



Who Are You Fooling With Jester Red: How To Bring Pantone's Rosy Tones Into Your Life This Spring

Through accent walls, decor, fashion and gardening, it's time to bring splashes of rich red back into vogue.

05/10/2019

September 2018 revealed a variety of vibrant colors for the [2019 Pantone Spring/Summer NY Fashion Week](#). Of those selections, it's clear unconventionality is afoot. From a striking blue to a plethora of rosy tones, [Jester Red](#) sets the mood for the rich yet muted aesthetic that is trending. Though unorthodox for springtime, this hue brings a rush of passion to any living space. It initially appears as more of a fall or winter tone, embodying a cocktail of cranberries and holly with a touch of week-old poinsettias. To incorporate it in your home, think of it as an [accent that pays homage to the holidays](#) while still saying au revoir to winter weather. "Adding depth and intensity, Jester Red combines rich elegance with urbanity," noted by [Pantone Color Institute](#). While its tone is the ghost of holidays past, such a deep red enriches any space and speaks of royalty—a mirage of red tapestries adorning your elaborate home. This pop of purplish-red may be exactly what your space needs. After a dreary and dull winter, Jester Red

is ideal for refining a room. Use it to show off the wealth you have (or always wanted) in your home this spring season. A vigorous, dark red shade is perfect for an [accent wall](#) in the dining room, entryway, or living room. Small decor, whether throw pillows, a blanket, or a [new wall mirror](#) liven any space. Look to the artisans of [Etsy who incorporate Jester Red in handmade boho decor](#). But if contemporary is more your vibe, make a simple, modern statement by hanging a [Society6 colored canvas](#). The interior isn't the only place to sport such richness. In your landscape, consider deeper reds found in roses, dahlia tubers and celosia with pops of canary yellow, pastel purple or vivacious pink. These red floral beauties present a warm, powerful invitation to all your spring and summer guests. Better yet: it makes your garden appear plentiful, providing depth and fullness that bright colors cannot supply without making your garden a blinding beacon. [Better Homes and Gardens](#) warns to use these reds sparingly, however, as they can dominate the stage very quickly. To avoid such a mishap, remember to diversify the garden color palette with a plethora of hues, from bright to dull and everything in between. Much like your landscape, some public structures are fabulous examples of playing up deep reds in both neutral and vibrant settings. Architects have crafted [deep purple-red structures](#) set against simpler backgrounds as a means to make bold, modern statements. In Changsha Meixi Lake District, China, [The Lucky Knot structure](#) is a strikingly dark red set against a richly green terrace landscape. Meanwhile, [10Cal Tower](#) in Bang Saen Beach, Thailand and [The Center for Jewish Life](#) at Drexel University in Philadelphia, Pennsylvania play against natural neutral stonework buildings and gentle green parks. Along with artistic structures, fashion is no stranger to crafting attire in a passionate plum-red. Of its fellow reds highlighted in the 2019 Pantone color trend, Jester Red is the most notable in fashion as it was sported by Roger Federer at the [2018 U.S. Open](#). His polo attracted much attention—a delightfully ironic precursor to the unveiling of the Pantone 2019 color selection. [VeriVide Color Technology](#) commented how Jester Red is about power, being perfectly suited for sportswear: “It sends out a definite signal of strength and power, and there was no better embodiment of that than Roger Federer wearing a deep red shirt during the 2018 U.S. Open.” [Women's Wear Daily](#) remarked on the Pantone NY 2019 Spring/Summer Fashion colors, noting Jester Red as “an unexpected selection for spring.” According to Women's Wear Daily, Pantone Color Institute's executive director, [Leatrice Eiseman](#), stated, “From a psychological standpoint, [...] the hotter colors, particularly in the red family, are all about empowerment. That's a word that has gotten some play that is really going to show itself in the spring collections. Confident, uplifting, joyful hues, but the undercurrent is empowerment to all of them.” Most certainly this theme is present in the darker hues that dominate the 2019 color trend. As a power move, the color selection speaks loudly, fitting nicely into the female fashion trend of more masculine attire with a feminine color palette. A [blazer in bold red](#) or a [sportswear polo](#) in Jester Red—similar to Federer's—is certain to turn heads in your office, being far from a run-of-the-mill spring color. As the Pantone Color Institute executive director remarked: “Just the concept of plucking colors from what seemingly belongs in another season and using that in an unexpected direction has become a trend.” Jester Red may be atypical of a spring selection, but it brings significant elegance, depth and intensity to any room, garden or closet. Whether designing a new space or updating a familiar landscape, the wealthy tones featured in Pantone's 2019 color trend are sure to bring richness to your space.