2024, In Color

By Camilla McLaughlin

In interiors today, gray is passé; color is everywhere as new attitudes regarding house and home, and a growing desire for personalization, amp up interest in brighter shades.

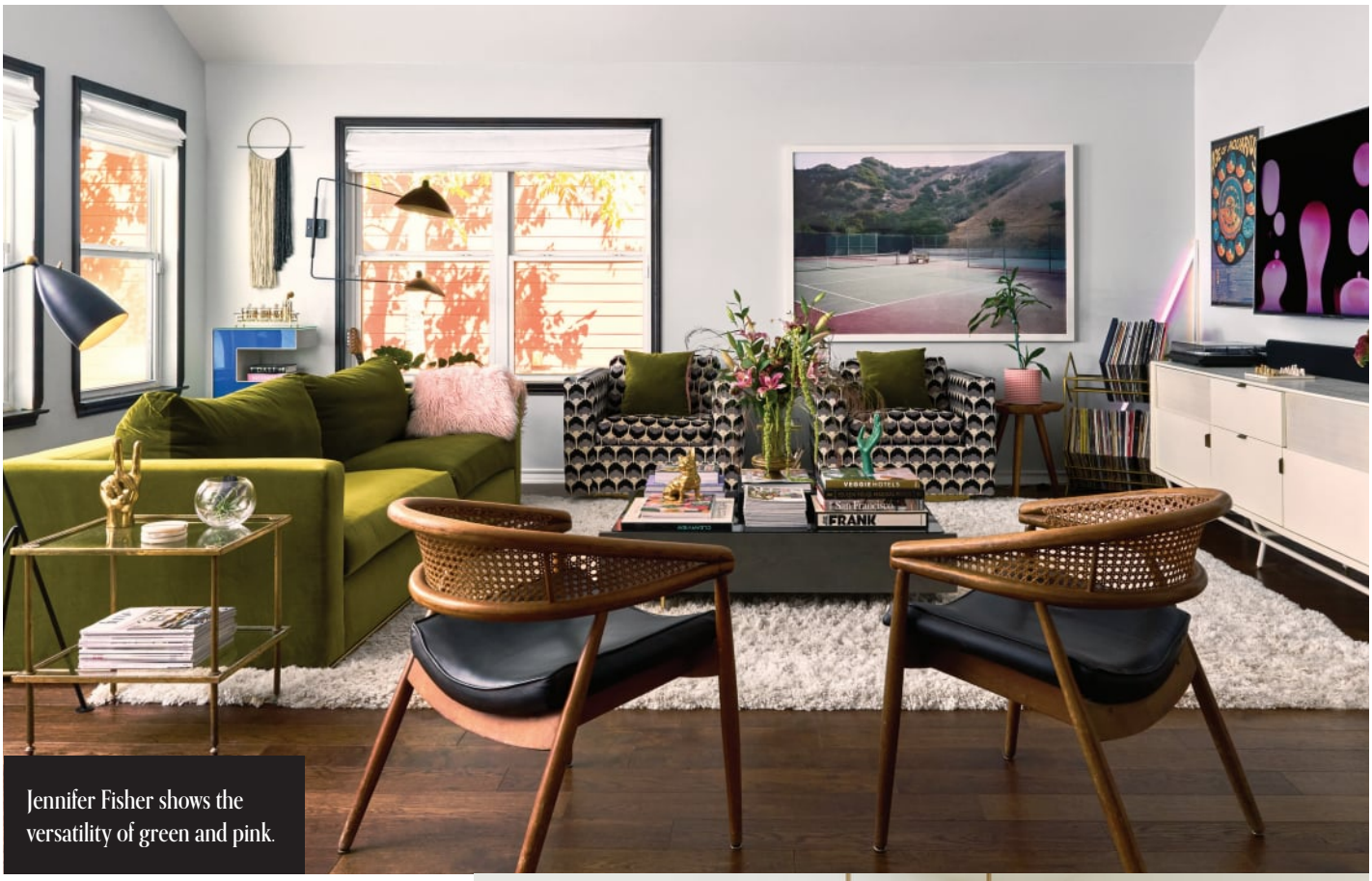
The evolution of décor is nothing new, but, more than two decades ago, Pantone's annual selection of a hue to echo the hubris of consumers pushed the significance of color to the forefront. Paint and wallcovering manufacturers followed suit, often emulating Pantone's pain-staking process considering a range of cultural and societal touch points.

Now, even manufacturers of exterior products such as roofing and siding highlight an annual color. Pantone chose Peach Fuzz in 2024. But data and consumer trends pointed global materials giant, James Hardie Industries, to Mountain Sage, a facet of green that's been described as resonating with homeowners seeking to create a sanctuary.



Inspired by a visit to Joshua Tree, Tom Faulkner's Papillion Collection reflects organic shapes found in a desert ecosystem and natural hues.

PHOTO COURTESY OF TOM FAULKNER



Jennifer Fisher shows the versatility of green and pink.

PHOTO BY BRENDAN MAININI / COURTESY OF JENNIFER FISHER



PHOTO BY TIM WILLIAMS / COURTESY OF JENNIFER FISHER

Green and Pink

Shades of green and pink seemed to be at every turn this year during Design and Construction Week – splashed across booths, on appliances, and in paints and wall coverings. Green has almost reached the status of the new neutral, while more than Barbiecore fosters a passion for pink.

It's no longer about achieving a "wow" effect, though some tableaus justifiably evoke that response. Instead, it's about how a house lives, how it feels, and the emotions it elicits. The current love affair with green, which also links to biophilia and botanical influences, is not a surprise.

"I am always a big fan of green," says Jennifer Fisher, founder of J. Fisher Interiors, noting the use of green in her own homes. "I love to bring the colors of the outdoors indoors. I think that makes for spaces that are warm and comfortable."

Setting the Tone

Industry-wide, Pantone still sets trends. At first glance, the picks for Color of the Year can seem improbable. Remember Magenta (2023), Illuminating Yellow (2021) and Living Coral (2019)? But within a short interval, they were splashed across magazine spreads, on



Songbird Teal, Emma Hayes.

PHOTO COURTESY OF EMMA HAYES; FAR RIGHT PHOTO COURTESY OF HÄCKER KITCHENS

ago, white kitchens and closets were all the rage! Now, more homeowners opt for color-drenched spaces in rich, neutral hues or soft, subtle colors," shares Lisa Adams, CEO of LA Closet Design. "What's great about the Pantone Color of the Year and other similar trends is that they might cause a client to stop and consider a color they otherwise wouldn't have introduced into their home."

Even tone-on-tone neutral schemes, including white, reveal subtle hues upon closer inspection. "I can't help but notice the evolution of white as well – it still boasts its characteristic light and chalky allure, but now, with a hint of added saturation from a delicate trace of blue. It's these subtle nuances that elevate the color game and infuse our spaces with timeless elegance," said Sue Wadden, director of color marketing at Sherwin-Williams. This year, some look to hues that "speak to a desire for personal progress and peace," says Wadden, referencing Upward, a tranquil and uplifting blue-gray, that is Sherwin-Williams' 2024 featured hue.

Incorporating Color

Best advice for the timid? Start with accents, say industry experts in design. "Incorporating vibrant accent pieces is key to injecting new hues into neutral, monochromatic schemes. Whether it's a bold throw pillow, a statement rug, or eye-catching artwork, these accents serve as focal points, adding depth and visual interest to the space without overwhelming it," explains Green.



Häcker Kitchens demonstrates how green is being seen as the new neutral.

the runway, and in products, and seemed to be just what we needed.

Pantone's 2024 featured hue keys in on a growing desire for balance. Not quite pink and not quite orange, Peach Fuzz is described as a "velvety general peach whose all-embracing spirit enriches mind, body, and soul." At first glance, the choice seems unlikely considering current penchants for green and blue, yet in multiple derivations, it seems an ideal complement and foil to these warm shades. It also reflects "an increased focus on community and people across the world reframing how they want to live and evaluating what is important," explains Laurie Pressman, vice president of Pantone Color Institute. "The color is one whose warm and welcoming embrace conveys a message of compassion."

"Despite initial perceptions of dramatic change, colors introduced through platforms such as Pantone's are swiftly integrated into interiors, appearing fresh rather than shocking," says Kallie Green, a designer at Dwellify. "Design media plays a crucial role in disseminating emerging trends, while the cyclical nature of the design ensures that past color palettes resurface with a contemporary twist."

"As designers, we definitely see waves of color trends that come and go; ten years



PHOTO BY MICHAEL MARQUAND / COURTESY OF PANTONE

Greens and blues have been trending for several years as preferences shift from gray toward cozier tones. "We went through such a long cool period with grays being so prominent," says Fisher. Now, she notes leaning more toward rust, yellows, and reds.

"Icy blues are an exquisite counterbalance to today's warm palettes," says Wadden. She also cites fashion as a "wellspring of inspiration" for color trends, noting the resurgence of light, almost stonewashed denim-like shades.

Many designers look beyond the annual color ritual for inspiration. Instead of a specific color, Emma Hayes, founder and owner of Emma Hayes Textiles, turns to nature for inspiration. "Our designs are not directly influenced by the colors of the year; instead, we focus on crafting a versatile palette that can complement various color schemes and design styles. This approach allows us to stay attuned to changing consumer preferences, offering designs that are both timeless and adaptable, catering to the evolving tastes of our customers." ♦♦