COLOR TREND: LIVE IN ‘MINDFUL PALES’
As we enter a new decade colored by a pandemic, pastels are taking on a whole new meaning—desaturated hues that evoke feelings of restful happiness. You’ll see mellower colors like Tan, Sand Dune, Peach, Dust, Stone, Vintage White and Mauve.

COLOR TREND: MOTHER EARTH’S FAVE SHADES
When we get outside into nature even for a short time, we feel better and even experience clearer minds and better overall health. We predict that consumers will gravitate toward warm and nourishing plant-based colors like Yellow, Autumn, Mustard, Heather Deep Teal, Dusty Blue and Military Green.

COLOR TREND: WEAR RADICAL OPTIMISM
Vibrant hues counterbalance stress with an infusion of joy. We forecast that consumers will seek out energy-boosting brights like Gold, Teal, True Royal, Kelly and Lilac that spark joy.