

COLOUR

TRENDS 2019+



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*The colour trends for the coming seasons
are a mix of seasonless neutrals,
spiritual and powerful colours*



SURVIVAL is the overall theme of NCS Colour Trends 2019+. The term survival might sound dramatic, but it symbolizes our desire to live and develop as humans, in spite of the difficult circumstances we have faced over the past few years.

THE COLOUR TRENDS for the coming seasons are a reaction to the trend drivers of today. They are inspired by our striving to contribute and to build better societies and a better world, along with our pursuit of personal develop-

ment. We will therefore see powerful, feminine purples, spiritual oranges and muted, seasonless, pale colours.


EACH CHAPTER has one main colour, that acts as the driving colour for the trend and gives a colour direction. The main colour represents the story by itself, and in combination with the colours, the story becomes stronger and more beautiful.



TREND #01

WATER

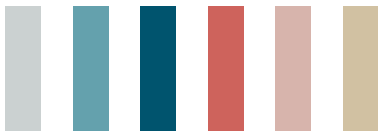
*Protecting and celebrating
the life of our waters.*





WATER

Inspired by recycled waste from our waters with mystical blues, bleached, washed-out colours. Ocean trash becomes luxury items.



WATER IS LIFE. It is said that every second breath we take is in fact generated by our oceans. By 2050, reports claim there will be more pieces of plastic than fish in our waters. The big threat is not only our common plastic garbage, but most hazardous is the micro components that we cannot see, that fish and shellfish eat as if it were food.

NEW INVENTIONS to help save our waters are coming, like the edible water bottles and degradable plastic materials. Profiled designers are making high fashion items using recycled plastics from the oceans. Something that is so negative for our environment has been converted into a movement of rescue of our planet, using design as a powerful engine!

THIS DRIVER is all about coming together to save our oceans. Without life and health in our oceans, there will be no life on the planet. The time has come for us to make peace with our waters. We see a rapidly growing movement to raise awareness of our fragile oceans so as to save the marine wildlife and our ecosystem. Governments, corporations, celebrities and designers are taking actions to raise awareness and to help save our waters.

THE KEY COLOUR of Water is NCS S 5040-B10G. It is directional towards a deeper ocean colour, a colour we more and more want to surround ourselves with, to remind us of the beauty of pure water!





TREND #02

FAITH

*Seasonless neutrals and
spiritual oranges connect us
to our inner self.*



FAITH

We are driven by goals beyond material possessions, physical satisfaction and monetary wealth.

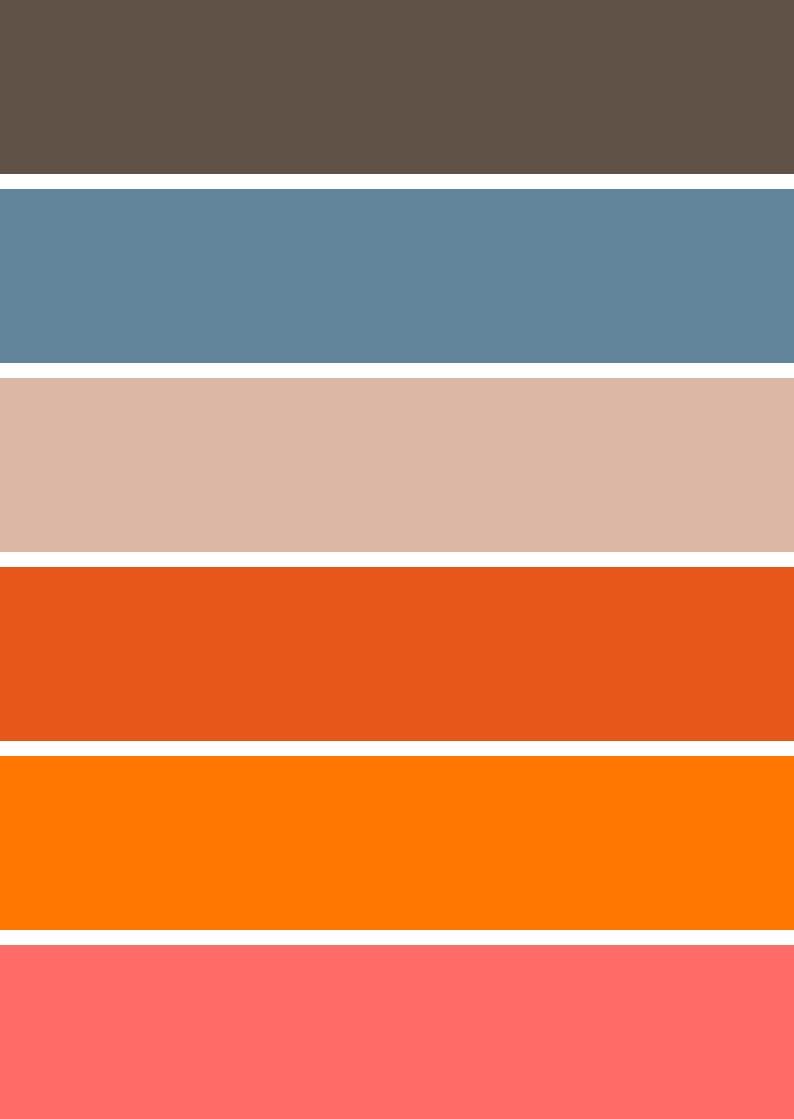


AS A RESPONSE to a declining trust in our conventional social and religious leaders, we turn to ourselves to find answers and meaning. We seek to connect with a deeper level of self and we are driven by goals beyond material possessions, physical satisfaction and monetary wealth.

GENERATION Z will soon be the most influential force in the Western world. Generation Z defines faith as “spiritual but not religious”. They are driven by individual, spiritual freedom and their view of faith revolves around a deep self-awareness. Mental health-related issues has led us to re-evaluate the way we live our lives. We already see mindfulness meditations implemented for the employees at many large companies, such as Google.

LIFESTYLES AND PRACTISES are moving towards a focus on how we can achieve our full potential in every aspect of life. The experiential travel sector is growing rapidly and adventure tourism is blooming. We seek more active and spiritual experiences to strengthen our connection with a deeper level of self, rather than experiences and beachside vacations where we act as observers.

THE KEY COLOUR of Faith is NCS S 1080-Y40R. It is inspired by the orange colour of the robes worn by Buddhist monks. The robes symbolize simplicity and detachment from materialism.





TREND #03

NEIGHBOUR

*Functional and powerful
dark hues unify us in
modern day tribes*



NEIGHBOUR

Powerful, dark hues inspired by the creation of new communities where we find unity together as a modern day tribe



OUR ROOTS are no longer a term used to describe our background and heritage. Our roots are now formed where we stand today. Rooted in our local community with a sense of belonging and unity, where we contribute in every way possible.

WITH A CONTINUOUSLY growing migration to the larger cities, people are now living even closer together than ever. In times of lacking leadership in many areas around the globe and with political insecurities, urbanisation leads to the formation of many smaller communities within the large community.

PEOPLE COME TOGETHER to support their small, local communities and there is a shift from “me” to “we”, where different ethnicities are contributing to the formation of the modern day tribes. Together, we are strong, proud and powerful, and we adapt modern rituals to connect within our communities.

THE KEY COLOUR of Neighbour is S 5020-G70Y, an emotionally positive colour symbolizing unity and peace.





TREND #04

SHINE

Positive, powerful and shimmering colours inspire our outlook on the future





SHINE

A bright outlook on the future inspires new ways of matching colours and materials in art and interior design.



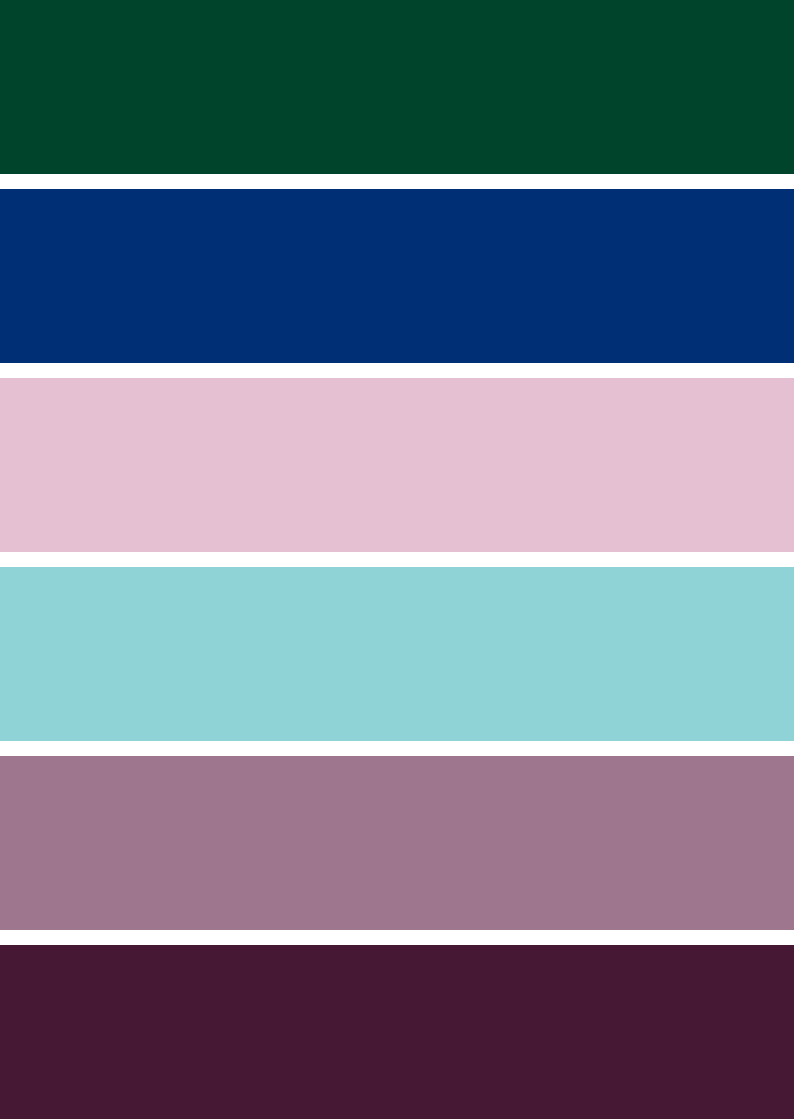
WE HAVE EXPERIENCED turbulent times in so many corners of the world in recent years. Just as the Phoenix rose from the ashes, the world in 2019 will rise from a period of uncertainty. It is a new dawn, and we have grown stronger and have a positive outlook on a bright future. The final Brexit takes place. The uncertainty of what actually will happen will linger until then. However, we have already prepared ourselves for the possible changes that lie ahead.

ADDING TO A BRIGHT FUTURE, metallics, neon colours and shiny materials are growing in popularity and connect us to the digital

world of a post-modern and futuristic reality. Digitalisation is a big part of our lives and inspires us to use, mix and match new materials and colour combinations.

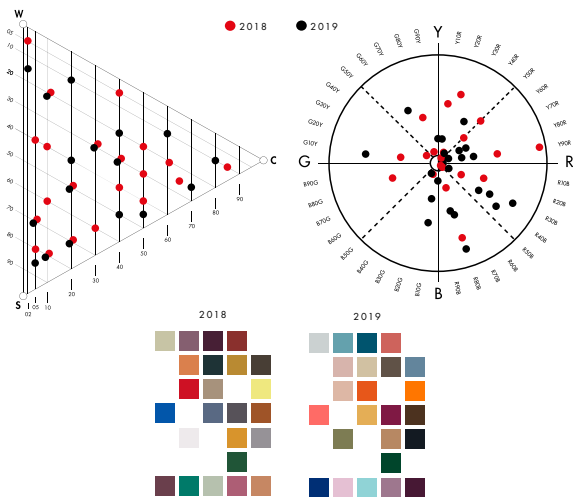
THE FEMINIST MOVEMENT is growing in size and power in more parts of the world than ever before. We see fantastic progress in gender equality among women in Islam, who will rise to prominent roles traditionally held only by men.

THE KEY COLOUR in Shine is S 7020-R40B. A deep, spiritual purple inspired by the Arab world, symbolizing leadership, femininity and strenght.



COLOUR INFORMATION

This season's breakdown of colours has shifted from darker and chromatic shades, towards less chromatic, soft shades with deep and strong undertones.



TO IDENTIFY important colour groups and to show key directions, the NCS Triangle and NCS Circle are used to illustrate the movements – from 2018 and onwards. As seen here, the palettes are

shifting from a mix of bold and dark colours toward less chromatic, softer hues, featuring a mix of pale colours and strong, deep undertones.

ABOUT TREND 2019+

*Colour Trends 2019+ is made
by NCS Colour in collaboration
with colour trend forecasters Justine
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