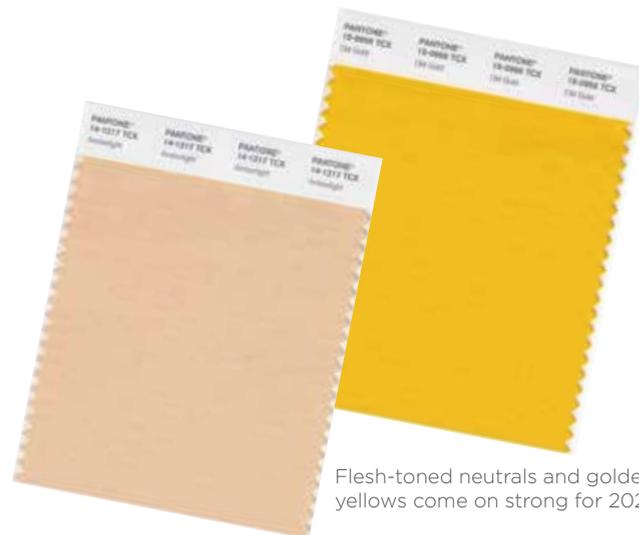


HOT HUES

THE WARMING TREND IN
COLOR CONTINUES FOR 2020

BY **JENNIFER BRINGLE**



Flesh-toned neutrals and golden yellows come on strong for 2020.

After a seemingly never-ending parade of cool grays and icy pastels, color palettes for the home have experienced a warming trend over the past year. Ushered in by warmer metal tones — think gold, bronze and the like — along with a resurgence of brown, balmier hues across the spectrum bring a sense of optimism and calm to the home.

“We are seeing a great many of the warmer tones that are gaining traction,” says Leatrice Eiseman, executive director of the Pantone Color Institute and director of the Eiseman Center for Color Information & Training.

For 2020, that warming of the palette continues. To get the scoop on how that affects home trends and what colors/color families will be coming into prominence, we talked with experts from Pantone, Fashion Snoops, Maison + Objet, The Trend Curve and Sherwin-Williams. Here are some of the key

color trends they identified:

PURPLE Purple continues its ascent to prominence, showing up in a major way at the recent Maison +Objet and Heimtextil shows. “Mid-tone values have the most potential, and lavender and lilac took off in equal measure and showed up in places you might not expect like sofas,” says Michelle Lamb, editorial director, The Trend Curve. “Of these two, the red-cast lilac makes the most obvious statement of a transition between Millennial pink to purple.”

YELLOW From soft buttery shades to rich golden yellows with a vintage 1970s flair, this color family has staying power. “Yellow really is the strongest color that we’re seeing,” says Jaye Anna Mize, creative director, home interiors, Fashion Snoops. “It’s the newest, freshest color coming back into the mix.”

FLESH-TONE NEUTRALS The neutral palette gets a dose of humanity as a pink and peach cast warms beige and brown. Soft, pale pink and cream add to the mix. “With the macro trend of immigration and migration, the world’s peoples are on the move,” says Patti Carpenter, global trend ambassador, Maison + Objet. “And you’re seeing this melding of brown and beige tones, beautiful colors with that sort of peach undercast. This can be a classic and can sit for many years.”

WHITENED NEONS Chalky neons are easier on the eyes while still bright enough to serve as that sporty hit of color. “You’re having these fun plays off these new neons as accents — brighter coral, brighter fuchsia — but they don’t feel as eye-popping,” says Mize. “They’re softer but still punchy and fun.”



Whitened neons serve as perfect accents to brown and other neutrals.

A range of purples, as seen on this Zuo stool, made a splash at recent European shows.



(Above) Optimistic shades of blue, yellow and rich red add life to rooms. (Left) Natural blues and greens work in harmony.



BLUE AND GREEN Just as they do in nature, these two shades join forces blending in water-like teals, or playing off each other with forest hues like moss and leafy green alongside cerulean and crystal blue. “The HGTV Home by Sherwin-Williams 2019 Color of the Year, Reflecting Pool, is a teal that has so much versatility,” says Ashley Banbury, senior designer, HGTV Home by Sherwin-Williams. “It can be soft and calming, but when paired with bold hues it is fun and vibrant. The name really says it all with this color; it speaks to our desire for self-reflection and our desire to connect to nature.”

ORANGE Sitting alongside that vintage golden yellow, red-casted oranges that were all the rage in the 1970s make a play with earthy red-orange tones. “We’re not referring to bright, happy, pumpkin oranges that are more on the core side for outdoor living,” says Lamb. “For both outdoor and indoor there’s a color that might answer to cinnamon that really has potential. There is a layer of warmth moving over color right now.”

BROWN For so many seasons, it has been gray, gray, gray. But while gray still has its place, brown is in the midst of a major comeback. In both fabrics and materials — everything from walnut to leather to marble — this color brings warmth and versatility. “It can look as light as beige, it can look like saddle or toffee or toast — browns that are a little nuanced,” says Lamb. “The very newest browns have a little red in them, so think fox.”

With the continuing warming of the current palette, color trends for the coming year feel less jolting than they have in the past (remember the initial shock of Serenity and Rose Quartz?). These trending colors infuse a freshness to rooms without being so radical that consumers won’t embrace them.

“Color isn’t changing in a revolutionary way, but an evolutionary way with subtle moves forward to make them fresh and new,” says Carpenter. ▶

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