From sharing cookies and coffee with a friend, to firing up the grill for the season’s first cookout, flavors permeate our lives. They have the power to comfort and delight, and also to surprise us, inviting us to pause and savor something new.

Colors and materials impact our lives in similar ways. They’re powerful forces in our spaces and stories, setting the tone, evoking moods, enriching experiences, and giving expression to our biggest dreams and ideas. That’s why creating a new izzy+ materials program meant doing it right—curating a palette that grows out of our beliefs about why color and material matter so much in our world.

Welcome to izzy+ flavors, a new, evolving materials program that’s ready to feed your design hunger, inspiring your spaces and the people who use them.

Kerry and Allison, the core of our color and materials team, are independent contractors with longstanding izzy+ ties. In creating izzy+ flavors, they brought to the process decades of experience in everything from the philosophy and psychology of color, to manufacturing processes and how to most effectively apply color and materials to built environments.

The world is hungry for something fresh.
Color and texture aren’t afterthoughts at izzy+—they’re essential to our understanding of human-centered design. In fact, we think it’s impossible to talk about design without addressing the impact colors and materials have on the human psyche. They’re the outward expression of what is inherently inside all of us. It’s only when we give shape, texture, and hue to our inner spirits that we’re able to create spaces that enrich our lives.

Allison and Kerry created izzy+ flavors using the same principles that guide the design of our human-centered products:

- attention to scale and approachability
- clean, modern lines
- a fresh, energetic appeal
- plenty of opportunities for layering and personal expression
Saying “no” to navy and “bye-bye” to burgundy

If it isn’t energetic, fresh, confident, and inspiring, we don’t want to claim it. That’s why Allison and Kerry decided navy and burgundy weren’t worth keeping around just for old time’s sake.

But we also have a Better Together philosophy about color and materials, which means not every hue can be the bright, bold star. Our palette also includes izzy+ versions of Classic and Core offerings—foundational elements that are ready to be paired, combined, and layered with Evolving materials in new, exciting ways.

+ Allison and Kerry spent more than two years developing izzy+ flavors, traveling around the country doing research, listening to the A&D community, and building relationships with key vendors who share our focus on great design and the environment.

+ Inspired by the energy and confidence of the izzy+ brand, Allison and Kerry built the flavors program around 15 plastic seating colors: eight bold, chromatic hues, along with a “very izzy+” approach to seven classics.

+ Colors and materials for spaces can function much like they do in fashion: Classic and Core palettes can be mixed with splashes of Evolving, trend-forward color to keep things interesting and fresh.

Ta-da! The 15 foundational colors of izzy+ flavors (introduced at a time when others in the industry are paring down their palettes).
inspiration
(it’s contagious)

We were inspired to develop a program that would inspire designers—providing tools for mixing, matching, layering, and pushing boundaries into the future. And the spaces those designers create? They’re bound to inspire the people who use them. Who knows when the inspiration will stop (if ever)?

+ Layering is key to the izzy® design philosophy just as it is in fashion. We’ve included plenty of great materials perfect for inspiring a layered look—rough, smooth, soft, hard, glossy, matte, fuzzy, thin, thick, transparent, translucent & opaque. Have fun!

+ Four palettes to guide and inspire: Sunny Day, New Urban, Comfort Zone, and Open Sky. Everything works together across the four palettes, across our family of brands, and within other pre-established environments. Turn the page to turn up the inspiration.
Be on the move and in the moment.
Bright moods and colors are contagious—they carry an outlook and a vibe that can’t help but bubble over. People are connecting, ideas are flowing, and the time is ripe for making the most of the moment.

Take a moment to savor the colors of comfort.
Friendly and inviting, warm colors draw you in, taking the chill out of the air and sparking conversation that flows with ease. They are colors that urge you to take your coat off and stay awhile, because there are stories to share and ideas to grow.
Get out in front of what’s next.
The world can be foggy and complex, but certain moments bring a crisp, cool clarity—a sense of calm, with plenty of room to breathe. Suddenly, the path forward feels wide open, the answers within reach.

Prepare a canvas, ready to tell your stories. Neutral tones have a quiet, sophisticated way of setting the scene. It’s a backdrop that urges you to keep your eyes and your expectations open—always observing and ready for that next bright splash of inspiration.
Always fresh, evolving & delicious

Best of all, izzy+ flavors will never get stuck in a rut. It's an evolving list of ingredients always ready to set the stage for what’s next, honoring our love for the next generation and our commitment to the future of work and learning. We'll stay curious, continuing to look, listen, travel, explore, and collaborate with our key vendors, so you can always be sure our program is full of possibilities and focused on the future.

Welcome to izzy+ flavors—pull up a chair and join the ongoing feast (and be sure to check our website for more information, inspiration, and ways to join the conversation: izzyplus.com/flavors).