

# Lovin' the Blues

Royal blue, also known as indigo, is a year-round color that has no season. Indigo enhances retail displays coordinating well with silver or gold, black or white, allowing effortless visual merchandising. Indigo is associated with trustworthiness, familiarity and comfort. Customers are instinctively drawn to indigo, like a favorite pair of jeans.

1.



2.



3.



4.



5.



Resources: 1. Aly C Bags, 802.434.4197, [alysonchasestudio.com](http://alysonchasestudio.com) 2. tag, 800.621.8350, [tagltd.com](http://tagltd.com) 3. Bauble Bar, [helpme@baublebar.com](mailto:helpme@baublebar.com), [baublebar.com](http://baublebar.com) 4. Tsunami Glassworks, 519.258.7620, [tsunamiglassworks.com](http://tsunamiglassworks.com) 5. Howard Elliott Collection, 630.871.1122, [howardelliott.com](http://howardelliott.com)