

2013 Color Forecast: Bold & Bright Colors Pop into Home Décor

Written by Dana W. Todd



Courtesy of Sherwin-Williams®

Designers are dusting off the cobwebs and adding a splash of optimism through color choice in the home. The color marketing industry predicts 2013 will turn up the “dare factor” in homeowners’ color choices based on renewed consumer confidence in the economy.

Say good-bye to sage green, which has been a friend in recent years due to a sustainability focus. Next year, bright teals and other vibrant colors will take its place, according to Mary Lawlor, manager of color marketing for Kelly-Moore Paints™. “Generations X and Y are established and making color decisions for their homes. There is a bit of rebellion against the recession,” Lawlor says.

Expect to see more candy-colored brights like daring fuchsia, fiery red and bright orange. Even pops of neon like electric lime are on the radar screen, states Sherwin-Williams’ director of color marketing, Jackie Jordan.

“We’ll see more tangerines and oranges because they are fun and energizing,” adds Christy Bowen, interior designer and proprietor of Twelve Stones Designs, in reference to Pantone’s 2012 color-of-the-year, Tangerine Tango.

With every up there must be a down, and for every bright color, there must be a counterbalance. In 2013, the color that will balance all the brightness is gray, in all its cool and warm tones.

“Gray will stick around in home décor like black has in the fashion world. Gray goes with everything. Cool it down with lavender for an ultra-modern feel, or warm it up for a more traditional look. Either way, it adds elegance. The best thing about gray is that any furniture goes with it, even lacquered,” says Bowen. “Homeowners are tired of beige and camel, but they still need a neutral.” They may find that neutral in “greige,” a combination of green and gray. “It is organic and earthy, natural and comforting,” adds Bowen.

Sherwin-Williams is introducing its Honed Vitality palette of colors that include “chalky grays and blues, and earthy cider-colored browns.” The palette also includes silvers and “Smokey Topaz.” “The colors of Honed Vitality

create a softened beauty that is restful, comforting and embraces furnishings with natural textures for décor you can feel with your eyes,” says Jordan. “This isn’t a back-to-basics palette. It folds in the energy of the earth. Think of the magic hour, those minutes after sunset and before dark when shadows compete with rays of sunlight in an epic battle that washes the earth in a warm glow.”

A focus on other uplifting colors - pinks and purples - will emerge, according to Bowen, which are calming and in the case of purple, almost spiritual. “Purple is becoming more prevalent in men’s fashion so that translates to homes as well,” Bowen says. Expect to see purple mixing with grays to create a silvery palette, and pinks coordinating with tangerine and other bright colors for bursts of color and excitement.

“Even those who are timid with color can enjoy brights in splashes throughout the home,” Lawlor says. “Bold colors in accessories such as throw pillows are already on retailers’ shelves.”

Lawlor, who is in the midst of developing a new color system for Kelly-Moore Paints - the first major change to its color palette in 10 years - says overall we will not totally depart from the color focus of the past year but will instead punch it up a bit and add a dose of freshness.

“Our color influencers include the culture and terrain of our environment, fashion, the economy, and people’s need to have something different to satisfy short attention spans,” Bowen says. Gathering color inspiration from these sources - easy through social media sites such as Pinterest - make 2013 color trending a truly global affair. ■

RESOURCES

Kelly-Moore Paint Co., Inc.
512.331.1255
www.kellymoore.com

Sherwin-Williams
512.462.1991 - Austin
210.366.1320 - San Antonio
www.sherwinwilliams.com

Twelve Stones Designs
512.705.2121
www.twelvestonesdesigns.com