

The Color Story

This year, we are proud to announce Amaretto as our Color of the Year.

Amaretto is a rich, warm shade that adds a sense of comfort and sophistication to any space. Its versatility makes it a standout choice, whether used as a statement or a complement to other tones.

In addition to Amaretto, we're excited to present a curated palette of companion colors for 2025: Brandy, Cappuccino, Camel, Taupe and Fawn.

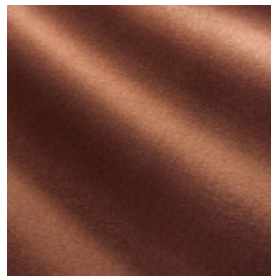
We invite you to explore these stunning colors and discover how they can transform your designs.





PRIMA ALPACA SOLID - AMARETTO

A rich, warm shade that adds a sense of comfort and sophistication to any space.

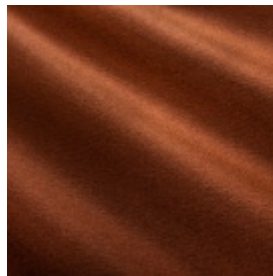


Prima Alpaca Solid - Amaretto



PRIMA ALPACA SOLID - BRANDY

A deep, inviting tone.

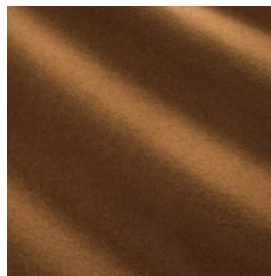


Prima Alpaca Solid - Brandy



PRIMA ALPACA SOLID - CAPPUCCINO

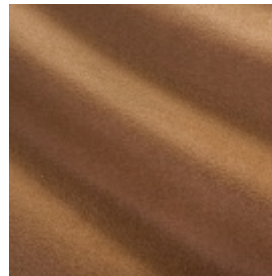
A soft, neutral shade with creamy warmth.



Prima Alpaca Solid - Cappuccino

PRIMA ALPACA SOLID - CAMEL

A timeless classic.

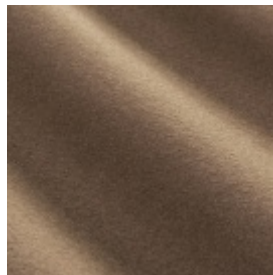


Prima Alpaca Solid - Camel



PRIMA ALPACA SOLID - TAUPE

Grounded and understated.

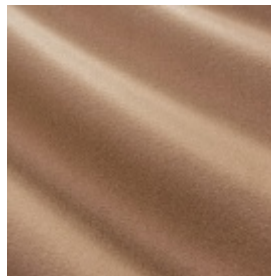


Prima Alpaca Solid - Taupe



PRIMA ALPACA SOLID - FAWN

An earthy, natural tone with subtle charm.



Prima Alpaca Solid - Fawn

*Dining Chair by Otello Caprara. Italy, c. 1957. Almond and Company

