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You'll Look Better Naked—and Other Ways to Convince a Skeptical Spouse to Paint the Bedroom Pink

PRETTY GOOD / 3 Palatable 'Pinks' For Reluctant Partners

“When a color skews more fleshy than sugary, it tends to be received less controversially,” noted Washington, D.C., designer Zoë Feldman. “The *idea* of pink is often what gets a reaction from couples who don’t want the bedroom to read too ‘feminine,’” said Victoria Gray, co-founder of London’s Olivine Design. “But as soon as it’s on the wall, it fades into the background.” On a recent Miami project, New York designer Nicole Fuller witnessed this dynamic firsthand. “At first the husband was like, ‘Absolutely not.’ But all it took was shifting a shade lighter for him to say, ‘This is it.’” (Are you reading this, honey?)



From left:

- Dusky, sexy **Malted Milk** is on designer Sara Story’s shortlist. From \$59 a gallon, BenjaminMoore.com
- Design pro Nicole Fuller dubs **Tailor Tack** a barely-there ‘pinky cream.’ From \$120 a gallon, Farrow-Ball.com