

JOYBIRD x PANTONE®

Joybird Launches Pantone Color of the Year 2025 Furniture Collection;
PANTONE 17-1230 Mocha Mousse in Royale Fabric Entices the Senses,
Comforts the Soul, Delivers a Harmonious Home

Expanded Joybird x Pantone collection arrives Spring 2025

Los Angeles, CA — December 5, 2024 — Today, Joybird (www.joybird.com), a subsidiary of La-Z-Boy Incorporated and manufacturer of customizable, modern upholstered furniture, announced its exclusive collaboration with Pantone®, the global color authority and provider of professional color language standards and digital solutions for the design community, for a Pantone Color of the Year 2025 furniture collection. The new Joybird x Pantone collaboration features Joybird's top-selling performance fabric, Royale, and stars the Pantone Color of the Year 2025, PANTONE 17-1230 Mocha Mousse, available in over 300 of Joybird's silhouettes. This unique collaboration aims to redefine how neutrals are perceived, empowering Joybird's customers to indulge in what makes them happy through fabrics that are both aspirational and accessible. The Joybird x Pantone collection is available for purchase at www.joybird.com/collaborations/pantone starting today.

"The Joybird x Pantone collection evokes a sense of tranquility to deliver a harmonious home. Imagine a familiar space where the soft cushions hug you and the world fades away. Imagine a place where you can indulge in comfort where your senses find peace," said Gifty Walker, Director of Merchandising & Sourcing at Joybird. "Joybird has been rooted in color since its inception, which makes presenting the Pantone Color of the Year 2025 through our furniture and decor the perfect pairing. Much like our brand, our customers are unique and bold in their own ways. The Joybird x Pantone collection inspires a home that supports connections, radiates warmth, and adds approachable sophistication to any space!"

PANTONE 17-1230 Mocha Mousse, an evocative soft brown, in Royale fabric is available on over 300 Joybird frames, including sofas, sectionals, sleeper sofas, upholstered bed frames, accent chairs, ottomans, pillows, slipcovers, and more. The performance, Greenguard Gold certified fabric is easy to clean and machine washable, adding to its appeal for home DIYers with kids, pets or messy guests, while delivering a put-together aesthetic. Royale was selected specifically for this unique collaboration due to its silk-like hand feel and fine knit velvet weave to provide that extra sense of comfort, warmth and indulgence much like the inspiration around the color.

"A rich brown infused with sensorial warmth PANTONE 17-1230 Mocha Mousse nourishes our senses. Sophisticated and lush yet at the same time an unpretentious classic, PANTONE 17-1230 Mocha

Mousse evokes a feeling of the comfort of home,” says Laurie Pressman, Vice-President, Pantone Color Institute. “This new collection in partnership with Joybird stylishly brings this earthy yet refined brown hue into interior environments, blending our desire for comfort and opulence with relaxed elegance to present a tasteful touch of glamour.”

The Joybird x Pantone collection is the foundation for a multi-sensory home environment with earthy tones and warm neutrals, textured layers, organic materials, and modern accents. Walker added, “This partnership blends passion and purpose into a shared vision between our brands. Pantone’s color authority and decades-long expertise fit quite perfectly with Joybird’s color-centric focus. They innovate and present a trend-setting color that inspires and influences and we bring the color to life in the most sacred of spaces - a home.”

Joybird will support this exclusive collaboration with multi-channel marketing, including social media; on Joybird.com; in partnership with influencers; with digital and print media; and expressions in all 12 [showrooms nationwide](#). Additionally, Joybird invites customers to immerse themselves in floor-to-ceiling Pantone Color of the Year saturation in its SoHo, West Hollywood, and Downtown Los Angeles showrooms.

In Spring 2025, Joybird x Pantone will debut three complementary Pantone colors across Joybird’s furniture frames to further expand Joybird’s incredible range of color and fabric options.

Experience the Joybird x Pantone collection online now at www.joybird.com/collaborations/pantone.

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About Joybird

Founded on the idea that people should never have to settle, but rather, be given the freedom to be boldly original in their spaces, Joybird empowers customers to bring their personal style home with furniture that is customizable, handcrafted, sustainable, and upholstered in just about any color imaginable. Revolutionizing the way you buy furniture with their digital, physical and virtual shopping experiences, Joybird prides itself on its ability to meet the demands and unique tastes of customers while providing a high-quality product that will be enjoyed for years to come. For more information, please visit Joybird.com or a Joybird showroom near you.

About Pantone

Pantone provides the universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color

consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce certified Pantone values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more at www.pantone.com and connect with Pantone on Instagram, Facebook, and LinkedIn.

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