



# STYLE SPECTRUM

Which colors will dominate in 2020? *By Jennifer Bringle*

This year, we've felt a significant warming trend in the color world. Ushered in by metallics like gold and bronze, these balmy hues have added a sunnier glow to home furnishings and accessories.

Heading into 2020, that disposition continues to grow, buoyed by both design cues and cultural shifts at the macro level.

"The biggest takeaway for 2020 is a lot of the colors are really optimistic—dramatic shifts toward brighter, happier colors," says Jaye Anna Mize, creative director, home interiors, Fashion Snoops. "We feel consumers want to feel happier. Politically and economically, people are in this

'What is happening?' moment, and they're really wanting to shed that skin and get into this cleaner, healthier state of mind."

The growing push toward integrating wellness practices into our everyday lives informs color trends, as well, with soothing hues of green and blue, as well as calming pale tones of other shades coming into prominence. And there's also a movement toward artisanal craftsmanship that's pushing more traditional and vintage motifs back to the fore, with colors like golden yellow, cinnamon and brown gaining traction.

With that in mind, we identify four palettes that encompass some of the tonal

trends we see coming on for 2020.

Flesh and Bone captures the move of neutrals to creamier whites and cosmetic shades of pink, beige and brown.

Vintage Vibe exudes a midcentury to 1970s feel, with a warm array of golden, orange, red and brown tones.

Zen Garden taps into the desire for wellness and calm in a chaotic world with fresh shades of blue, green and other hues found in nature.

Hidden Gems features a mix of rich, saturated jewel tones, including an array of regal purples and reds.

And with the trend of synergy between

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indoor and outdoor spaces, these colors feel just as at home in exteriors as they do in interior rooms.

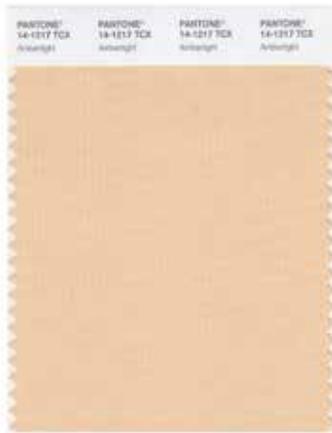
“There are definitely blurred lines between indoor and outdoor living—bringing the outdoors in has never been more important because of the way we are inhabiting our spaces,” says Kimberle Frost, color consultant, Ultrafabrics. “Typical ‘outdoor’ colors tend to be bright and clean; now these colors have become more sophisticated with richer palettes that work nicely with neutrals.”

As consumers approach their outdoor spaces differently, these interior trends—which traditionally took longer to make the move outside—are more relevant than ever in exterior rooms.

“We’re seeing outdoor spaces getting more attention than ever, and that has consequences,” says Michelle Lamb, editorial director, The Trend Curve. “The first one is the status of patios and decks has grown to the status of an outdoor room. Consumers are approaching these spaces with the same eye toward trends that they do with their indoor rooms.”

Above: Warm, optimistic tones of teal, golden yellow and more from HGTV Home by Sherwin-Williams.  
Right: Warmed hues from Ultrafabrics.





## Flesh and Bone

Neutrals get a touch of humanity in this palette, with a range of hues befitting a Sephora makeup display—creamy whites, beige, tan and brown, all with a pinkish or peach cast.

“That Millennial Pink has really shifted into a range of cosmetic tones that we’re considering soft neutrals,” says Jaye Anna Mize, creative director, home interiors, Fashion



Snoops. “It widens the arena of creams with a light pink arrangement.”

On the darker end, brown—which has experienced a major resurgence—gets the same treatment, warmed by pink or peach undertones.

“It’s a new neutral influenced by the mac-

ro trend of immigration and migration,” says Patti Carpenter, global trend ambassador, Maison + Objet. “And the world’s peoples are on the move, and you’re seeing this melding of brown and beige tones, this beautiful color with that sort of peach undercast. This can be a classic and can sit for many years.”



## Hidden Gems

Rich, saturated tones of purple, red, blue and teal permeate this palette, lending an air of luxury and sophistication wherever they’re applied.

“Jewel tones that you’d find in Renaissance paintings when they still had lead in the paints,” says Carpenter. “That lead added a certain sort of depth and saturation to the color. These are deep jewel tones—the deep teals, deep wines and burgundies, dark navy or twilight blues, punctuated by these really sharp greens which lifted it and made it look new.”

Purple—a color that has been on the rise for the past year or so—figures prominently



here, in both standalone shades and as an undertone to reds and pinks.

“This is a color group we’re going to see again,” says Michelle Lamb, editorial director, The Trend Curve. “We saw purples bursting back on the scene in Paris and at Heimtextil.”



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## Vintage Vibe

Playing off the current vigor for midcentury modern design, this palette recalls a bygone era with warm shades of yellow, orange, red and brown.

“Were seeing a lot of oranges and yellows shift into the forefront,” says Jaye Anna Mize, creative director, home interiors, Fashion Snoops. “Yellow really is the strongest color that we’re seeing—it’s the newest, freshest color coming back into the mix.”

Those yellows range from buttery hues to



rich golden tones.

“Harvest gold has that retro kind of nod from the ‘70s—that retro gold that was in everybody’s kitchen,” says Patti Carpenter, global trend ambassador, Maison + Objet. “It’s this really beautiful, warm golden cast, and it glows with warmth from inside.”

That warm glow emanates from the red, orange and brown side of this palette, as well, with spicy tones reminiscent of food colors.

“There’s a color that might answer to cinnamon that really has potential,” says Michelle Lamb, editorial director, The Trend Curve. “There is a layer of warmth moving over color right now, and this represents that. And one of the best features of cinnamon is how well it works with green.”

That harmony with other tones, like green,



gives these colors versatility in the home.

“Using a warmer color palette and richer accent colors [pillows, rugs, accessories] will give the homeowner a more grounded feeling in their personal space,” says Kimberle Frost, color consultant, Ultrafabrics.

## Zen Garden

Drawing inspiration from nature and the desire for wellness and calm, soothing greens and blues have a strong place in the color lineup for the home.

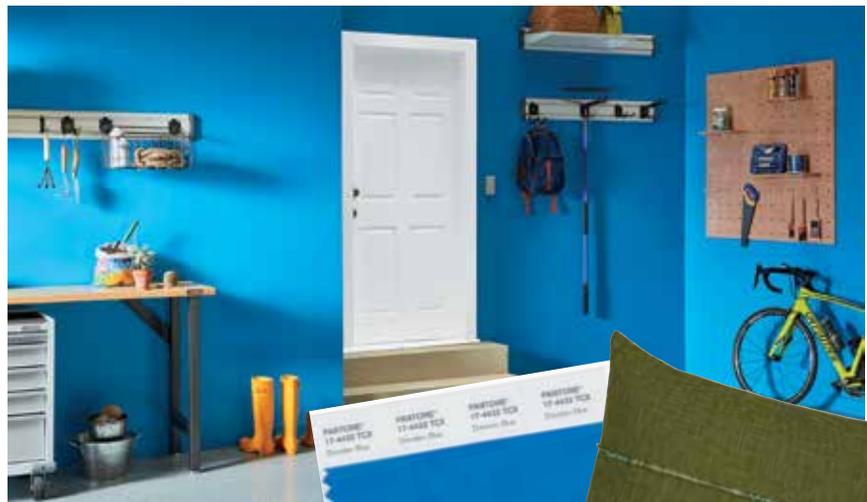
“The main thing that we seem to be talking about is the plethora of greens,” says Carpenter. “Vegetal, leafy, herbal range of greens—they’ve really taken off, and that was very apparent at Maison.”

Many of these greens have a blue cast, though some are perked up with a more yellow undertone.

“A color I’m calling sprout plays off the more yellow cast,” says Carpenter. “It’s not a deep green, but more mid-tone with that sense of optimism, new life and that idea of reemergence after the coolness and iciness with that icy green that has been popular over the past year or two.”

On the cooler side, gray-greens also have a place in this palette.

“It’s that sense of looking deeper at the forest floor, the sense of mossiness, of the undergrowth of greens,” says Carpenter. “It’s a green-gray, a new neutral, and it works nicely



with warm woods like walnut.”

Blues in this palette draw on influences from nature in hues of teal, aqua and sky.

“A lot of crystal clear blues, centering blues, cerulean blues, traditional ‘90s blues, that you are really seeing create the benchmark of what you knew blue to be,” says Mize.

Those hues are already showing up, like in HGTV Home by Sherwin Williams’ color of the year, Reflecting Pool.

“Reflecting Pool was inspired by our



need for versatility,” says Ashley Banbury, senior designer, HGTV Home by Sherwin-Williams. “We’re looking for balance. This shade allows us to create an environment that is calming, but it can be invigorating at the same time.”