Shutterstock's 2019 Color Trends Identifies Fastest Growing Colors in Popularity Around the World

November 29, 2018

By analyzing pixel data together with image download data, Shutterstock identifies Proton Purple, Plastic Pink and UFO Green as top three colors on the rise globally

NEW YORK, Nov. 29, 2018 /PRNewswire/ -- Shutterstock, Inc. (NYSE: SSTK), a leading global technology company offering high-quality assets, tools and services through its creative platform, today launched its 2019 Color Trends report. By matching pixel data with image download data, Shutterstock has identified the top three colors surging in popularity year-over-year in 2018 as well as local favorites from around the world.

The neon trio of turbo-charged colors that have grown most in popularity in 2018 include:

- Proton Purple- #8a2be2: this vivid purple represents the palpable positive charge of our daily lives.
- UFO Green- #7fff00: a bright green that evokes lush countrysides alongside whirling rows of binary code. It's both natural and *super*natural.
- Plastic Pink- #ff1493: a sizzling pink with lots of depth, that captures the electric glow of cities at night.

"Whether it's conscious or not, the colors we choose to represent any given occasion reflect more than just current trends in fashion or design – they have a larger cultural significance," said Lou Weiss, CMO of Shutterstock. "If we look to the ideas influencing culture today, technology stands at the forefront. There's tons of energy driving this movement, so it's no surprise that the top trending colors pack a real digital punch."

In addition to the top three fastest-growing colors in popularity globally, the report also highlights the top trending color for 20 countries around the world. From lavender blush in Japan to plum in the U.K., these hues show us local favorites in different regions around the globe. The identified colors capturing our attention in various countries are based on fastest growing year-over-year change in 2018.

To learn more about the top trending colors around the world, click here.

About Shutterstock, Inc.
Shutterstock, Inc. (NYSE: SSTK), directly and through its group subsidiaries, is a leading global provider of high-quality licensed photographs, vectors, illustrations, videos and music to businesses, marketing agencies and media organizations around the world. Working with its growing community of over 550,000 contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 225 million images and more than 12 million video clips available.

Headquartered in New York City, Shutterstock has offices around the world and customers in more than 150 countries. The company's brands also include Bigstock, a value-oriented stock media offering; Shutterstock Custom, a custom content creation platform; Offset, a high-end image collection; PremiumBeat a curated royalty-free music library; and Rex Features, a premier source of editorial images for the world's media.

For more information, please visit www.shutterstock.com and follow Shutterstock on Twitter and on Facebook.

SOURCE Shutterstock, Inc.

Siobhan Aalders and Niamh Hughes, press@shutterstock.com, 917-563-4991