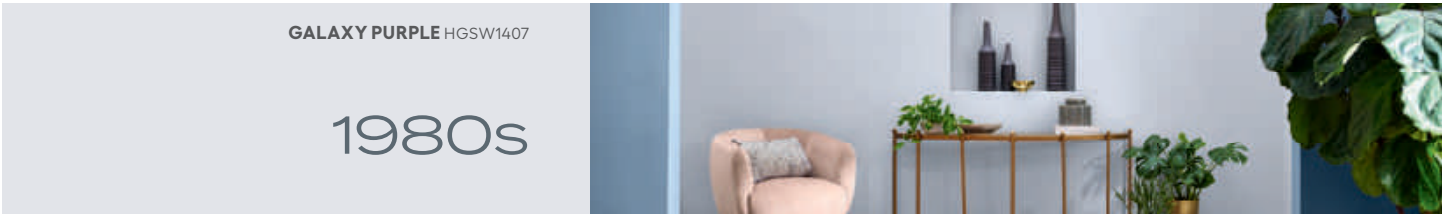
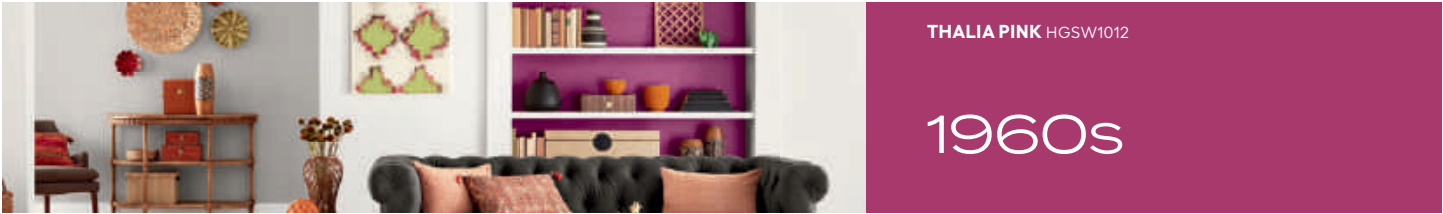
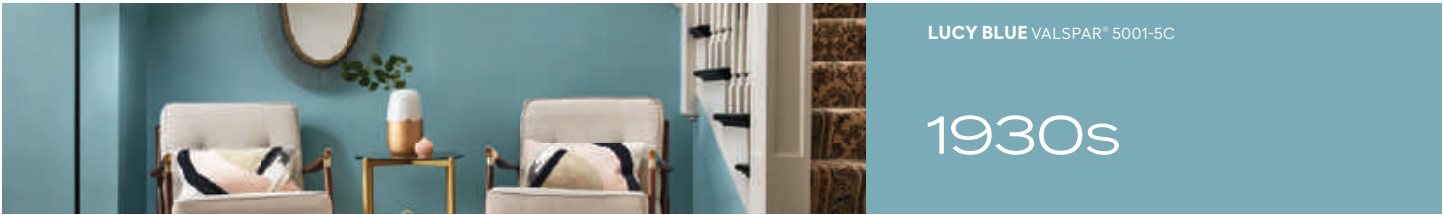
TRADEWIND BLUE  
HGSW3307



# LOWE'S® CENTENNIAL COLOR PALETTE

The 20th century was an era of change, reinvention and progress.

The colors that defined each decade provide us with insight into the mindset of those who lived through them and still serve as an inspiration for the color choices of today.



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**RED BLISS** VALSPAR® 1010-1

Styled for today, red is new again when paired with light neutral accents and blues.

2020

RED BLISS  
VALSPAR 1010-1

RIPE POMEGRANATE  
VALSPAR 2009-3

DARK KETTLE BLACK  
VALSPAR 4011-2

DELICATE PINK ROSE  
VALSPAR 1008-6C

Color is powerful,  
and I love being able  
to experiment with  
bright and bold colors  
that evoke emotion.

-Iris Apfel



ROSE DUST  
VALSPAR® 1002-1B

WINTER FLANNEL  
VALSPAR 4007-1C

RUSHING STREAM  
VALSPAR 5005-10B

GRAY SHIMMER  
VALSPAR 7004-9



# THE OLD IS FOREVER NEW.

Celebrate 100 years of color at Lowe's® and try a sample of any color from the Lowe's Centennial color palette.



Pick up a sample today or  
**BUY ONLINE AND PICK UP IN THE STORE**  
at **Lowe's.com**

