

“Clients tend to be scared of purple, but **it’s pivotal for the rich, exotic look** that a lot of people want. To create that sense of ethnic luxury, I would **use bold, saturated silks**—they just drip glamour!—and **mix in gold tones**, as well as red and blue elements (that way your eye sees a family of color). Softer shades of grape and violet work well in a serene bedroom. **Include tactile materials** like chenille and cotton, and balance the grape with natural earth tones.”
—Amanda Moore, designer



The last visible color in the spectrum, violet is symbolic of the border between the known and the unknown. That mystical quality is on display in this Miami bedroom designed by Benjamin Noriega-Ortiz. An antique Chinese bed enveloped by purple (walls, trim and ceiling are all painted Benjamin Moore’s Gentle Violet) creates a cocoon-within-a-cocoon effect. “Grape looks fabulous with taupe and white accents,” counsils the designer.

Grape Expectations

The color of kings and wizards, this deep purple shade will add magic to the humblest castle. Produced by Elana Frankel. Written by Kate Walsh.