

TRENDCOLOR

by TRENDBOOK

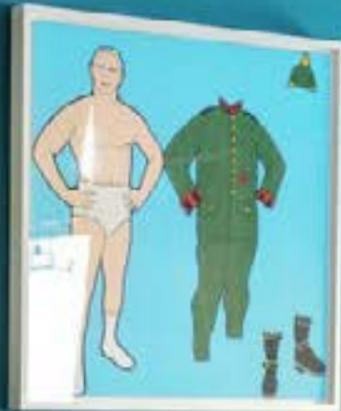




A.I. AQUA

BY WGSN

1. WATERCOLOR BY KIM KNOLL 2. ILLUSION - BLUE BY TAPETFORUM 3. MANSFIELD BAR CHAIR BY ESSENTIAL HOME
4. CINDY BLUE BY KARTELL 5. BLUE KNITTED STOOL BY GAN 6. GIVENCHY SS20

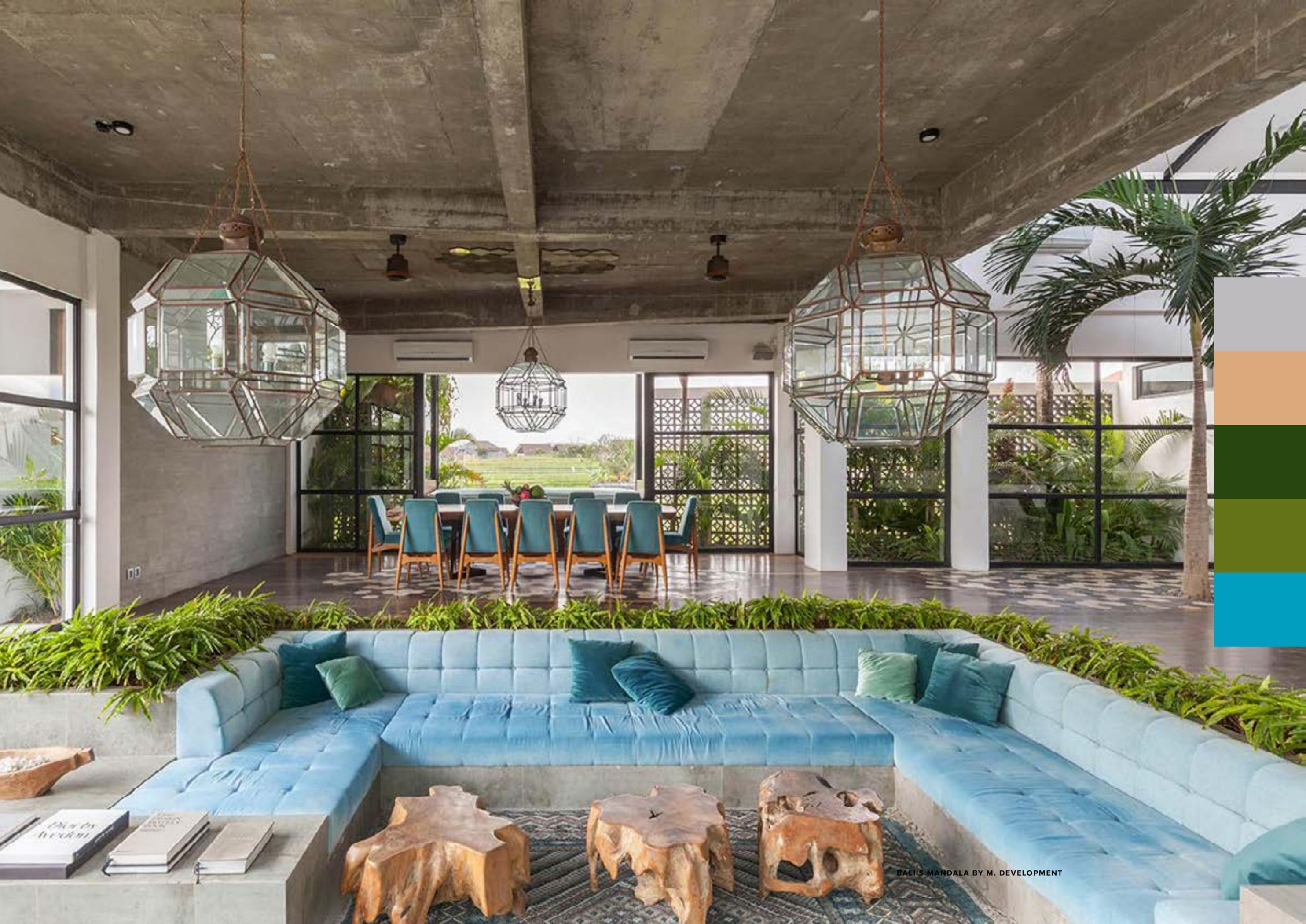




A.I.AQUA

This shade is the star of the palette and the Key color of the season. It is inspired from the arrival of 5G and the phone apps palette where we can often find this shade of blue: Facebook, Twitter or LinkedIn.

According to the companies' analysis, this blue is the most inspired by technology elements among all of the palette. In addition to offering a digital quality, this saturation works on the human psychological, helping in the concentration of intense activities. Blue is also a color which suppresses the hormones making you sleep and makes you focused and energetic. Blue, used prominently by technology companies, should become more immersive and emotional. This color is also expected to have great commercial appeal.





1. KARTELL FL/Y SUSPENSION LAMP 2. LOLA BY RUG'SOCIETY 3. PARK AVENUE PREWAR APARTMENT BY MICHAEL K. CHEN ARCHITECTURE 4. N°1 BLUE CUSHION BY HOME'S SOCIETY



1. STANLEY SUSPENSION BY DELIGHTFULL 2. ELIE SAAB SS20 3. E GRAPHIC COLLECTIO BY DELIGHTFULL 4. INCA ARMCHAIR BY BRABBU







1. GALLIANO PENDANT BY DELIGHTFULL 2. PROJECT BY O.M.SHUMELDA 3. CHARLA OFFICE CHAIR BY LUXXU
4. CELESTIAL BOWL ON STAND BY L'OBJET 5. BURBERRY

GOOD GRAY
GOOD GRAY
GOOD GRAY
GOOD GRAY





GOOD GRAY

This color is the quiet one and represents the end of the journey, the warming down after an exercise. This minimalistic color slowly back in fashion is also the one you obtain when you recycle plastic and melt all the colors together. It is a color of sustainability.

The WGSN x Coloro survey also indicates a neutral tone for 2021. Good Gray brings a gray that serves as a counterweight to the other vivid colors in the palette. This nuance brings aspects of minimalism to you, while acting by stimulating centered and calming reactions. Gray also refers to the sustainability factor, since it resembles the final color after mixing recycled materials.





1. HIVE BY VERPAN 2. REFLECTIONS SILVER BY ALLEGRA HICKS 3. THE J HOUSE BY WOLF ARCHITECTS
4. VERSAILLES ARMCHAIR BY BOCA DO LOBO



1. ALCHIMIE PLATINUM TABLEWARE BY L'OBJET 2. PROJECT BY BEATRIZQUINELAT
3. STAR SILVER CHAIR BY ANTONIO PIO SARACINO 4. CONVERSATION II BY LLADRÓ







1. CREDITS TO THE OWNER 2. WALL LAMP BY BLUEPRINT LIGHTING
3. VALENTINO SS20 4. GUFRAM DETECMA LOUNGE IN YELLOW BY TULLIO REGGE

LEMON SHERBET LEMON SHERBET LEMON SHERBET





1. GIVENCHY SS20 2. TOILETPAPER MIRROR BY SELETTI
3. LEBLON DELIENNE MINNIE FIGURINE 4. NAMIB ARMCHAIR BY BRABBU

LEMON SHERBET

After Millennial Pink, yellow is the color to rise. “Yellows must-have status has been cemented by data, being the fastest growing colour in the US womenswear market this year with sales up 29% years over years.” says Hannah Craggs in a WGSN report. It also stands here for victory in a sport context.

Despite being a risky color, yellow has fallen in the public’s taste. This softer hue seeks to bring the comforting feeling of being in the sunlight, while at the same time provoking stimuli of calm and relaxation. This color may also be a possibility for products that seek to escape the separation by gender.





1. CREDITS TO THE OWNER 2. YELLOW 'KRETA' PENDANT LAMP BY JACOB EILER BANG FOR FOG & MØRUP, DENMARK
3. SPONGE OCCASIONAL TABLE 4. VITRA MARIPOSA LOVESEAT IN LEMON IROKO2 BY EDWARD BARBER & JAY OSGERBY



1. CREDITS TO THE OWNER 2. LUMINA FLO LOUNGE FLOOR LAMP BY FOSTER+PARTNERS
3. SÃO CRISTÓVÃO BRAZILIAN CONTEMPORARY GRAPHIC PATTERN 4. 1 GRAPHIC COLLECTION BY DELIGHTFULL



PROJECT BY BRABBU



CREDITS TO THE OWNER



GALATEA OFFICES LONDON BY ARCHINECT



PIERRE YOVANOVITCH ARCHITECTURE D'INTÉRIEUR



OXY FIRE
OXY FIRE
OXY FIRE
OXY FIRE

1. PROJECT BY CRISTINA CELESTINO 2. POLTRONA ROSSA BY SELETTI
3. GIVENCHY SS20 4. L'OBJET CHINA LOVE C491





OXY FIRE

Red is more and more popular lately and is a very stimulating shade. In this palette, it also represents the moment during exercising when you are at the top of your game.

This color was inspired by the already evident success of orange and bright red. It is the extroverted color for the season, according to WGSN x Coloro. The energy present in Oxy Fire promises to generate a reaction to the first public eye and presents itself as a good alternative to invigorate and bring life to products and collections.





1. APPLIQUE DAVIDE GROPPI JULIE 2. PROJECT BY DMITRY BARASHKO
3. N°1 CUSHION BY HOME'S SOCIETY 4. BABABA MODULAR SOFA BY JOT.JOT



1. HABIBIB BY RUG'SOCIETY 2. CREDITS TO THE OWNER 3. GARBO BY ESSENTIAL HOME
4. N°2 II CUSHION BY HOME'S SOCIETY



BEEFBA RESTAURANT PARIS INTERIORS HUMBERT POYET



PROJECT BY DOROTHEE MEILICHZON



PROJECT BY CRISTINA CELESTINO



QUIET WAVE
QUIET WAVE
QUIET WAVE

QUIET WAVE

1. CREDITS TO THE OWNER 2. NUKA COUNTER STOOL BY BRABBU
3. SALVIATI MURANO SOMMERSO URANIUM GREEN ITALIAN ART GLASS OWL BIRD SCULPTURE
4. ARMANDI PRIVÉ SS20





QUIET WAVE

Green has been present in most color trend palettes in recent years, always referring to nature. Quiet Wave is a clinical green and a long lasting version of the well known Neo Mint.

This time, the inspiration is more about technology and this forecast proposes that this tone bring futuristic qualities and cooler and paler nuances. Thus, Quiet Wave becomes a perfect air freshener for the beginning of a new decade. It embodies here the mental preparation before exercising.



PROJECT BY DOROHOV ARCHITECT



1. MÖÖS BY RUG'SOCIETY 2. PROJECT BY DANIEL ARSHAM 3. CHAIR BY SOTTASS ASSOCIATI
4. N°8 CUSHION BY HOME'S SOCIETY



1. ROYALIS BY RUG'SOCIETY 2. PROJECT BY AGENCE DL-M
3. CACTUS SCULPTURAL BY DROCCO & MELLO AND ORDOVAS 4. ARMCHAIR BY CARLO HAUNER AND MARTIN EISLER



CREDITS TO THE OWNER



PROJECT BY BOSFOR



PROJECT BY ANGLO OSTREGA

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