The state of color has never been more restless. New spirituality, cultural flux, feisty self-expression and soulful nostalgia are combining to paint an emerging portrait of our shared future.
It’s among our most precious commodities: night. We’re craving a refuge from urban streetlights and glowing screens, space to turn our gaze inward and recharge the spirit. Mindful melancholy is fueling a new romanticism marked by medieval patterns, revived customs and bittersweet beauty. The Dutch masters knew the secret: dark hues set a dramatic stage for sensuous luster. This palette is rich with vine-ripe fruits, Nordic blues, moody neutrals and golden yellows.
Sustainable design and radical transparency are the new standards. As our daily transactions move further into the cloud, acquiring experiences is becoming preferable to buying more things. “Doing good” is the new looking good, and it’s taking the form of “voluntourism,” healing retreats and eco-travel. We’re in pursuit of an elusive ideal: a fair luxury. The roads of this journey are lined with arctic neutrals, blush rose and wild browns.
The virtual and the real are blurring in the form of seamless commerce and “office anywhere” collaboration. Impatient for social and political change, we’re reinventing ourselves first. Identity has never been more fluid. “You do you” is the mantra of a generation primed for self-expression, cheered on by their own #squad and tossing aside old categories. There’s a feisty energy to our present moment, arriving in fiery tones and vibrant, kimono colors.
Global immigration is redefining borderlands, national identity and our sense of coexistence. We’re all citizens of the world now. Brands are becoming more purpose-driven, communities more connected. Design is adapting to more diverse populations. Overconsumption is, well, over. We’re more likely to invest in the best we can afford — crafted and customized — and then keep it forever. Global consciousness is a mural painted in earthy mustards, ocean blues, corals and mud.
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