



COLOUR OF THE YEAR 2024

SWEET
EMBRACE™



Proudly
introducing
our
Colour
of the Year
2024



THE EVOLUTION OF COLOUR TRENDS

Every year, Dulux Trade and a team of acclaimed international forecasters identify global trends that look set to shape our lives and our environments over the coming years. Our colour experts then translate these insights into a Colour of the Year and a series of palettes that will respond to those future needs, providing specifiers with a collection of on-trend, contemporary colours that will resonate with their clients.

A CHANGE IN THE GLOBAL MOOD

In 2023, nature was at the top of the agenda and Dulux Trade put it at the heart of the colour story. Our Colour of the Year, Wild Wonder™ was a glowing natural shade designed to help bring the magic of nature to interiors and exteriors.

Today, people are craving simplicity, meaning and a sense of belonging. As life feels fragile and complicated, it is more important than ever to create spaces where everyone can feel at ease.

WHAT DOES THIS MEAN FOR COLOR?

Changing the world may not feel possible but changing *our* world is. Our homes, offices, schools, healthcare and hospitality spaces can be transformed to meet our needs. When life is feeling particularly demanding, these environments need to work harder than ever to help us feel at home and to make us feel we belong. With our Colour of the Year and new palettes, we want to empower specifiers to turn interiors and exteriors in all sectors into just the spaces their clients need.



Above: Dulux Trade experts respond to international trends with cutting-edge colours that match the mood of the moment



Images: Cover: Top left & right: iStock Bottom left: Shutterstock

COLOUR OF THE YEAR 2024

SWEET EMBRACE™

Dulux Trade Colour of the Year 2024, is a gentle blossom pink that is optimistic and modern. Inspired by the softness of feathers and evening clouds, it can bring a sense of stability, calm and friendliness to our living and working spaces. Used alongside its complementary palettes, Sweet Embrace™ is the perfect colour for transforming interiors and exteriors across a wide range of sectors.

PALETTES

This year, Dulux Trade has developed three palettes around Sweet Embrace™, offering easy-to-use colour combinations that can create a variety of different moods in interiors and exteriors. These colour collections offer specifiers a range of flexible, on-trend options that can transform the way people feel in living and working spaces across every sector.



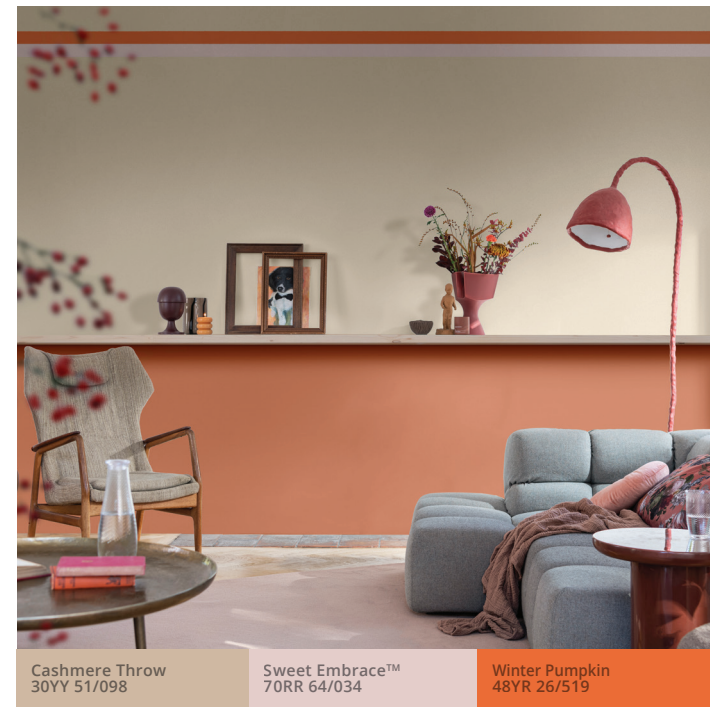
Utilise the inviting and comforting tones of red found within **Sweet Embrace™** to infuse areas with a sense of warmth and cosiness.



Our **warm** colours

These earth tones make the perfect backdrop for north facing rooms.

Exuding richness and opulence, these hues infuse spaces with the welcoming embrace of sunlight, enhancing the overall ambiance.

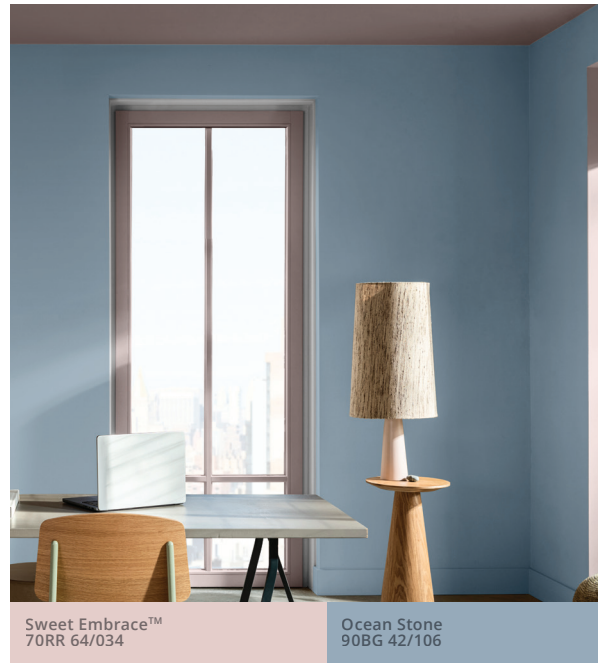


Warm, natural shades of sand, soil and terracotta, this family of global earth tones can help create spaces that feel familiar and embracing. These colours are ideal for layering to create a warm, comforting backdrop, and they work particularly well in living rooms or places where people want to come together, connect with family and friends and feel relaxed.

Our **calm** colours

Shades that are good for the soul, to help unwind and feel at ease.

These colours are ideal in spaces connected to nature bringing the outside in.





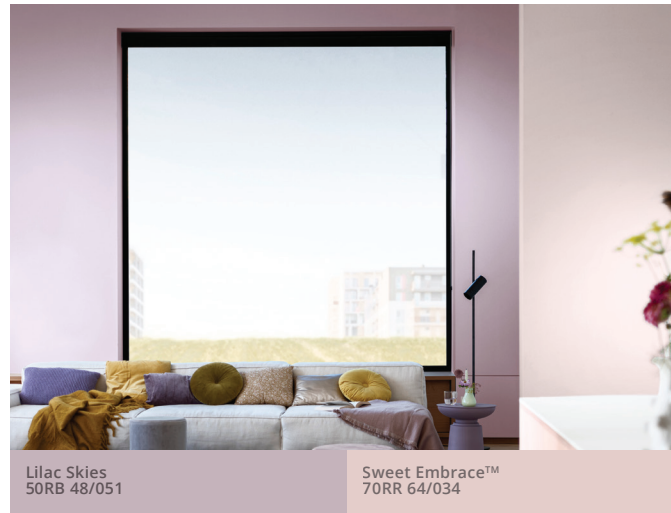
Recalling the colours of woodlands and seascapes, these soft greens and blues have a naturally calming and clarifying effect. This palette works perfectly with natural materials such as wood, cork and wool.

Mixing darker shades with lighter neutrals, this is a balanced palette that can bring a feeling of simplicity and serenity – perfect for offices, where people need peaceful spaces for focused tasks and for bedrooms to help feel at ease and retreat from busy lives.

Our uplifting colours

Bright and modern colours.

Encourage your customer to be brave with colour combinations and see spaces come to life with a touch of creativity and playfulness.





Mixing ethereal and dreamy tones of ochre and soft lilac, this palette has a contemporary, uplifting mood. Its mix of shades provides great opportunities for dynamic colour combinations that can enliven a scheme and bring energy and positivity. This is an upbeat palette that is perfect for kid's bedrooms and kitchen spaces that create a playfulness, creative and inclusive feel.

HOW TO COMBINE OUR 2024 COLOURS

Every year we create new, tailor-made colour palettes to complement our Colour of the Year. This is to help you choose colours that you can be confident will work together.

The possibilities are endless.



TRY OUT TONE-ON-TONE

When you're looking at a colour card, remember that colours in the same column will give you a tonal look that works very well for a subtle, unified scheme.



CREATE SIMPLE AND DESIGNER SCHEMES

Sweet Embrace™ can be used on its own or with one other colour for a simple scheme. If your customer is feeling more adventurous, combine any of our 2024 colours with **Sweet Embrace™** to create their own signature look.



COMBINE COLOURS FOR CONTRAST

Combining colours from different colour families creates a complementary scheme. These can be used for different areas of a room and achieve a striking look that feels cohesive.



WITH YOU EVERY STEP OF THE WAY

Dulux Academy Skills Development Consultant, Nicola Holmes, gives her top tips to help with selecting colour.

1. START WITH VISUALISATION



When picking a colour, inspiration can come from anywhere, this could be; flooring, wallpaper, curtains or even a vase. With the **Dulux Visualizer** you will be able to find out the closest colour match as well as a selection of colours that work with the starting colour. Even better you can then use the app to see these colours come to life in a living space, the **Dulux Visualizer** within our **Dulux Trade Paint Expert App** uses augmented reality technology to enable you to see the colour come to life before it has even been painted on the walls.



2. GET CREATIVE



Why limit your customers' walls to just one color when a custom design awaits? Consider your walls as canvases, open to a variety of color options.



Elevate your skills in color, wallpapering, and craft techniques like marbling, wood graining, and spraying at the Dulux Academy. Led by industry experts, our comprehensive programs offer practical insights and a spectrum of possibilities to enhance both personal and professional aspirations.

Visit duluxacademy.co.uk to find out more.



3. TEST YOUR COLOURS



Once your customer has made a shortlist of their favourite shades and finalised their palette, the best way for them to see exactly how the colour will look is a colour sample pot. These can be ordered online or collected in store.

CF24

COLOURFUTURES™ 2024 INTERNATIONAL COLOUR TRENDS



“OUR COLOUR OF THE YEAR SWEET EMBRACE™ PROVIDES A DELICATE AND POSITIVE FOUNDATION FOR ALL THE COLOUR PALETTES”
HELEEN VAN GENT, CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER



Colours to create a space where you belong

This year we want to inspire you to turn your home into your special somewhere – a place that feels just right for you. With our three new colour stories and Sweet Embrace™, the Colour of the Year that completes them, you can create whichever mood you need.



Warm Colours

GLOBAL, EARTHY
TONES TO BRING A
COMFORTING SENSE
OF BELONGING FOR A
PERSONAL SPACE



Calm Colours

SOFT, FLUID GREENS
AND BLUES BRINGING
CLARITY AND PEACE
OF MIND FOR A
SIMPLIFIED SPACE



Uplifting Colours

DREAMY LILACS AND
MODERN YELLOWS TO
BRING FUN AND LIGHT-
HEARTEDNESS FOR A
FRIENDLY SPACE

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FEEL THE MAGIC

with Sweet Embrace™ Dulux Colour of the Year 2024



Feeling inspired?
Find out more about Sweet Embrace™
at

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