



CF27

COLOURFUTURES™ 2027 INTERNATIONAL COLOUR TRENDS

COLOURFUTURES™ 2027

INTERNATIONAL COLOUR TRENDS

LIVE LIGHTLY

AkzoNobel

AkzoNobel Decorative Paints

Alba, Astral, Bruguer, Coral, Dulux, Dulux Professional, Dulux Trade, Dulux Valentine, Flexa, Inca, Levis, Marshall, Nordsjö, Sadolin, Sikkens, Vivechrom, the AkzoNobel logo, the Flourish logo and all distinctive colour names are trademarks of the AkzoNobel Group of Companies © and Database Right 2015.

This ColourFutures™ reference manual is and remains the property of AkzoNobel N.V. and is loaned on condition that it is used solely to specify products manufactured/or supplied by AkzoNobel N.V. (and other companies in the AkzoNobel Group) and on condition that it shall be returned to AkzoNobel N.V. on demand. The contents of this reference manual are for information only. No representation or warranty is given, nor liability accepted, regarding the information given. We have reproduced paint colours as faithfully as printing will allow. However, the shape, size and lighting of a surface can influence the appearance of the final colour.

Hello
Lightness!

PAINT COLOUR TRENDS 2027

AkzoNobel

AKZONOBEL DECORATIVE PAINTS
GLOBAL AESTHETIC CENTER PRESENTS
COLOURFUTURES™ 2027





inside story

RESEARCH

Welcome letter p04

Trend analysis and forecasting p08-15

COLOURFUTURES™ 2027

The 2027 theme and mood p16-19

Announcing Dulux Colour of the Year p20-25

All about the greens p26-33

2027 COLOUR COLLECTION

Colour collection p34

The Glow colour story p36-57

The Light colour story p58-81

The Lift colour story p82-103

Colours through time p104

RESOURCES

Behind the scenes p106

Transformative power of paint p108

Tools p110

One room, four ways p112-121

INSERT

Colour collection guide

come on in

We're delighted to present the 2027 edition of ColourFutures™

"Colour is the fruit of life," said French poet and playwright Apollinaire – a sentiment we wholeheartedly agree with here at AkzoNobel. The raison d'être of our Colour of the Year campaign, now in its 23rd year, is to celebrate the central role that colour plays in all our lives and to highlight just how transformative it can be in our homes.

Colour makes us feel things. It can boost our mood; put a spring in our step; calm or relax us. Our job is to identify the shades that people need now; to offer our consumers colours that will help them feel better and brighter.

This year, more than ever, we are taking this literally. With people feeling weighed down by world events, we hope our Colour of the Year 2027 and inspiring new palettes will help everyone to 'Live lightly'.

#HelloLightness! #GoGreen #ForEverGreen

HELEEN VAN GENT

CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER, AKZONOBEL



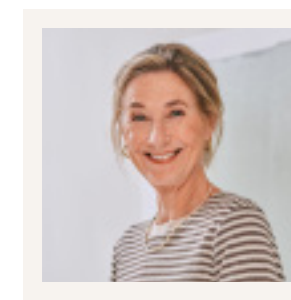
OUR GOAL
to provide
you with
perfect colours
for today *and*
tomorrow



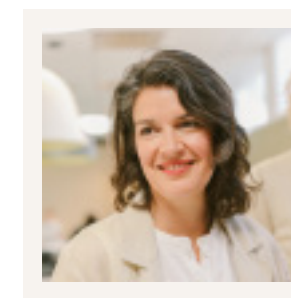
TREND ANALYSIS
THE GLOBAL AESTHETIC CENTER

our colour team

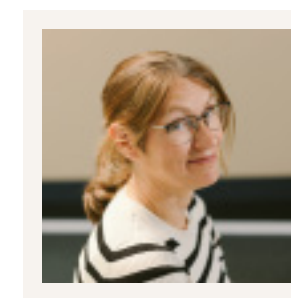
Human expertise lies at the heart of our colour selection process. At a time when so many of our experiences and decisions are influenced by algorithm, we invest in people. We hand-pick international experts to help us spot upcoming trends and we discuss their insights *in person* to establish what people will need from their homes over the coming years. It's then down to the finely tuned instincts of our expert in-house colourists, led by Heleen van Gent, to select colours that will resonate emotionally with our consumers across the globe. With over 30 years of experience, our team at the Global Aesthetic Center has an innate understanding of how different colours can affect mood so they are perfectly placed to choose shades that are just right for now.



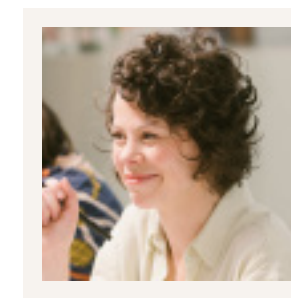
Heleen van Gent
Creative Director,
Global Aesthetic Center, AkzoNobel



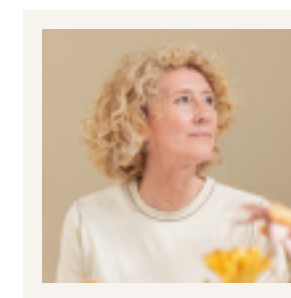
Suzanne Poort
Colour Digital
Designer



Marieke Wielinga
Colour Designer Professional,
Wood, Metal & Colour Futures



Marieke van der Bruggen
Colour Content
Designer



Willeke Jongejan
Colour Designer
Consumer Brands

OUR GLOBAL TREND FORECAST

shining a light on the world

What's trending in Asia? How are people feeling in Paris? Who's making waves in the design world? Our annual Trend Forecast addresses these questions and more so we can get a real feel for the mood of the times. A gathering of forecasters, architects, designers, colourists and journalists, this three-day brainstorm is an inspirational collision of stories and insights from all corners of the globe. Our experts share their reflections on every aspect of their home turf, from design to politics to pop culture so that, together, we can predict what people will need most over the coming years, and which colours will match those needs best.

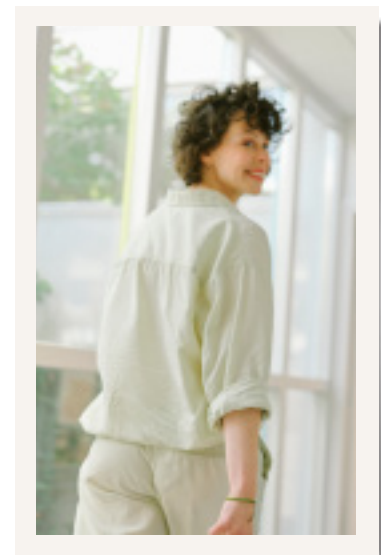
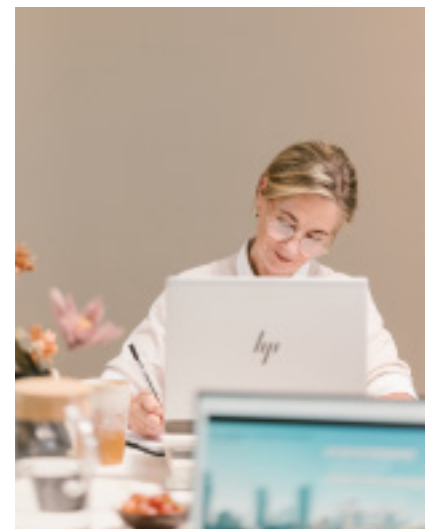
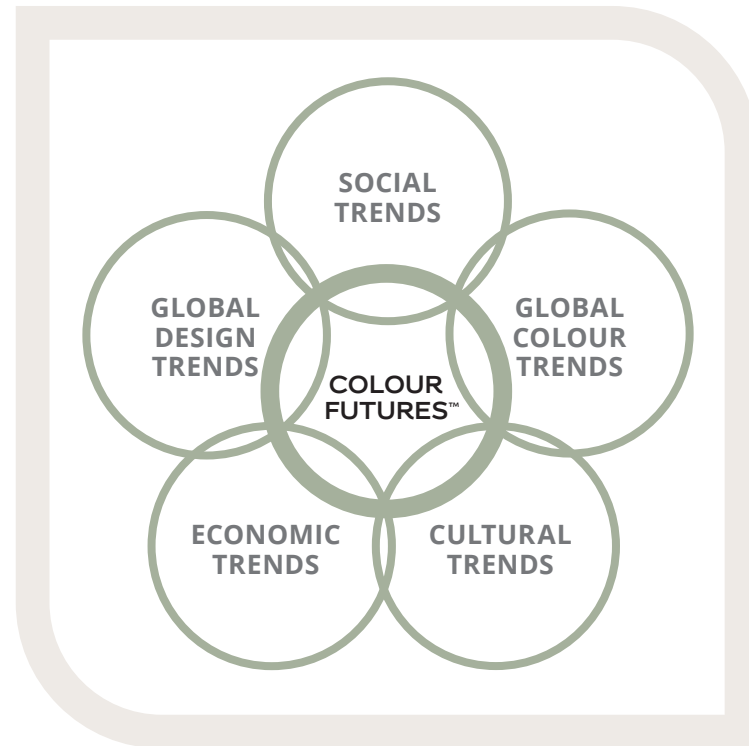
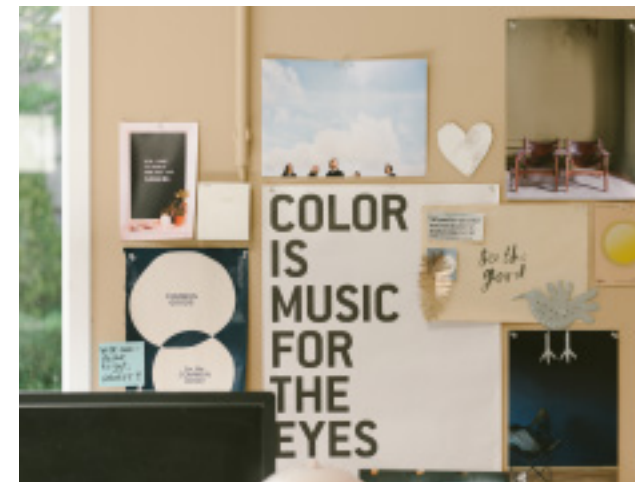


Photo: Unsplash



"We need to draw inspiration from everything around us. We need things that pull on the heart, on the human side of us."

George Boorsma

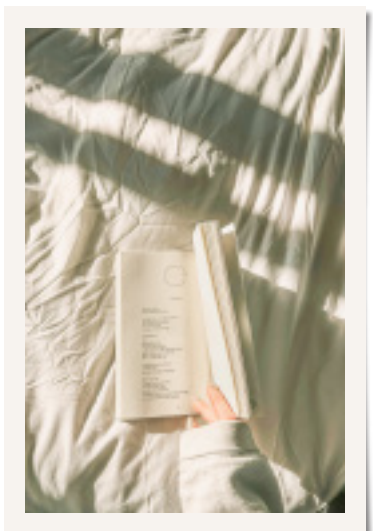


Photo: Unsplash

OUR EXPERTS

spotlight on the luminaries

Thank you to everyone for
shedding light on how people
are feeling where you are

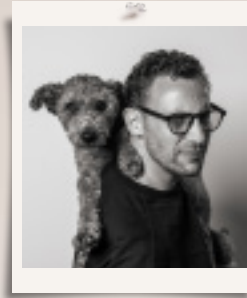


HELEEN VAN GENT
GLOBAL

Creative Director, Global Aesthetic Center, AkzoNobel

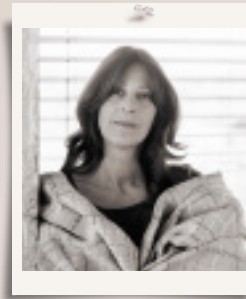
It is a privilege to hear voices from across the globe for our Trend Forecast brainstorm. This year, our design experts came from almost every continent, so we got a truly universal sense of the global mood. What is always striking at this event is the commonality of the stories our experts share. However far apart we might seem, people around the world are, as American writer and activist Maya Angelou put it, 'more alike than not'. This year's overriding insight was, unsurprisingly, that everyone is feeling weighed down by world events and swamped by digital overload. We need to offer people the opportunity to create lighter spaces for a lighter life.

CF
27

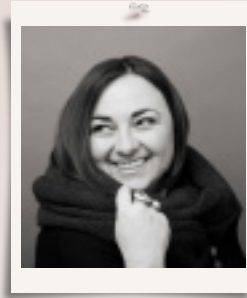


LEE BOFKIN
EUROPE

CEO & Janitor at Global Street Art



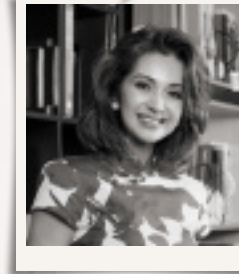
CHRISTIANE MÜLLER
EUROPE
Creative Director & Founding Partner, MüllerVanTol



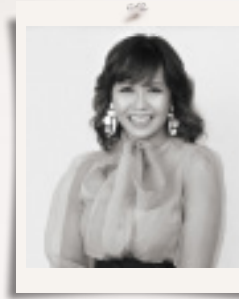
ZUZANNA SKALSKA
EUROPE

Founding Partner, 360inspiration

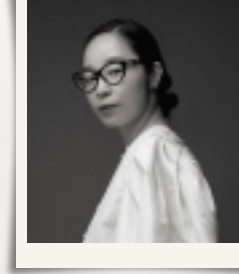
"Authenticity
is a new
luxury brand."
Nikki Hunt



NIKKI HUNT
SOUTH EAST ASIA
Founder, Design Invention

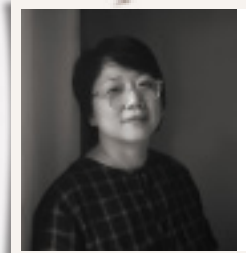


TRI HIKMATWATI
ASIA / INDONESIA
Design Director at TMS Creative



THUY DUONG
SOUTH EAST ASIA/
VIETNAM
Design Lecturer and Managing Editor of Elle Decoration Vietnam

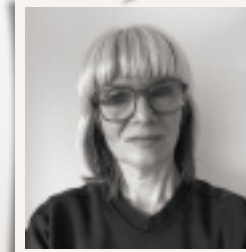
"People need
tangible
activities and
friendly spaces
that can foster
creativity."
Thuy Duong



AILNA LIU
CHINA COLOUR
CONSULTANT,
Founder of FashionHome and Trends

"AI is not a trend. It is a **fundamental**
change in the way humans and
machines interact."
Zuzanna Skalska

"You don't need a lot of things. With the
joy of decoration, very **simple things** can
look extraordinary."
Marijn Schenk

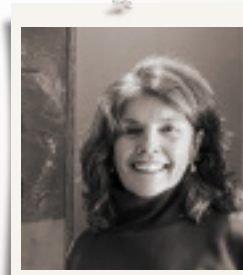


CLAUDIA LIESHOUT
GLOBAL
Strategic Futurist and Design Researcher at StudioClau

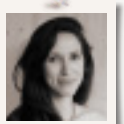


SEM DEVILLART
NORTH AMERICA

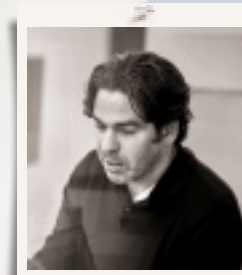
Professor for cultural analysis, School of Visual Arts NYC



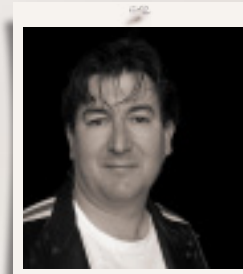
ADRIANA PEDROSA, CARLOTA GASPARIAN AND TEAM
SOUTH AMERICA
Surface and Color Designers, Atelier Adriana e Carlota



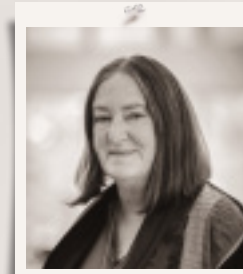
GEORGE BOORSMA
SOUTH AFRICA
Principal at Ink Architects and Interiors



MARIJN SCHENK
EUROPE & CHINA
Founding Partner, Next Architects



JAMES MARSHALL
SOUTH EAST ASIA
Senior Lecturer, Design, Swinburne University



BARBARA MARSHALL
SOUTH EAST ASIA
Director, Marshall Design

"We can't be
'on' all the time.
We need
spaces
where we
can be 'off'."
Claudia Lieshout

analysing the trends

Our Trend Forecast insights

**we're missing
true human
connection**

People need somewhere
to warm the heart and feel
connected with real things

+

**we're feeling
swamped by
stuff**

People need space to cleanse
the soul and rediscover what
really matters

+

**overstimulation
can be
paralysing**

People need somewhere to lift
the spirits so they can discover
what inspires and delights them

OUR HERO THEME IS:

Live Lightly!

We want to help you create a lighter home for
a lighter life; somewhere you can find warmth,
simplicity and delight – and feel brighter.

To make things
easy, we distil the
Trend Forecast
insights into three
inspirational,
actionable colour
stories. Shortcuts
to different moods,
they can help you
create a home that
feels right for you
and right for now.

A WARMING SPACE

our
glow
colour
story

A soft and emotive space
where we can surround
ourselves with what we
love – and treasure the
human touch

A HEALING SPACE

our
light
colour
story

Light in every sense, this is
somewhere simple and
uncluttered where we can
clear our heads, cleanse
our souls and feel brighter

AN INSPIRING SPACE

our
lift
colour
story

Joyful and creative, this is
a place to spark our
imaginations and switch
on our senses so we can
find light and delight



Live

IT'S TIME TO BRIGHTEN YOUR LIFE

Lightly

Love, soul and dreams – make a house a home.

Add colours and **feel brighter.**

Make space to **warm your heart** so you can treasure all you love

In the **glow** of the human touch.

Sweep aside clutter to let the **light** in

And **feel healed.**

Make room for daydreams, wandering, moments of delight.

Feel the **spark** of inspiration **lift your spirits** and get creative.

Find warmth, simplicity and joy with

Dulux Colour of the Year 2027.

#HelloLightness!



Colour is emotional. We want every shade to make a positive impact on the mood of your home.



TRANSLATING THE THEME

turning insights into colour

We've chosen 'live lightly' as our theme for ColourFutures™ this year because it perfectly fits the mood of the moment. At the Trend Forecast we discussed the fact that people are feeling burdened by world events, overloaded with information and weighed down with too much stuff. We want to offer consumers a way to create 'lighter' spaces so they can feel that weight lifted off their shoulders.

With colour, of course, we can lighten lives *literally*. So, to reflect our theme, our three colour stories focus on light tones, with stronger shades for contrast. Each of these stories – Glow, Light and Lift – can help our consumers feel brighter in subtly different ways.

For our hero shade, we wanted a colour that encapsulated all the nuances of 'lightness'. We chose Soulful Sage™ as our Colour of the Year. It's a soft, natural green that is, at the same time, warm, healing and ethereal.

#GoGreen!

PROUDLY INTRODUCING

Dulux Colour of the Year 2027 SOULFUL SAGE™

SOULFUL
SAGE™
12GY 39/101



“Light, soft and silvery green, it’s a tone that can elevate your home in every way, bringing radiance, elegance and delight.”

Heleen van Gent



The mood for 2027: Live lightly with Soulful Sage™
Paint a lighter home for a lighter life!



One of a family of natural, greyed-off greens, Soulful Sage™ is the ideal colour to help you 'live lightly'. Associated with wise thoughts, healing herbs and flashes of inspiration, it can warm your heart, cleanse your soul and lift your spirits.

evoking a taste,
a scent, the sight
of a healing
herb garden...
sage is a colour
that lights up
the senses.

'Elegant and interesting, Soulful Sage™ is the ultimate versatile green. It can play a starring role in your home or shine in the background.'

Heleen van Gent



THE COLOUR STORY

why it's got to be green

From elegant Eau de Nil in the 1930s to vibrant Bottega Green – fashion's more recent obsession, green has been making waves in the design world for decades. Today, we're beginning to understand what lies beneath our love for this verdant, many-hued shade: as well as looking good, it makes us feel good, too. Here's the story of healing green...



'The garden of love is green without limit and yields many fruits other than sorrow or joy.'

Rumi, Persian mystic and poet, 1207-1273



Photos: Left & Below, Unsplash, Right Painting by Majerik, Cyprian Unsplash



How many greens can you see? Think of a jungle, a woodland, the local greengrocer, your back garden. Those green hues seem impossible to count, don't they? From deep forest green to the golden shade of a new-sprung shoot; from the grey-green of spices to the iridescent sheen of a green gemstone – the spectrum of this colour feels endless.

Experts believe that we can differentiate hundreds of different greens (if we don't suffer from colour blindness, that is). It's all to do with evolution, of course. Our ancestors had to distinguish between different kinds of foliage, they had to find food and spot predators, so our eyes' sensitivity to the nuances of green was a matter of life and death.



Sage Butter

Ingredients

Handful of sage leaves 2 tbsps butter

Method

Prep time: 5 min

Cooking time: 5 min

Step 1 Melt butter in shallow pan. Add sage leaves and cook over medium heat until sage and butter brown slightly.

Step 2 Remove from heat and serve (sage should be crisp but not burned). Sprinkle on pasta, risotto or mashed potato, or serve with grilled fish, roasted vegetables or just spread on bread. Delicious!

'No one thinks of winter when the grass is green.'

Rudyard Kipling, English journalist and novelist, 1865-1936

The palette of nature

Green is deeply connected with the great outdoors. The English word comes from Old English *grene*, meaning 'growing, fresh, alive'; French *vert*, from the Latin *viridis* meaning verdant; while the Chinese character *lǜ* – which represents the colour today – evolved from a pictograph of plants or vegetation¹.

It's not just flora that is green in the natural world (think of a brilliant iguana or a lime parakeet) but, when we talk about 'spending time in nature', we're generally thinking about the trees, plants and lush vegetation – things that make us feel calm rather than a menacing crocodile or a poisonous tree frog. For thousands of years green generally meant 'safe water source' and 'fresh food available', and it's these positive indicators that continue to be associated with the colour².

Healing greens

While we all talk of feeling better after a country walk or a spot of gardening, the positive benefits of being in nature aren't just anecdotal. There's increasing evidence that spending time in a natural environment actively benefits our wellbeing. Studies of Japanese 'shinrin-yoku' (forest-bathing) have confirmed the calming effects of nature therapy³, while psychologists worldwide have witnessed its positive effects on mental health and sustainability. Access to nature has been found to improve sleep and reduce stress, increase happiness and decrease negative emotions⁴.

The biophilic movement, introduced in the 1980s, brought these benefits inside with designs that incorporated natural light, plants, organic materials and nature-inspired shapes. The colour green itself, pulling our thoughts back to the natural world, also seems to promote these

healing feelings. Experts in neuroaesthetics – a branch of neuropsychology that studies how design and colour can impact the brain – are finding growing evidence that something physiological is going on here. Greens really are good for us.

People have registered the positive effect of green instinctively for generations. It's believed to be one reason why theatre owners created 'green rooms' to help actors decompress before a show. The exact derivation of the term is open to question but some say green was thought to soothe performers' eyes after exposure to bright stage lights⁵.

True or not, there is some scientific basis for this explanation because green is, generally, the easiest colour for the human eye to see. It sits in the middle of our visual spectrum which means we don't need to make much effort to focus on it. It's for this reason, too, that green is used for traffic lights and signage – it stands out and won't be missed.

Beautiful but deadly

Much as people wanted to replicate this calming colour, historically green was very difficult to reproduce. Natural dyes, such as nettles or lichen, quickly turned brown, while malachite – a vibrant green stone first used as a colouring agent by the Ancient Egyptians, can easily turn black. By the 18th century, synthetic dyes were emerging but – ironically for this healing colour – they were some of the most poisonous around.

In 1775, Carl Wilhelm Scheele discovered a formula for green that was popular with painters because it had better tinting power than other copper-based pigments. There was one significant downside, however: it emanated arsenic. There's compelling evidence to suggest that Napoleon was poisoned by his own

'Green is the prime colour of the world, and that from which its loveliness arises.'

Pedro Calderon de la Barca, Spanish poet and playwright, 1600-1681

wallpaper – painted, you guessed it, with Scheele's green⁷. Its later incarnation Emerald Green (also known as Parrot green, Imperial green and Paris green) was beautiful but equally dangerous. The Impressionists couldn't get enough of this viridescent colour but, some say, Cezanne's sudden onset of diabetes and Van Gogh's neurological disorders can be put down to arsenic poisoning⁶. With modern green, you'll be pleased to learn, safety comes first.

The colour of sustainability and more

Universally connected with the calming, restorative aspects of nature, green has come to be associated with all things sustainable – both mental and environmental. Symbolising innocence, freshness and rejuvenation, it is used by political parties, conservational movements and eco-driven companies that put nature-preservation and health at the top of their agendas⁶. But the colour has many more layers of meaning around the world. In India, green is symbolic of fertility and prosperity (brides wear green bangles)⁷; in Islamic cultures, it's a sacred colour; while in China, it denotes wealth, health and harmony (but don't give a Chinese man a green hat – as that's a symbol of infidelity!). Green, of course, is also the colour of jade – a lucky stone in Chinese culture.

While associations with the colour are almost exclusively positive, there is one less favourable connotation: being green with envy. This expression crops up in literature from Ovid to Shakespeare but, it seems, the explanation is purely literal. The ancients believed that envy and jealousy were caused by an overproduction of bile – something that would give anyone a greenish tinge.

And so to sage, our Colour of the Year

We've chosen a sage tone as our hero colour this year because, of all the natural greens, it resonates with what people need today. As well as being a soft, warm colour, sage satisfies our senses in almost every way, thanks to its association with the pungent, silvery green, wonder herb.

The benefits of sage – the largest member of the mint family – were already well-established by the time of the Ancient Greeks and Romans. The Egyptians used it for embalming; the Aztecs, for medicine; the Celts, to promote insight and immortality. Today, sage still plays a starring role in cooking, aromatherapy and herbal medicine (it's thought to be beneficial against an array of illnesses, such as diabetes and heart disease). It also continues to be used for the ancient, spiritual rite of 'smudging' – a ceremonial practice attributed to the Indigenous people of the Americas⁹ – which involves burning sage to create sacred smoke. The purpose? To cleanse people and spaces of negative energy, to restore balance and promote mental clarity – just what we want our Colour of the Year to do for you.

Why sage is all the rage

Bringing its wealth of positive associations, sage – and its colour family - can make a home feel warm, healing and ethereal. A natural greyed-off mid-tone, it's a timeless, versatile colour that can shine on its own or play a complementary support act for any other shade. Our hero tone – Soulful Sage™ – also works wonderfully with natural light. Subtly changing in hue depending on the time of day and where it's used, it can help any space feel light, bright and inspiring.

#ForeverGreen

[illegible]



40YY 38/107

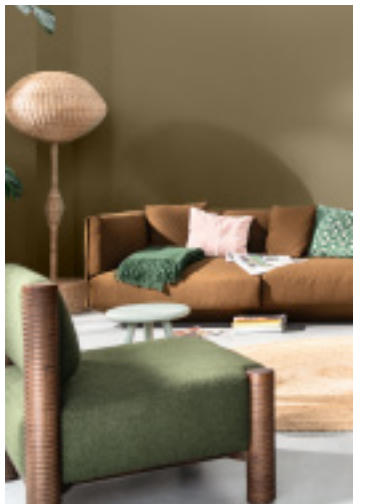
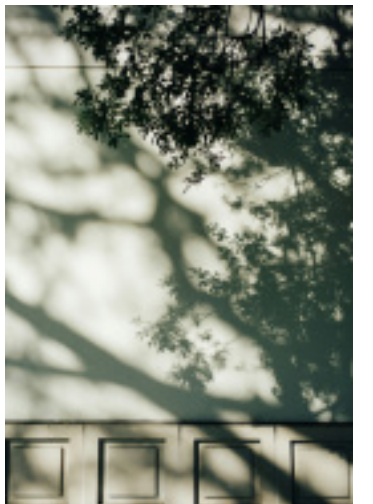
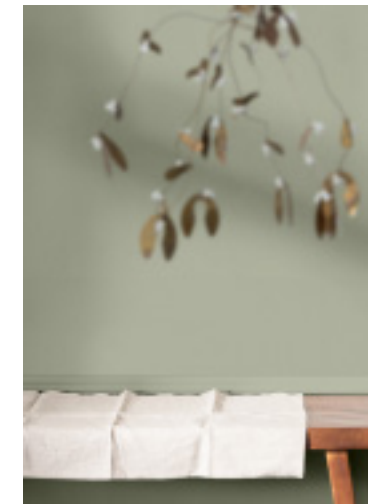
COTY 2027
12GY 39/101

CF
27

“I’m grateful for everything
that’s green.”

Audrey Hepburn, British actress, 1929-1993

A palette of greens is one of the most soothing colour combinations around. Echoing the shades of the landscape, a mix of sages, olives, forest and mossy greens can elevate every room in your home. These harmonious tones sit happily together, work beautifully with sunlight and look good with all natural materials – wood, stone, rattan, bamboo. Bring a little of the outdoors indoors. **#GoGreen**



Photos: Left, top, top right: Unsplash



COTY 2027
12GY 39/101

30YY 72/018

ColourFutures™ 2027 colour collection



Our Colour of the Year, **Soulful Sage™** sits at the heart of our colour collection for 2027, adding lightness and warmth to all our colour stories. To help you 'live lightly', we've chosen lighter tones this time – adding complementary darker shades so you can create a scheme with texture and personality. In the following pages, you'll find inspiration and ideas for using these colours in multiple different ways to create a look and feel you'll love.



CF
27

our glow colour story

46YY 53/062

00YY 26/220

COTY 2027
12GY 39/101

Sentiment #1

A touch of the real warms the heart

We might be deluged with likes, reactions, followers and messages but digital validation isn't delivering what we crave. It's the real things that resonate: a hug, a painting, touching grass. To lighten our hearts, we need to surround ourselves with everything we love...

"Neurological research has shown that looking at a real painting... activates the brain differently than looking at a reproduction of the same painting. The viewer's emotional response is ten times stronger..."

Research by Mauritshuis museum, The Hague. Cited by Lee Baklin, Trend Forecaster

What makes us human? As the digital world and AI develop exponentially, it's a question that has suddenly become top of mind. Of course, we don't want to reject new technology but we need to work out how to harness it to help humanity – in all its diversity – flourish. Each of us is a complex bundle of emotions and memories – a tapestry of biology and biography that makes us who we are. To be truly ourselves and to feel rooted, we need to tighten the threads that bind us, find connection rather than division, and understand the value of being human. At home, we can celebrate authentic things – ancient crafts, stories handed down through generations, real art. By surrounding ourselves with everything we love, we can create a warm space that reflects the essence of us; somewhere that makes our hearts glow.



Photos: Unsplash



41



Let there be light! Glow colours and Soulful Sage™ can maximise the sunshine.



Photo: Unsplash

Soulful Sage™ is a natural fit in the kitchen. Sitting harmoniously amid natural materials such as marble and wood, this warm, greyed-off green can add softness to any cooking space.



Make the most of the
natural light with radiant
Glow colours

00YY 26/220

46YY 53/062

COTY 2027
12GY 39/101

57



Photo: Unsplash



Photo: Unsplash

A palette of earth tones can work in any setting – urban or rural, traditional or contemporary. Here, a rustic dining space is given a lift with pale clay, warm browns and the ethereal Colour of the Year, Soulful Sage™.





57YR 27/226

COTY 2027
12GY 39/101

10YY 64/048

warm, earth tones bring echoes of the natural landscape

Soft and familiar, these are shades that can help anyone
feel comfortable and at home.



COTY 2027
12GY 39/101

00YY 26/220

70YR 18/184

sunshine and shadow on
browns and greens: it's
nature's light show

"Glory be to God for dappled things"

Gerard Manley Hopkins, English poet, 1844-1889



go with the glow



Use earthy Glow colours to give your home a soft, heart-warming feel that's cosy and contemporary.

'Evoking sun-baked bricks and nourishing soil, earth tones help us feel rooted and settled.'

Heleen van Gent



COLOUR OF
THE YEAR 2027
**SOULFUL
SAGE™**

our light colour story



CF
27

COTY 2027
12GY 39/101

62YR 22/051

10YY 54/034

Sentiment #2

Offloading clutter is good for the soul

Convenience food, fast fashion, the latest Instagram must-buy – our lives are packed with the shiny trappings of consumerist society but, instead of satisfying us, they're making us sick. We need space to gather our thoughts and declutter – mind, body and soul.

“Clutter acts like visual noise, constantly reminding us of unfinished tasks and overwhelming our minds. When we clear physical clutter, we make space for mental clarity, allowing us to breathe easier and feel more in control.”

helpingminds.org

According to *The New York Times*, we're drowning in 'slop' – a word the publisher coined to encapsulate the kind of low-quality content that can flood the internet and our social feeds. That it's recently been named 'word of the year' by dictionary publisher Merriam-Webster suggests that it's not just media hyperbole. We really are feeling suffocated by stuff. In our consumer-driven culture, it's easy to experience a sense of overload – both digital and material, and to lose sight of the things that really matter. Increasingly, we're seeing people seeking ways to switch off, pare back and lead simpler lives. Home is perfect place to forge a solution, giving us the chance to declutter in more ways than one. By sweeping away the excess, we can let the simple things shine. We can clear our heads, cleanse our souls and feel healed.



Photos: Unsplash

Airy and understated, these neutral browns, greys and blues make the perfect backdrop for a simple, visually uncluttered scheme in any home. Our Light colour story combines these quiet, pale tones with darker shades and Soulful Sage™ for a pared-back, healing feel.

“It is not how much we have
but how much we enjoy
that makes happiness.”

So said 19th-century preacher Charles Spurgeon and his words
still ring true today. Paint your home with shades from our
cleansing **Light** colour story and let the simple things shine.

Photo: Unsplash



30BB 53/012

30YY 72/018

COTY 2027
12GY 39/101



Photo: Unsplash

The ethereal green Colour of the Year, Soulful Sage™ can bring warmth and softness to an uncluttered, minimal scheme. Use it for a feature wall or an alcove, against airy Light colours, to add a touch of natural radiance.



10YY 54/034

COTY 2027
12GY 39/101

62YR 22/051



indulge in a little herbal healing

All-the-rage sage can bring a wealth of sensory associations to your home



Photo: Unsplash

Natural, greyed-off greens bring a fresh feeling – just what you need in the kitchen. Here, Soulful Sage™ adds a splash of colour to a modern cooking space.



30YY 72/018

COTY 2027
12GY 39/101



Our 'Light' colour story encapsulates every sense of the word. Used with Soulful Sage™, these subtle tones can make any space feel elegant and bright.

soft, soothing and chic – sage can shine centre-stage

A versatile neutral, it also makes
a great support act.



COTY 2027
12GY 39/101



30YY 72/018

COTY 2027
12GY 39/101

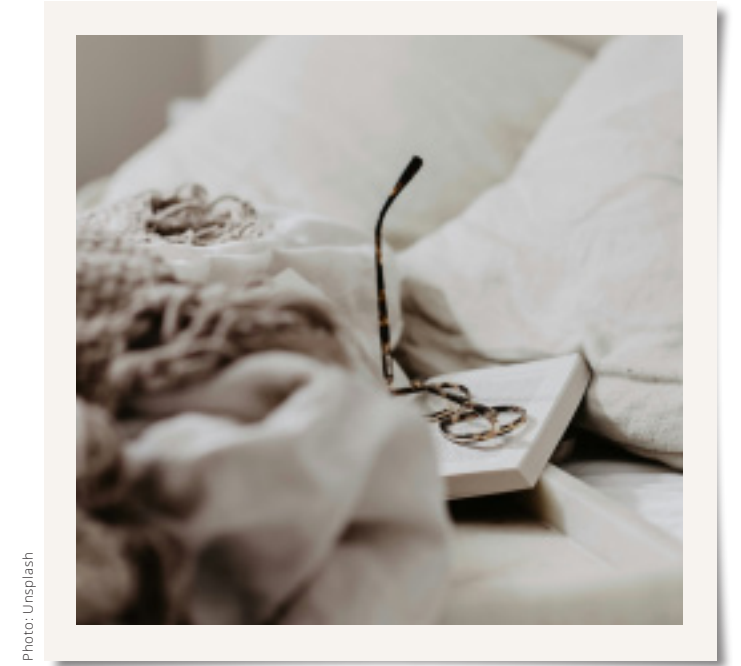


Photo: Unsplash

Soothing **Light** colours are just what you need in the bedroom to give a clean, uncluttered feel. Here, a soft blue feature wall defines the sleeping area, while the ceiling, painted in Soulful Sage™, gives the room personality without overcomplicating it.



COTY 2027
12GY 39/101

30BB 53/012

30YY 72/018

10YY 54/034

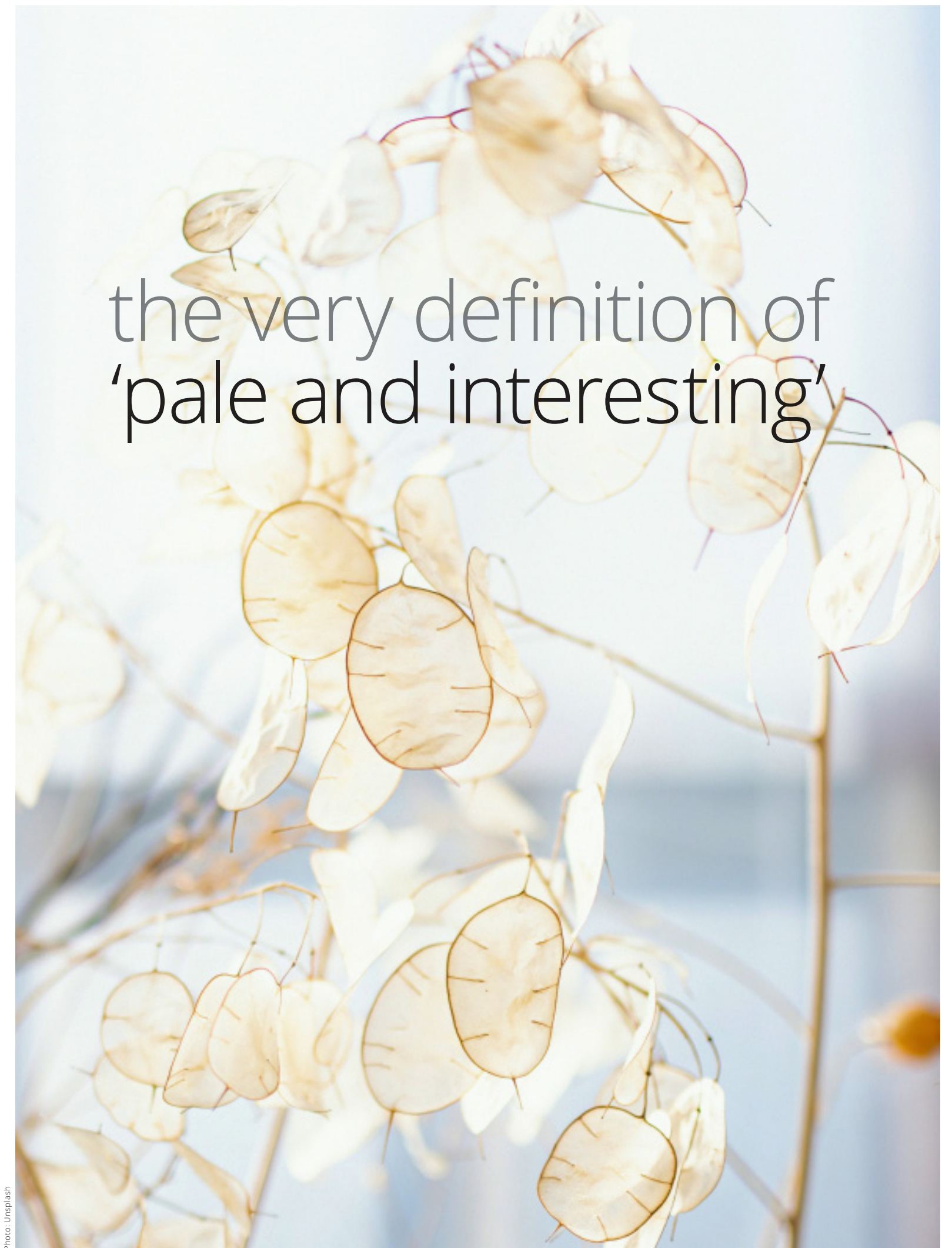


Photo: Unsplash

the very definition of
'pale and interesting'



Our understated Light colour story has a cleansing feel.
Use it to brighten your home... and your mood.

‘With a weightless, airy quality, these shades can tone down visual clutter and create calm.’

Heleen van Gent





our lift colour story

CF
27

54YY 63/072

COTY 2027
12GY 39/101

20YY 27/426

47YY 40/227

Sentiment #3

Having space to dream lifts the spirits

We might be bombarded with information and ideas but our imaginations need space to breathe. By letting our minds wander and reconnecting with our senses, we can open ourselves up to beauty and inspiration, and welcome a little wonder into our lives.

“Emotion is the engine behind luxury’s new branding. Far from hedonist escapism, this kind of indulgence targets the psyche. When it’s most successful, it burrows deep, evoking nothing short of wonder.”

R Daniel Foster, Forbes, March 2005

In his new book **Awe**, American social psychologist Dacher Keltner explores the science of this most elusive human emotion. He’s trying to quantify that frisson we feel when we experience something awe-inspiring: the sight of the Grand Canyon; the touch of polished stone; the sound of a transcendental choir. Somehow otherworldly, ‘wonder-ful’ things can trigger our imaginations, help us think big thoughts and boost our mood. By cultivating awe in our everyday lives, we can – according to Keltner – appreciate what is most humane in our human nature. Our forecasters, too, recognised this need for wonder and sensory design as a key global trend. Home, our very own blank canvas, is the perfect place to foster the feel-good. In our living spaces, we can create an environment that lights up the senses, sparks our creativity and lifts our spirits.



Photos: Unsplash



A mix of yellowy ochres and soft pinks, with the ethereal Colour of the Year Soulful SageTM, our Lift colour story is optimistic and uplifting. These positive tones can help you create an inspiring, light-hearted feel and fill your home with a little bit of wonder.



33YY 65/106

45YY 20/168

10YR 50/101

47YY 40/227

COTY 2027
12GY 39/101

79GY 36/106



Upbeat or offbeat...
Lift colours make
the perfect
backdrop for your
personal style.



Who said
your home
should be
plain to
be practical?
Get creative
with a
combination
of joyful Lift
colours and
bring some
wonder
to your walls.

Pink and
green should
always
be seen –
it's the ideal
combination
for a fun,
joyful feel.



Photos: Unsplash





Just a touch
of pink or
ochre against
warm,
greyed-off
greens can
bring a room
to life.



COTY 2027
12GY 39/101

79GY 59/017

45YY 20/168



Your home
is your world.
Let your
imagination
soar with
Lift colours!



Uplifting and ethereal, our **Lift** colour story provides the perfect palette for a light, inspiring space.



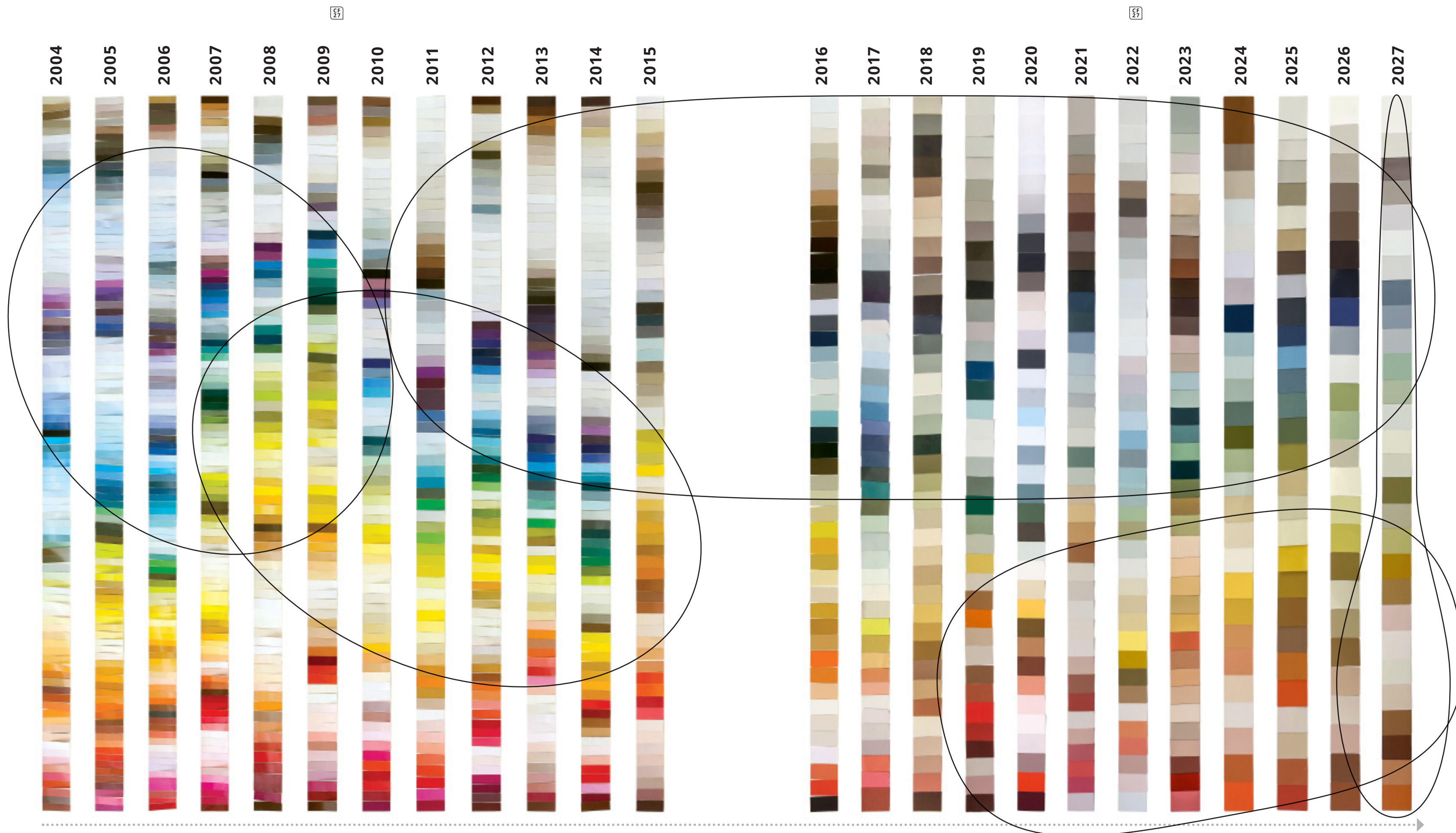


Our joyful Lift colour story is inventive and inspiring.
Use it to spark your imagination and raise your spirits.

'These contrasting tones can be used in multiple ways to create a warm, light-hearted feel.'

Heleen van Gent





colours through time

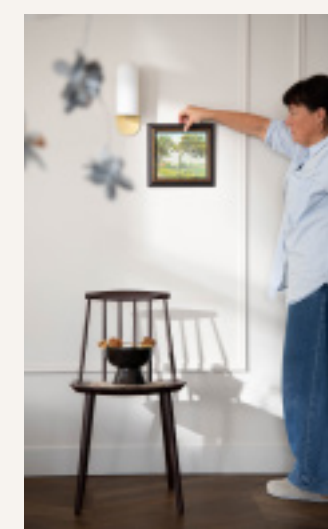
A snapshot of colour trends: complete colour palettes 2004-2027

Responding to the mood of the moment, our **Colour of the Year Soulful Sage™** also marks an evolution from what has come before. Over three decades of colour analysis for ColourFutures™, we've seen subtle shifts in colour choice amongst our consumers. In the early 2000s, **cooler tones** were favoured, then **yellows** took the lead. More recently, we've seen **warm earthy tones** predominate, and that looks set to continue. As life becomes ever more digitised, so we want to maximise a natural, human feel in our homes.

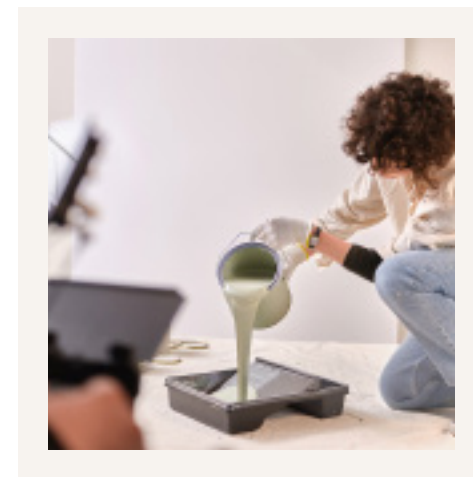
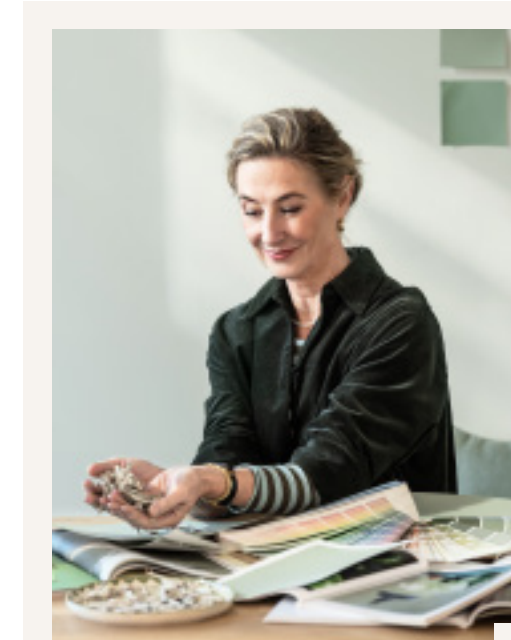
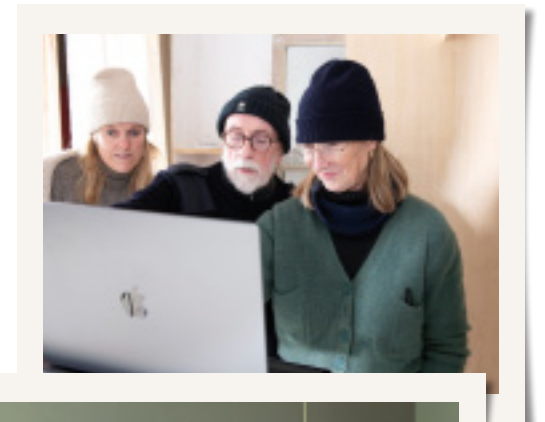
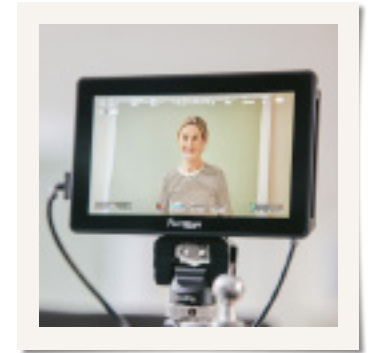
THE MAKING OF OUR CAMPAIGN

behind the scenes

Every year, the aim of our ColourFutures™ campaign is to inspire you with exciting ideas for decorating your home with the Colour of the Year and new palettes. To help us achieve this, we work with some visionary people – painters, photographers, stylists and art directors from all over the world. We also source a variety of interiors that, we think, will bring our ideas to life in the best way, giving you a wealth of possibilities for using our colour stories. Through it all, we take a hands-on approach – trying out paint combinations and styling rooms with complementary furniture and furnishings to demonstrate how a room can be transformed with colour in multiple ways.



Painters, stylists, photographers, art directors, colourists... We call on visionary people from all over the world to help bring our campaign to life.





paint = possibilities

Colour is a visual medium, of course, but its impact goes far beyond mere vision. It's the ultimate sensory decorating tool. As well as influencing our perception of space, colour can evoke associations and transform the way we feel. This year, more than ever, we're focusing on its emotional impact. With our three distinctive colour stories, we want to boost your mood, and help you feel lighter and brighter.

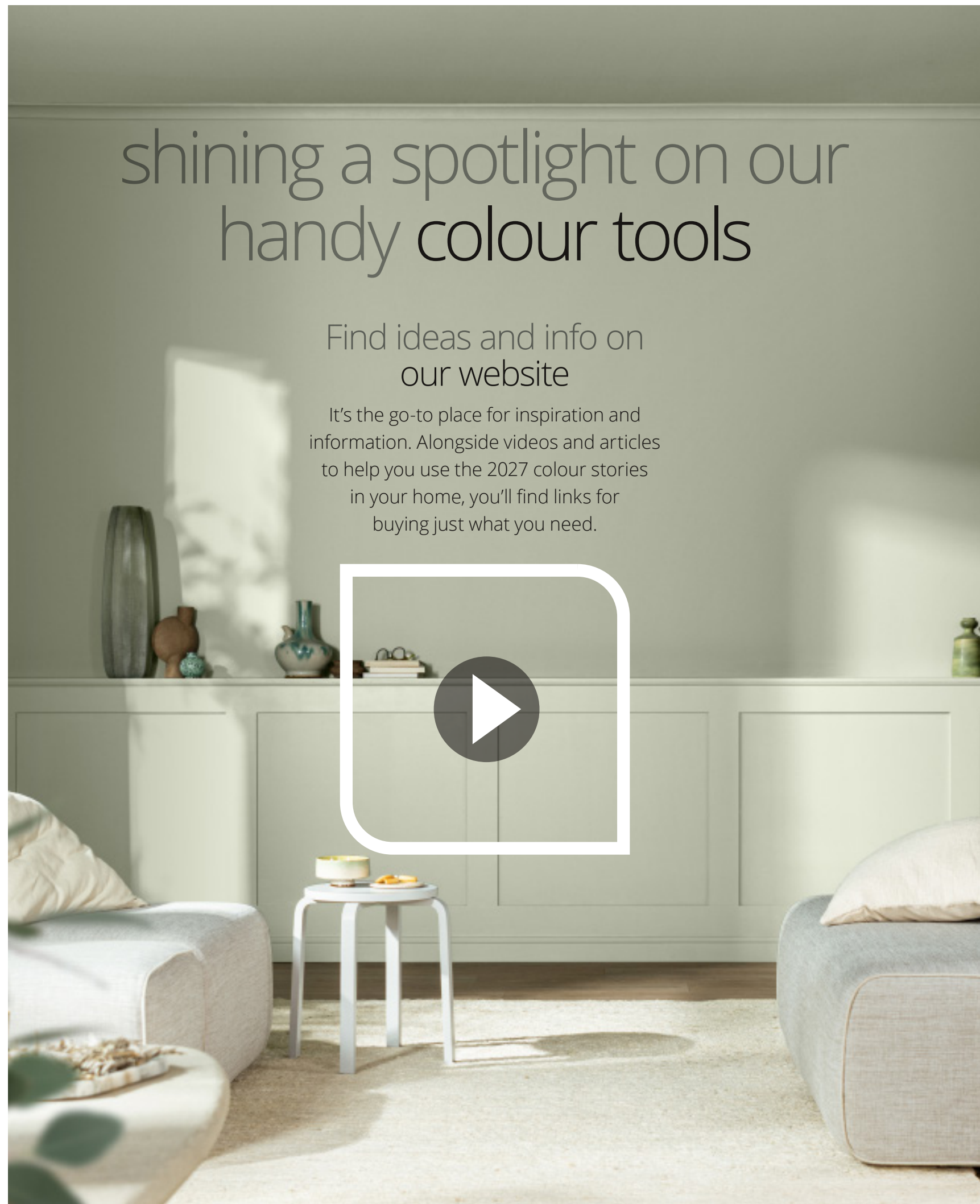
Paint a lighter home for a lighter life. #HelloLightness!



shining a spotlight on our handy colour tools

Find ideas and info on our website

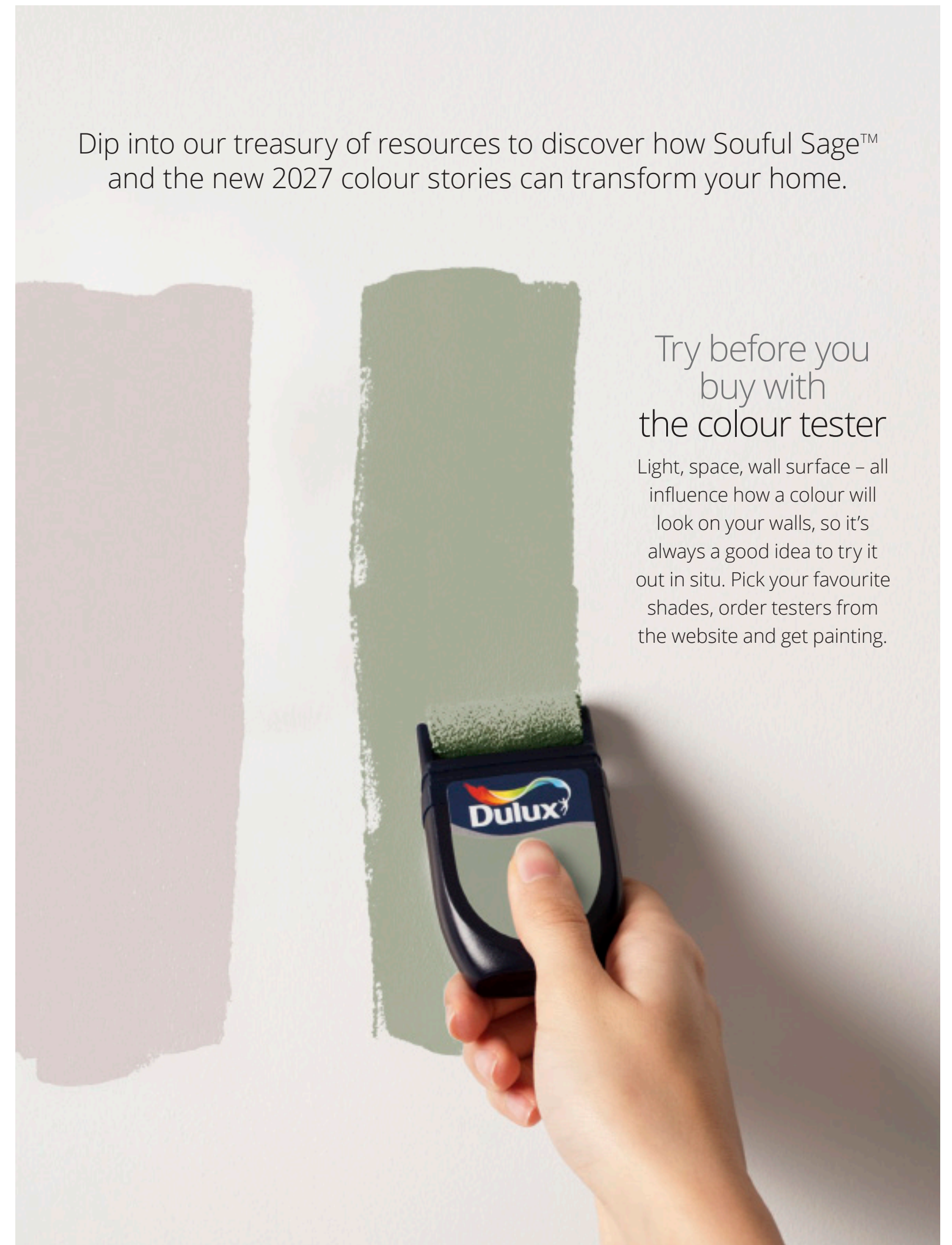
It's the go-to place for inspiration and information. Alongside videos and articles to help you use the 2027 colour stories in your home, you'll find links for buying just what you need.



Dip into our treasury of resources to discover how Souful Sage™ and the new 2027 colour stories can transform your home.

Try before you buy with the colour tester

Light, space, wall surface – all influence how a colour will look on your walls, so it's always a good idea to try it out in situ. Pick your favourite shades, order testers from the website and get painting.



one room, four ways

To help you inspire consumers to transform their homes with our Colour of the Year 2027 and three new colour stories, we've created a library of images – all free to use for media via the AkzoNobel Brand Center. Living room, bedroom, kitchen, workspace – the key rooms are covered, and we show each transformed in different ways with our distinctive 2027 colour stories. Alongside the **Glow**, **Light** and **Lift** spaces, we've included an all-green scheme to show just how transformative the story of sage can be. We've also provided 'before' shots, so you can see the blank canvas and tell a complete 'before and after' colour story.



THE STORY OF SAGE

This year, the key visual of our campaign features a living room painted from head to toe in Soulful Sage™. As well as demonstrating how a wraparound colour scheme can unify a space, it also shows the transformative power of this ethereal paint colour. Compare the stark 'before' image with the sage painted room, which feels warm, healing and sensory. Offering different colour combinations, built around Soulful Sage™, our three new colour stories can conjure up a variety of moods.



BEFORE



THE GLOW COLOUR STORY



THE LIFT COLOUR STORY



THE LIGHT COLOUR STORY

one living room, four palettes

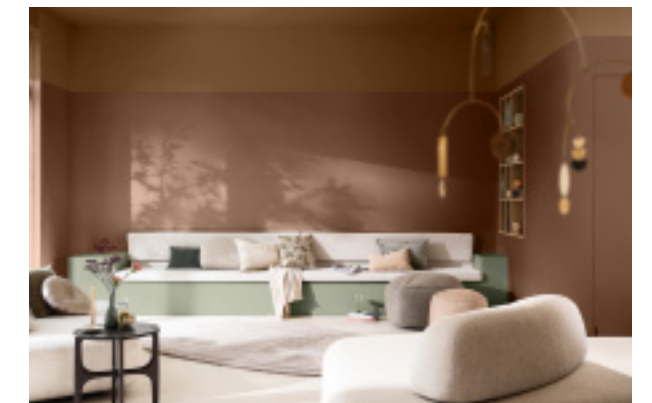
Today's living room is multifunctional. It's where we spend our leisure time – relaxing, watching TV, listening to music; and it's also a social space – somewhere we entertain family and friends. The living room can be the home office, too, with a corner of the room doubling up as a work or working-out space. The key when it comes to decorating is to choose a scheme that feels right for these multiple roles. Our Colour of the Year and 2027 colour stories offer countless possibilities.



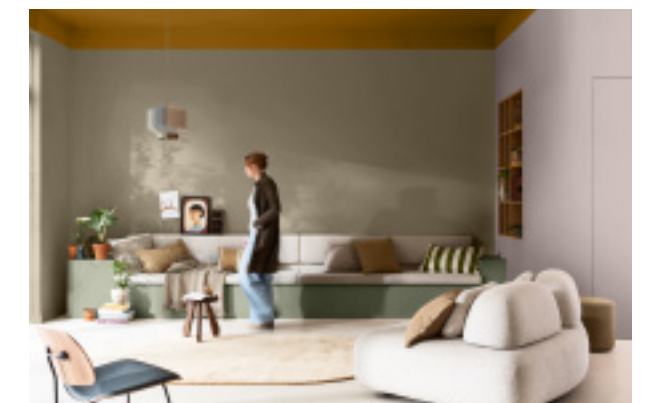
THE STORY OF SAGE



BEFORE



THE GLOW COLOUR STORY



THE LIFT COLOUR STORY



THE LIGHT COLOUR STORY

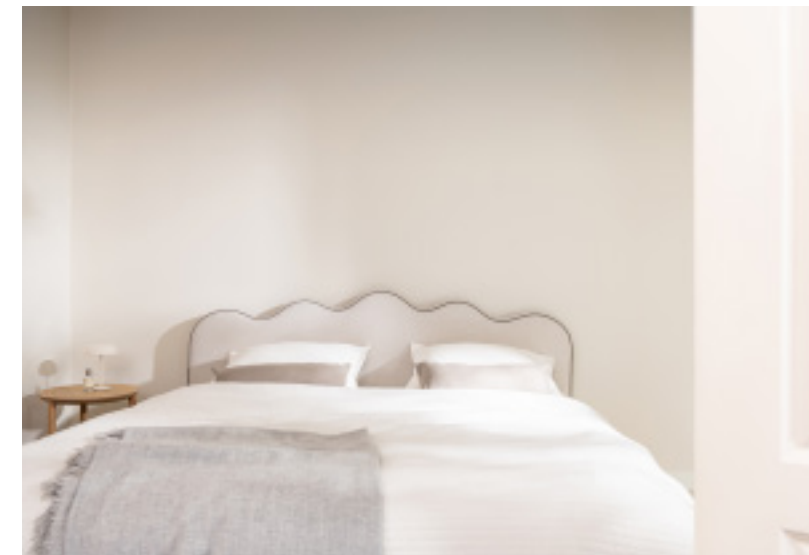
ONE ROOM, FOUR WAYS

one bedroom, four palettes

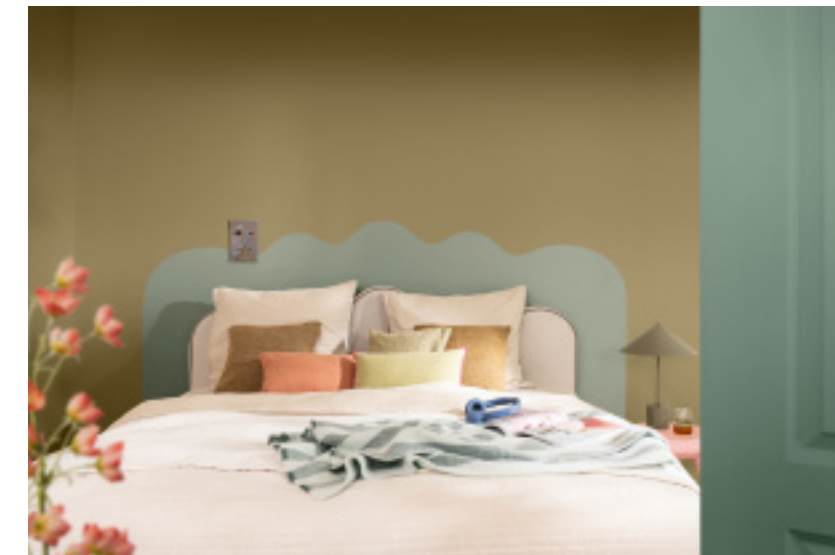


THE GLOW COLOUR STORY

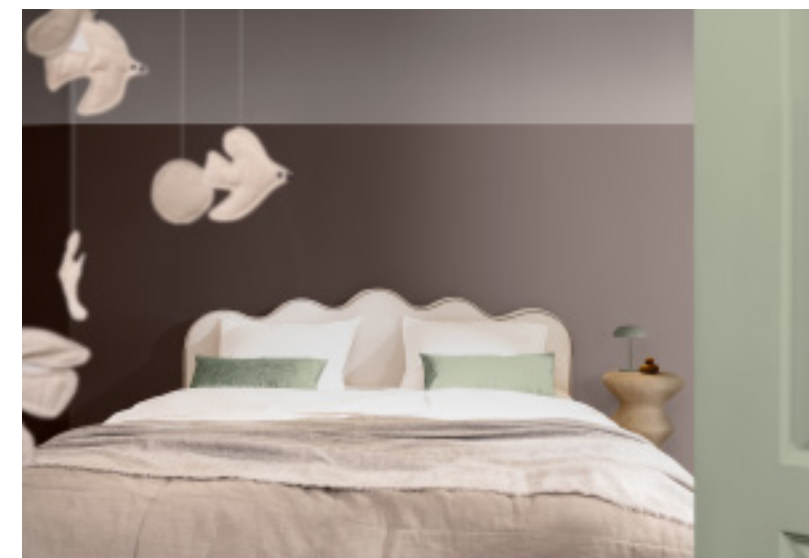
The bedroom is our sanctuary – a space for ultimate relaxation and retreat, so we want it to be somewhere calm and comfortable. Warm, natural green is the perfect colour for a bedroom scheme. Used in combination with the shades from each of our colour stories, Colour of the Year 2027, Soulful Sage™ can transform a room in countless different ways. You can also try an all-green scheme – a story of sage – combining a selection of greens to create a toning look that feels gentle and harmonious.



BEFORE



THE LIFT COLOUR STORY



THE LIGHT COLOUR STORY



THE STORY OF SAGE

one kitchen, four palettes

A kitchen, with all its gadgets and white goods, can feel utilitarian and soulless. However, as somewhere we eat, work and entertain friends and family, we want it to be a warm, inviting and sociable space. Our Colour of the Year Soulful Sage™ and 2027 colour stories can transform any kitchen into the heart of the home. Whether you're after a cosy sit-down feel; something light and breezy or a fun, colourful space to cook and chat, there's a colour story to suit you.



THE LIGHT COLOUR STORY



BEFORE



THE GLOW COLOUR STORY



THE LIFT COLOUR STORY



THE STORY OF SAGE

ONE ROOM, FOUR WAYS

one workspace, four palettes

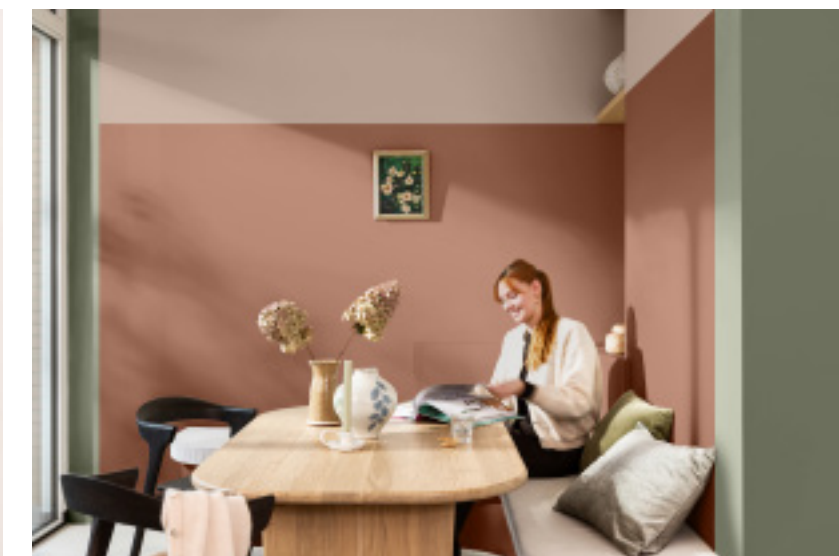


THE LIGHT COLOUR STORY

Given today's hybrid working culture, the 'working-from-home' office has become an essential part of any living space. Many of us don't have the opportunity to create a dedicated work room, so our 'office' must be squeezed into another part of our homes. While we want a workspace to be practical, we don't want it to look too business-y. Our 2027 colour stories give people the chance to define a working area with colour, while ensuring that it fits harmoniously with the surrounding décor.



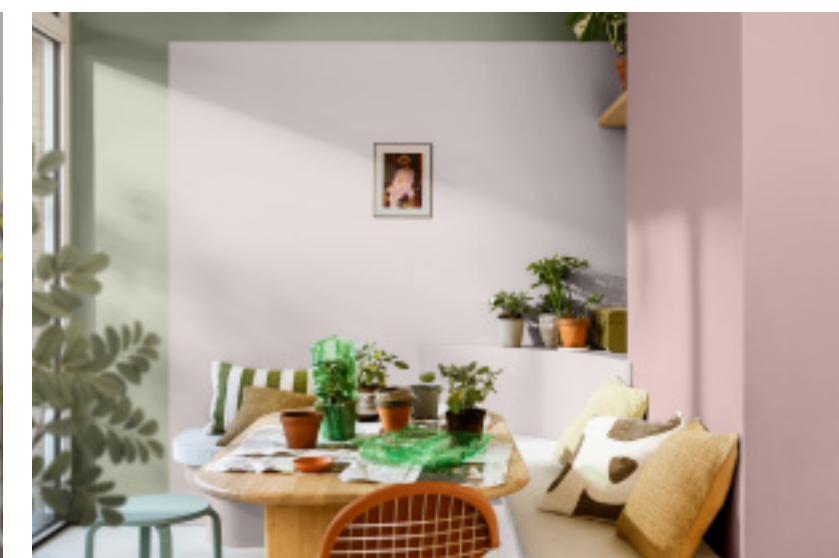
BEFORE



THE GLOW COLOUR STORY



THE STORY OF SAGE



THE LIFT COLOUR STORY



Thank you from AkzoNobel and the Global Aesthetic Center

As we launch another inspiring Colour of the Year campaign, we're well aware of the many people we need to thank for being part of its creation. We're blessed to have an amazing team of experts working alongside us, who help develop our ideas and bring the campaign to life. In no particular order, we'd like to pay tribute to the editorial team with whom we wrote the story and designed these pages; the photographers, decorators and stylists

with their boundless creativity; the homeowners who kindly allowed us to shoot in their living spaces. We'd also like to thank all our colleagues in the background, without whose support we wouldn't be able to achieve anything. We hope you enjoy sharing our 2027 colour story with your audiences and inspiring everyone to 'live lightly' with the Colour of the Year, Soulful Sage™.

#HelloLightness! #GoGreen! #ForEverGreen

Contact: AkzoNobel Decorative Paints,
Global Aesthetic Center,
Amsterdam, The Netherlands
Media.Relations@akzonobel.com



CF27

COLOURFUTURES™ 2027 INTERNATIONAL COLOUR TRENDS



"Soulful Sage™ and the 2027 collection of colours can help
you create a lighter home for a lighter life."

HELEEN VAN GENT, CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER, AKZONOBEL



Green colours

Bring in a healing feeling with natural greens



Glow colours

Get comfortable with heart-warming, earth tones



Light colours

Brighten every room with cleansing neutrals



Lift colours

Maximise light and delight with joyful shades



AkzoNobel Decorative Paints

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

This ColourFutures™ reference manual is and remains the property of AkzoNobel N.V. and is loaned on condition that it is used solely to specify products manufactured/or supplied by AkzoNobel N.V. (and other companies in the AkzoNobel Group) and on condition that it shall be returned to AkzoNobel N.V. on demand. The contents of this reference manual are for information only. No representation or warranty is given, nor liability accepted, regarding the information given. We have reproduced paint colours as faithfully as printing will allow. However, the shape, size and lighting of a surface can influence the appearance of the final colour.

The AkzoNobel logo, the Flourish logo and all distinctive colour names are trademarks of the AkzoNobel Group of Companies © and Database Right 2015.

[dulux.co.uk](https://www.dulux.co.uk)
[duluxtrade.co.uk](https://www.duluxtrade.co.uk)

