

The Color Trends We'll Be Seeing in 2020, According to Sherwin-Williams

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Study

The Color Trends We'll Be Seeing in 2020, According to Sherwin-Williams

The company just announced its forecast, which includes 45 hues divided into five themes

By
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Color makes us feel good. Perhaps it's no surprise then that [Sherwin-Williams](#)'s 2020 annual Color Forecast, revealed this morning and officially debuting at NeoCon, includes 45 different hues divided into five themes—each of which is meant to channel joy and serenity while lessening the noise that constantly surrounds us.

Sue Wadden, director of color marketing at Sherwin-Williams, and her global forecast team researched color, design, and pop culture trends across the globe over months in order to select the five themes. Wadden explains that the palettes are an evolution of last year's color forecast. This year, she was looking to counterbalance the cacophony of stresses that are an increasing factor of contemporary life. What is more, Wadden expects 2020 to be an empowering year of change that will focus on people getting ready for the new decade. Below are the five color trends that Wadden believes we'll be seeing more of in 2020.



A living room meant to evoke the Alive palette.
Photo: Courtesy of Sherwin-Williams

Alive

According to Wadden, Alive's colors are deep and rich—darker jewel tones inspired by mindful living, and even vibrantly hued fruits and vegetables. “We're so conscious about what we put in our bodies,” she says to AD PRO, adding that the palette is about “being thoughtful, being with family, getting together, and the idea of nurturing home life.” Throughout the set, look for rich blues and ripe olives.



A Mantra-worthy alcove.
Photo: Courtesy of Sherwin-Williams

Mantra

Manta is meant to connote Japanese minimalism and Scandinavian design. “Natural materials, a balanced palette of cool and warm tones—

[these hues] are very soft and soothing,” Wadden explains of the palette. Considering its neutral versatility, Mantra is bound to resonate throughout the design community.



The Play room—pun intended.
Photo: Courtesy of Sherwin-Williams

Play

“The idea here is bright, bold colors,” Wadden explains of the Play set. Adding pops of color, whether it’s through a sofa, artwork, or accent wall, is the perfect move for those who don’t take themselves too seriously.

"It's about stepping back from stresses, having a good time, laughing, and bringing playfulness back into your life," Wadden says. Play's bright pink, aqua, and gold hues are all about adding joy and warmth to a space.



A Haven dining room.
Photo: Courtesy of Sherwin-Williams

Haven

Following up on last year's Naturalist palette, Haven draws its inspiration from nature, with rich yet subtle shades reminiscent of sea, sand, forest, and sky. It's all about bringing those organic elements into your home. The earth-inspired palette might be muted, but it works nicely within the current focus on wellness—according to Wadden.



A room rendered in Heart tones.
Photo: Sherwin-Williams

Heart

Heart, one of Wadden's favorite ensembles, is inspired by humanity. This palette includes silky neutral tones, from clove to soft coral, that nod to meditation and comfort. The tones would pair well with retro-inspired accessories and warm, earthy finishes. "It's a beautiful, warm palette of neutrals and brights," she notes.