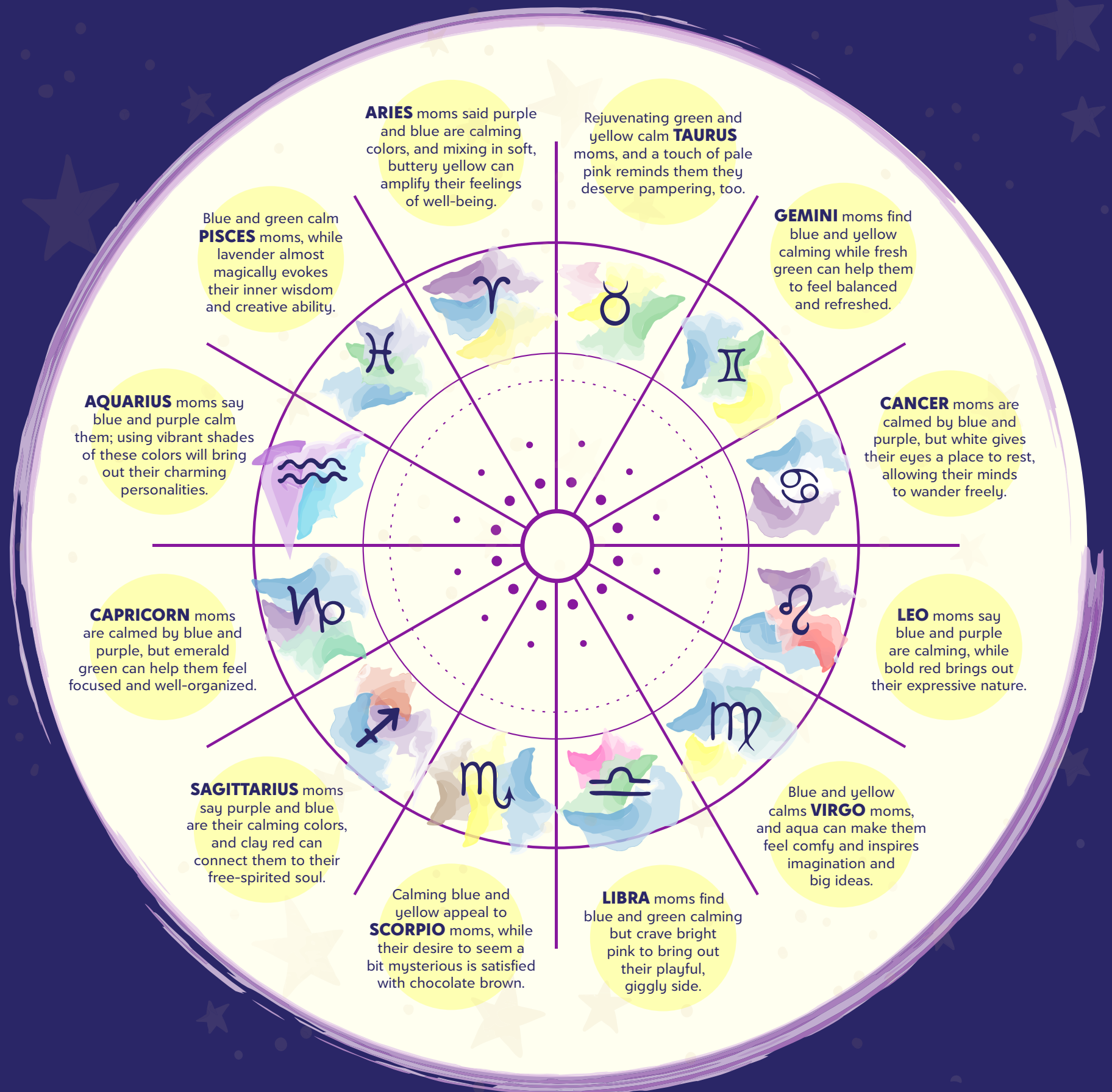


CALMING COLORS FOR EVERY SIGN

ZULILY'S ASTROLOGICAL COLOR WHEEL

According to new Zulily data, 86% of new moms are up at least once a night. To help promote peace, calm and relaxation at home, Zulily has teamed up with color expert Kate Smith to offer design and color suggestions for moms of all signs. From nursery and home décor to colors for baby clothes, these colors are intended to calm even the most energetic Aries and sleepless Scorpios!



A calming effect isn't the only impact color can have at home! New moms look at design and color as a way to impact their child's development.



More than half

of moms (65%) introduce their child to new colors as they grow to achieve different psychological effects.

Identifying and sorting colors is more than just fun and games; it is part of a child's cognitive development. When choosing toys and books, black and white paired with bold colors create a high contrast that grabs a child's attention.



65% of moms

believe they can inspire a sense of adventure in their child through décor.

Intense, high-energy colors paired with neutral tones, animal prints, natural materials, and various textures create a dynamic space with an adventurous spirit.



71% of moms

say elements of nature, like woven or wood accents and earth tones, make them feel calmer at home.

Nature-inspired colors, materials, textures, shapes, and imagery in room decor have been shown to create a sense of peacefulness, reduce anxiety, help the mind to focus, and enhance feelings of overall well-being.