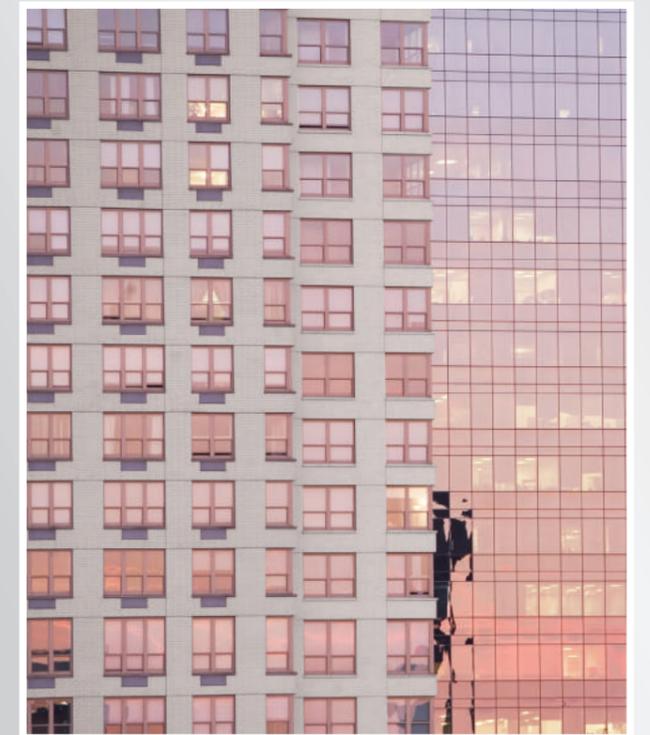




CF24

COLOURFUTURES™ 2024
INTERNATIONAL COLOUR TRENDS



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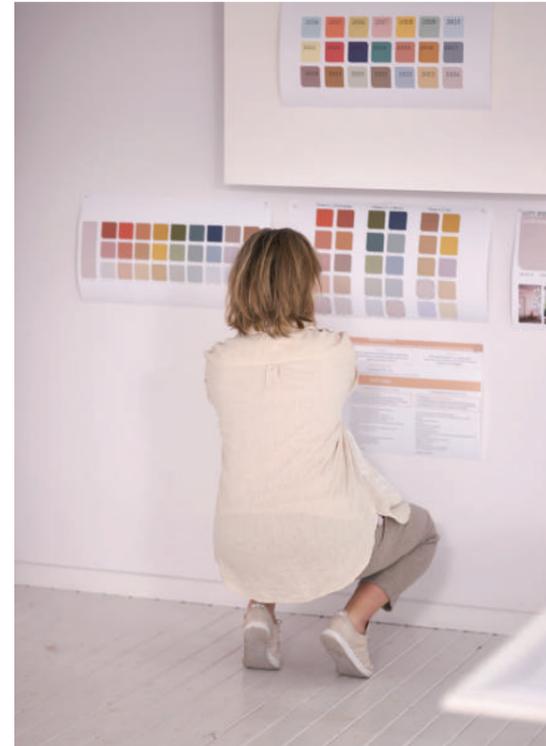
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THE EVOLUTION OF COLOUR TRENDS

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 decorators with a collection of on-trend, contemporary colours that will resonate with their customers.



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™

A gentle blossom pink that is welcoming and brings a sense of stability, calm and softness to any living space. It's a delicate shade that changes tone with the light but always brings warmth. As well as being a subtle and sophisticated stand-alone shade, our Colour of the Year also provides a solid foundation for a wealth of other shades.

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 for any project. These colour collections offer decorators a range of flexible, on trend options that can transform the way customers feel in living and working spaces.

INTERIOR PALETTES

A WARM COLOUR STORY



COMFORTING SPACES

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 residential or hospitality spaces – places where people want to come together, connect with family and friends and feel relaxed.



A CALM COLOUR STORY



QUIET SPACES

Recalling the colours of woodlands and seascapes, these soft greens and blues have a naturally calming and clarifying effect. 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 healthcare settings to help patients, visitors and staff feel at ease.



AN UPLIFTING COLOUR STORY



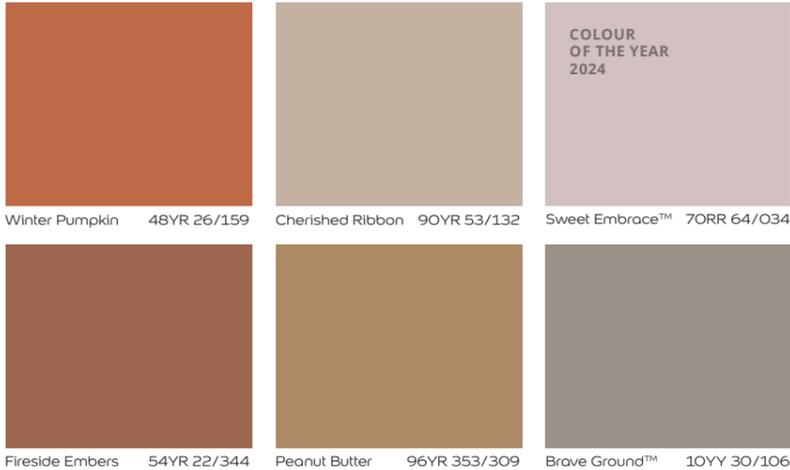
FRIENDLY SPACES

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 educational and hospitality spaces where people need a friendly, creative and inclusive feel.



EXTERIOR PALETTES

A WARM COLOUR STORY



COMFORTING SPACES

These earthy shades of soil, sand, clay and terracotta come from the same tonal family and work naturally together. Used in combination with Dulux Trade Colour of the Year, they provide the ingredients for a cohesive colour scheme for exteriors across all sectors. Warm and appealing, these tones can soften the profile of a building and give it an appealing and approachable feel.



A CALM COLOUR STORY



QUIET SPACES

Recalling the colours of nature, these blues and greens can help any exterior feel part of the surrounding landscape. Painted in combinations of these nature-inspired shades, even modern, high-tech buildings can feel at home in the natural environment. Mixing darker tones with lighter neutrals, this balanced palette offers the potential for subtle coordination or contrast.



AN UPLIFTING COLOUR STORY



FRIENDLY SPACES

These uplifting and dreamy colours can bring personality and dynamism to an exterior scheme, and help a building stand out from its neighbours in the most positive way. A mix of modern ochres and soft pastels, this palette offers opportunities for surprising and joyful colour combinations that can be used across exterior elements to bring an energising feel.



SWEET EMBRACE™ AND ITS PALETTES: FOR SPECIAL SPACES THAT FEEL TAILOR-MADE

Dulux Trade Colour of the Year and its palettes offer you the flexibility to update spaces in countless different ways. With these easy-to-use, on-trend colour combinations, you can respond to your clients' needs with bespoke schemes that will be impressive, long-lasting and valuable.



EDUCATION



OFFICES



RESIDENTIAL



HEALTHCARE



HOSPITALITY

Images: iStock, top image: Shutterstock



EDUCATIONAL SPACES

Upbeat and inviting, a palette of modern ochres and soft lilacs is perfect for creating a friendly feel in a school building, creating a joyful and energetic environment that can help students feel positive and motivated.

UPLIFTING COLOURS FRIENDLY SPACES

Colours: Dreamy, upbeat ochres and lilacs that are perfect for creating a dynamic and uplifting feel.

Relevance: The knock-on effects of the pandemic are still being felt and continue to affect young people's mental health¹. Creating a joyful, comfortable learning environment can help motivate students and reduce stress².

Result: These joyful tones can create a friendly and welcoming backdrop without overpowering a space. They are perfect for adding personality to an assembly hall, corridor or classroom.

Images: Top: Shutterstock; bottom right: iStock; left: Unsplash. 1. COVID-19 pandemic triggers 25% increase in prevalence of anxiety and depression worldwide, and the pandemic has affected the mental health of young people. WHO, March 2022. 2. "Wheelies scrub joy and comfort from the classroom, we distance our students from effective information processing and long-term memory storage." Judy Willis, neurologist quoted in *A Space for Joy*, Harvard Graduate School of Education, Summer 2022.



Wild Wonder™ 50YY 49/191 Tailors Chalk 61YY 76/109 High Summer 50YY 51/519 Ochre Sands 37YY 39/443 Lilac Skies 50RB 48/051 Sweet Embrace™ 70RR 64/034



Wild Wonder™ 50YY 49/191 Tailors Chalk 61YY 76/109 Rocking Horse 00YY 19/261 Ochre Sands 37YY 39/443 Sweet Embrace™ 70RR 64/034



Wild Wonder™ 50YY 49/191 Tailors Chalk 61YY 76/109 High Summer 50YY 51/519 Ochre Sands 37YY 39/443 Sweet Embrace™ 70RR 64/034

Images: iStock



OFFICE SPACES

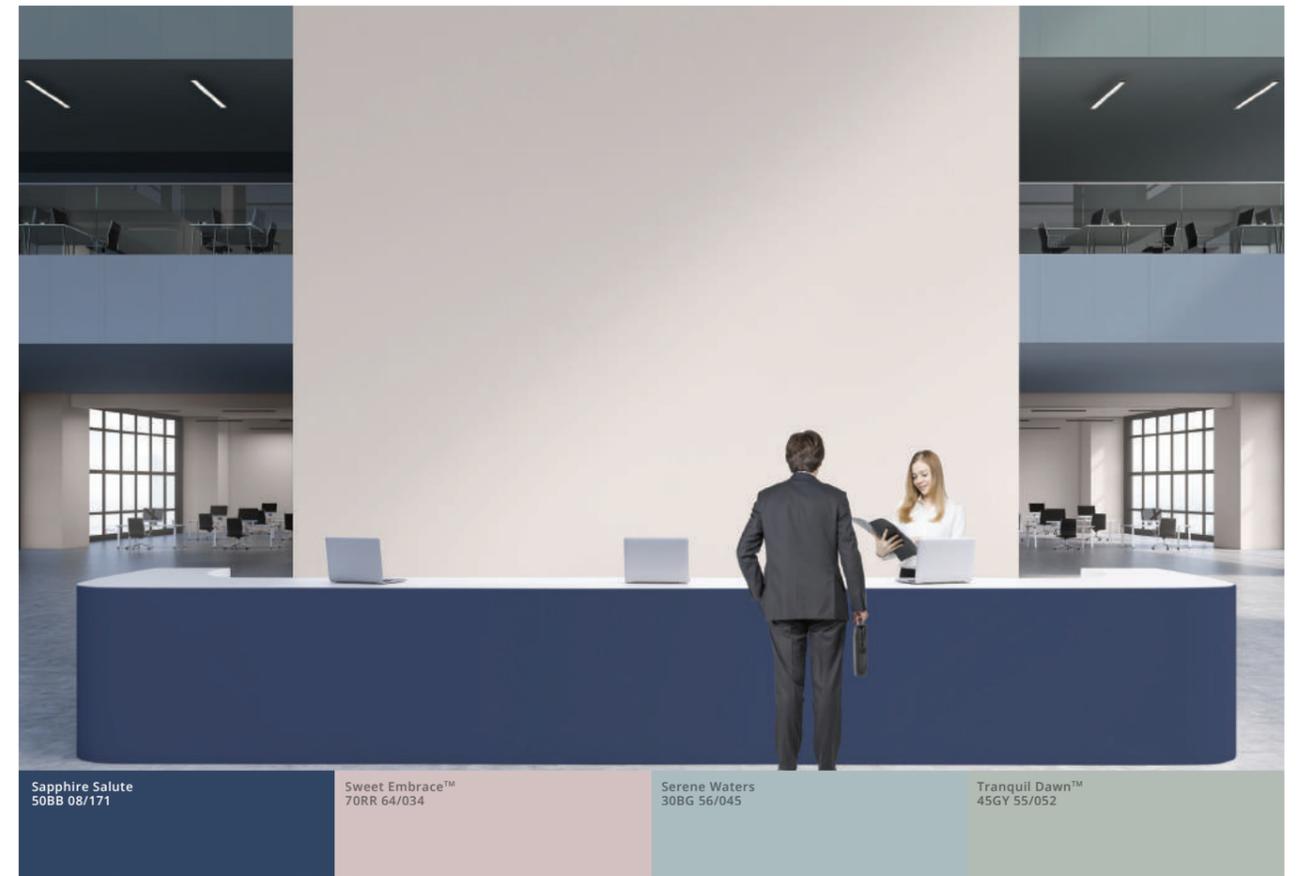
As well as creating a calming and clarifying feel that can boost concentration, a palette of fluid greens and blues can help soften an office environment, making it a more inviting space where employees can feel relaxed and inspired.

Sweet Embrace™
70RR 64/034

Pea Shoot
30GY 41/173

Nordic Hills
90YY 15/279

Tranquil Dawn™
45GY 55/052



Sapphire Salute
50BB 08/171

Sweet Embrace™
70RR 64/034

Serene Waters
30BG 56/045

Tranquil Dawn™
45GY 55/052

Images: Left: iStock, bottom right: iStock, top: Shutterstock, 3. Currently, 9 in 10 remote-capable employees prefer some degree of remote work flexibility going forward, and 6 in 10 specifically prefer hybrid work. The Future of Hybrid Work, Gallup, March 22, 4. From An inside view with Genster co-CEO Diane Hopkins, McKinsey.com, Feb 22, 5. 1 in 5 office workers agree that having space to relax at work is the key to increased productivity - 4 simple ways to boost workplace productivity, Dale Office Interiors research.



CALM COLOURS QUIET SPACES

Colours: Soft blues and greens to create a calming, clarifying feel.

Relevance: With the ongoing trend for hybrid working³, people are demanding more from their workspaces. To encourage employees into the office, it makes sense for companies to embrace a people-centric approach⁴. In a busy, digitised office, providing spaces where people can relax also helps boost workplace productivity⁵.

Result: Echoing the colours of nature, these fluid tones offset the sterile feel of a tech-dominated space and help create an environment employees want to spend time in.



Images: iStock

Recalling the colours of nature, these fluid blues and greens can help make a workspace feel softer and more inviting.





RESIDENTIAL SPACES

Warm, comforting and familiar, a palette of natural earth tones can help create a space that feels in touch with the landscape, helping make a home feel a natural part of the surrounding environment.

Cashmere Throw 30YY 51/098 Peanut Butter 96YR 33/309 Sweet Embrace™ 70RR 64/034 Fireside Embers 54YR 22/344 Pink Sandstone 12YR 40/146

Images: Left: iStock
6. Belonging not only feels good – it does us good. From various physical and mental health benefits, to positive relationships and academic and work success, cultivating belonging has been shown to increase well-being. The sense that you belong somewhere. Marianna Pogoyan Ph.D. Psychology Today, December 2021

WARM COLOURS COMFORTING SPACES

Colours: Global earth tones that can create a warm, familiar and comforting feel.

Relevance: Feeling a sense of belonging is a key human need⁶ and people are seeking spaces where they feel relaxed and part of the bigger picture.

Result: These warm colours can work in isolation or together to bring a cocooning and cosy feel to a residential space. Inspired by natural earth tones, this palette of rich organic shades connects us with nature's raw materials and helps create an environment that feels familiar and part of the surrounding landscape.



Sweet Embrace™ 70RR 64/034 Cashmere Throw 30YY 51/098 Peanut Butter 96YR 33/309



Cashmere Throw 30YY 51/098 Copper Glow 66YR 33/286 Pink Sandstone 12YR 40/146 Sweet Embrace™ 70RR 64/034

Coming from the same tonal family, these warm, earthy colours work naturally together to create a comfortable and cohesive feel.

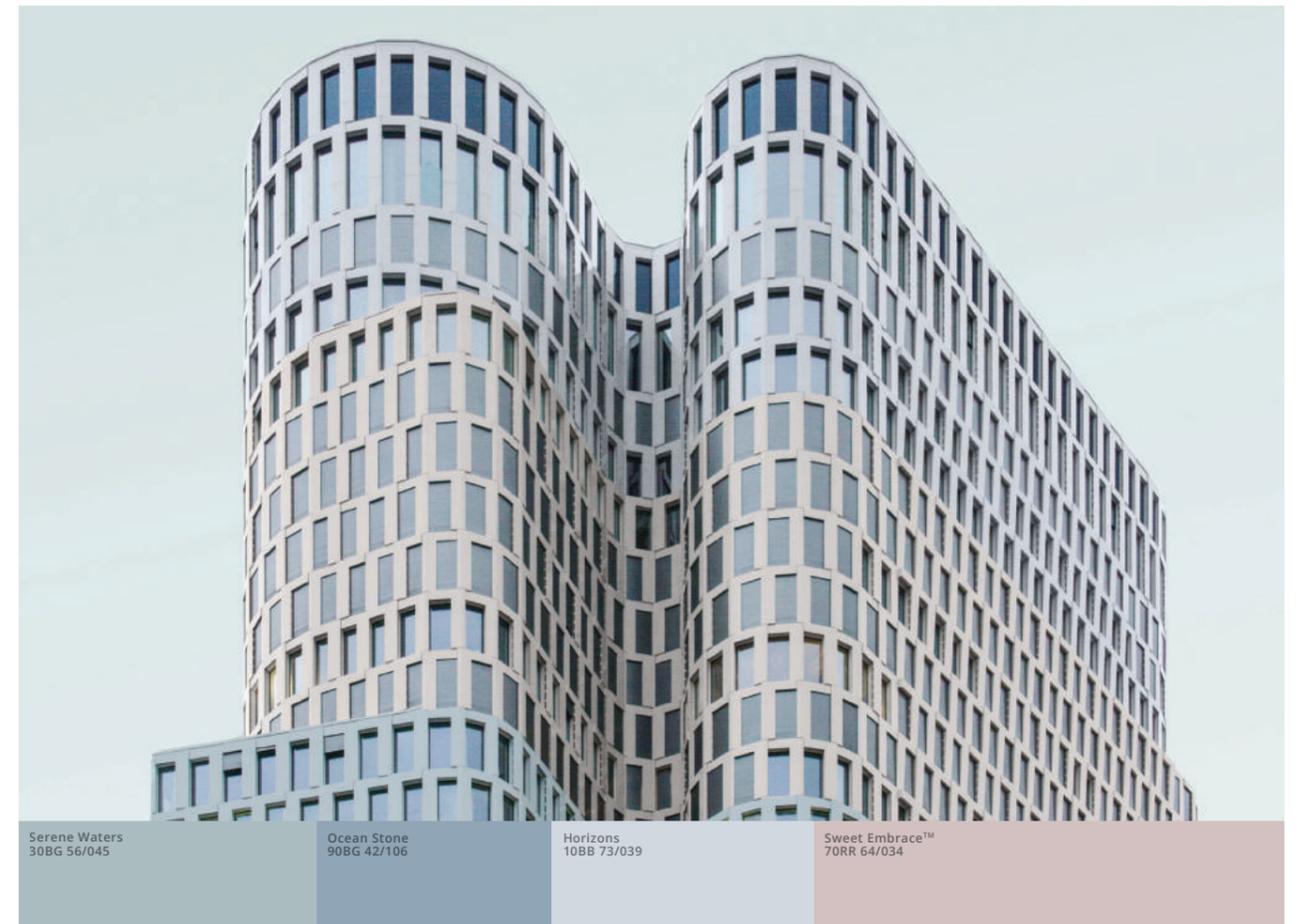


Cashmere Throw 30YY 51/098 Sweet Embrace™ 70RR 64/034 Copper Glow 66YR 33/286 Cherished Ribbon 90YR 53/132



HEALTHCARE SPACES

Patient, staff and visitor wellbeing is key in the design of healthcare spaces. Fluid, nature-inspired colours can help institutional spaces feel soothing rather than sterile and can also help encourage positive outcomes.



Images: Left: iStock, top: Unsplash, bottom right: iStock



Well-designed healthcare spaces can improve patient outcomes, so creating an environment beneficial to patients, visitors and staff is a must. Nature-inspired blues and greens can help create a calming, restorative feel.



Images: iStock
7. The case for good design: Healthcare, Office of the Victorian Government Architect, September 2022

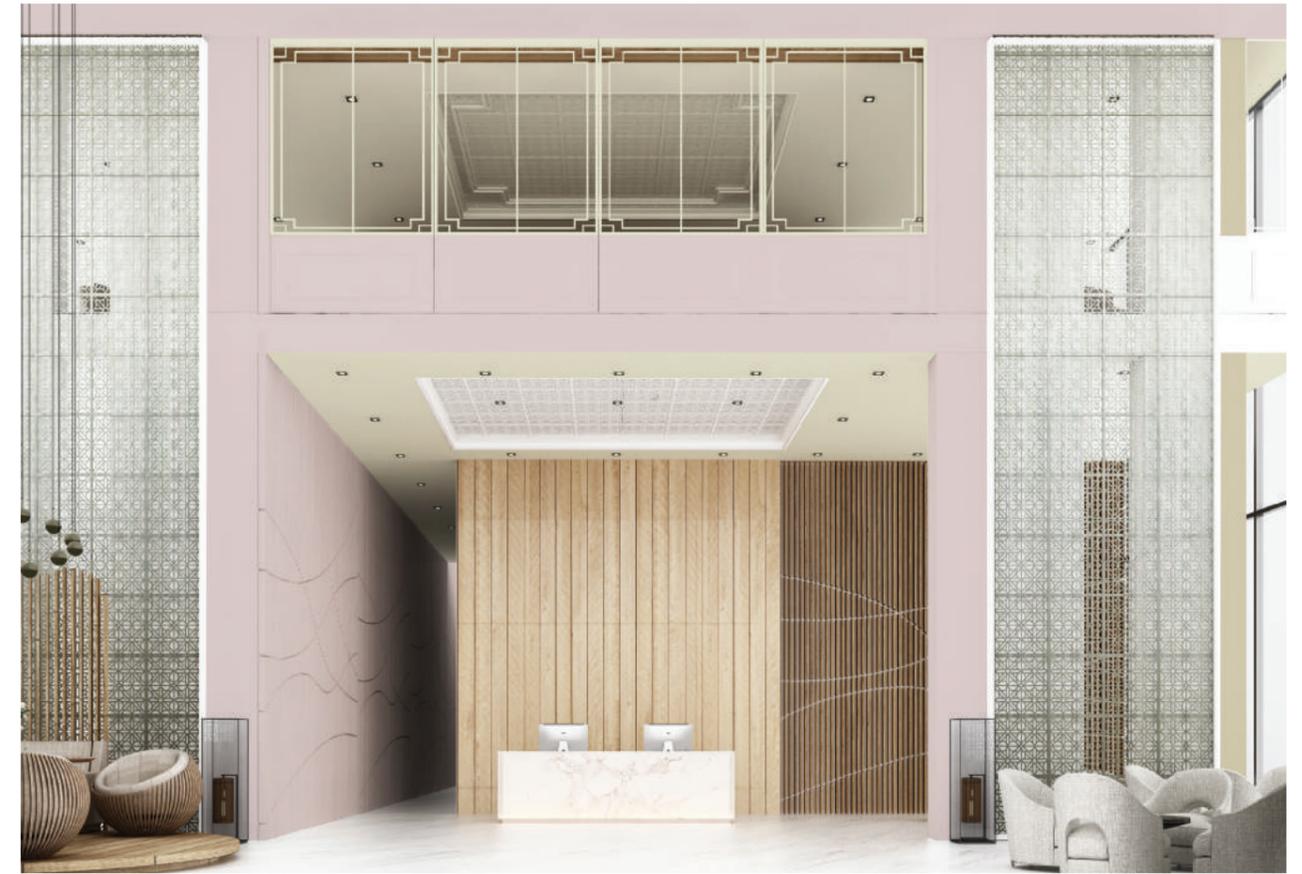
CALM COLOURS

QUIET SPACES

Colours: Inspired by the tones of woodlands and seascapes, a natural palette of blues and greens that can help create a calming, connected feel.

Relevance: There is strong evidence to suggest that well-designed healthcare facilities have measurable positive outcomes, helping patients recover sooner, improving patient and visitor experience and increasing staff effectiveness in their care⁷.

Result: Subtle and soothing, this restorative palette echoes the colours of a natural landscape, helping patients, visitors and staff feel less stressed.



HOSPITALITY SPACES

Hotel, restaurant or gallery – hospitality spaces need to look appealing and feel welcoming. Upbeat, warm tones can help create the kind of settings where people want to gather with friends and family, and feel relaxed.

UPLIFTING COLOURS FRIENDLY SPACES

Colours: Light, upbeat pastel tones that are perfect for creating a dynamic colour scheme and an uplifting feel both inside and out.

Relevance: There is a primal need for play and, in today's world, people have a growing appetite for playfulness, optimism and light relief⁸. Hospitality spaces looking to distinguish themselves need a wow factor⁹.

Result: This friendly colour palette, with its potential for dynamic contrasts, is perfect for adding a touch of playfulness and individuality to all kinds of hospitality spaces.

Images: iStock
8. Constantina Tsoussikou, Founder, Studio LOST, from Roundtable discussion, hoteldesigns.net, April 2022.
9. Brenda Willis, The Future-100-2022 Wunderman Thompson, January 2022.

Sweet Embrace™
70RR 64/034

Ochre Sands
37YY 39/443

Lilac Skies
50RB 48/051

Tailors Chalk
61YY 76/109

Wild Wonder™
50YY 49/191

Rocking Horse
00YY 19/261



Copper Glow
66YR 33/286

Fireside Embers
54YR 22/344

Peanut Butter
96YR 33/309

Sweet Embrace™
70RR 64/034

Pink Sandstone
12YR 40/146



WARM COLOURS COMFORTING SPACES

Colours: Coordinating global earth tones for a familiar and inviting feel.

Relevance: Hospitality is all about warmth and welcome so any hospitality space needs to offer a sense of comfort and reassurance. Today, rather than cool grandeur, people are looking for an elevated but comfortable home-from-home feeling¹⁰.

Result: These warm colours can be used on their own or layered together to create a cosy ambiance in places where people want to come together, connect with family and friends and feel relaxed.

Images: Left & top: iStock; bottom right: Unsplash
10. The future of hotel design is delight. HS Design, July 2022



COMMERCIAL COLOUR SERVICES

Our Commercial Colour Services team can help you create harmony between your space and the role it fulfills. From vibrant and dynamic to calm and focused, choosing the right colour scheme is key to delivering your brief's objectives.

Step 1: Brief - email & photos

Contact your Dulux Trade representative. They will gather all the necessary information about the space in question, including digital photographs if possible, and pass the information to the Dulux Trade Commercial Colour Services team.



Step 2: Design service level confirmed and process activated

The brief will then be handed over to the designers from the Commercial Colour Services team via email. Depending upon the size and scale of the project, the Commercial Colour Designer will then arrange a site visit, telephone call or video consultation if required.



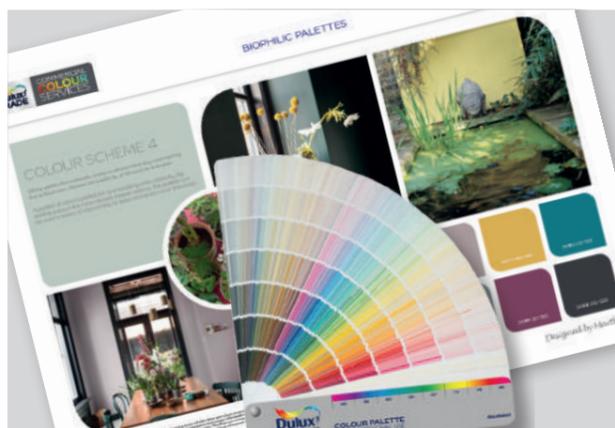
Step 3: Design research & development

The Commercial Colour Services team will immerse themselves in the project, research its background, analyse its elements and use their knowledge, experience, and flair to create an original yet appropriate colour scheme.



Step 4: Design presentation

The resultant colour schemes will be presented to you in the format most appropriate for your project or client: digitally coloured imagery, printed mood boards or bespoke colour cards.



For more information about the colour support provided, contact one of our Dulux colour consultants today:
Call **0333 222 7171**, or e-mail
TAC_supportedservices@akzonobel.com
or visit **Duluxtrade.co.uk/CF24**

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

COLOUR OF THE YEAR 2024 Sweet Embrace™ 70RR 64/034	Treasured Memory 50RR 72/010	Cashmere Throw 30YY 51/098	Cherished Ribbon 90YR 53/132
	Pink Sandstone 12YR 40/146	Peanut Butter 96YR 33/309	Copper Glow 60YR 33/296
	Brave Ground™ 10YY 30/106	Fireside Embers 54YR 22/344	Winter Pumpkin 48YR 26/519

COLOUR OF THE YEAR 2024 Sweet Embrace™ 70RR 64/034	Tranquil Dawn™ 45GY 55/052	Serene Waters 30BG 56/045	Horizons 10BB 73/039
	Pea Shoot 30GY 41/173	Fresh Foliage 50GG 40/064	Ocean Stone 90BG 42/106
	Nordic Hills 90Y 15/279	Neptune Seas 78GG 19/078	Sapphire Salute 50BB 08/171

Calm Colours

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

COLOUR OF THE YEAR 2024 Sweet Embrace™ 70RR 64/034	Fragrant Peony 83BB 71/082	Warm Straw 47YY 62/143	Tailors Chalk 61YY 76/109
	Lilac Skies 50RB 48/051	Wild Wonder™ 50YY 49/191	High Summer 50YY 51/519
	Rocking Horse 00YY 19/261	Sandy Shallows 30YY 39/225	Ochre Sands 37YY 39/443

Uplifting Colours

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

AkzoNobel Decorative Paints

Global Aesthetic Center, Amsterdam, The Netherlands. Media.Relations@akzonobel.com

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