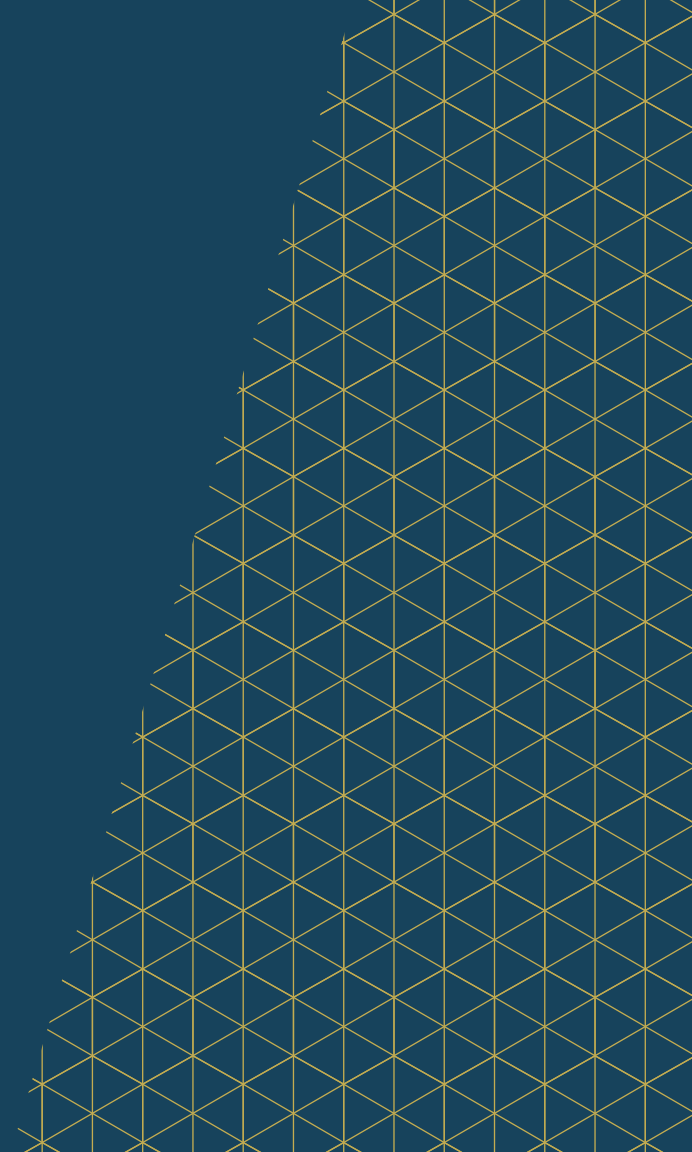




*SHERWIN-WILLIAMS.*  
DESIGNHOUSE

INAUGURAL  
**TREND**  
**FORECAST**



# WELCOME

## TO THE INAUGURAL TREND FORECAST

We're excited to share our annual comprehensive future color trends forecast focused on insight and foresight, produced by the Sherwin-Williams DesignHouse Council as inspiration for industrial, product and CMF designers. The content of our visionary report was strategically researched, analyzed and forecasted - harnessing an innovative methodology that encompasses three directive trends.



### EXPLORE

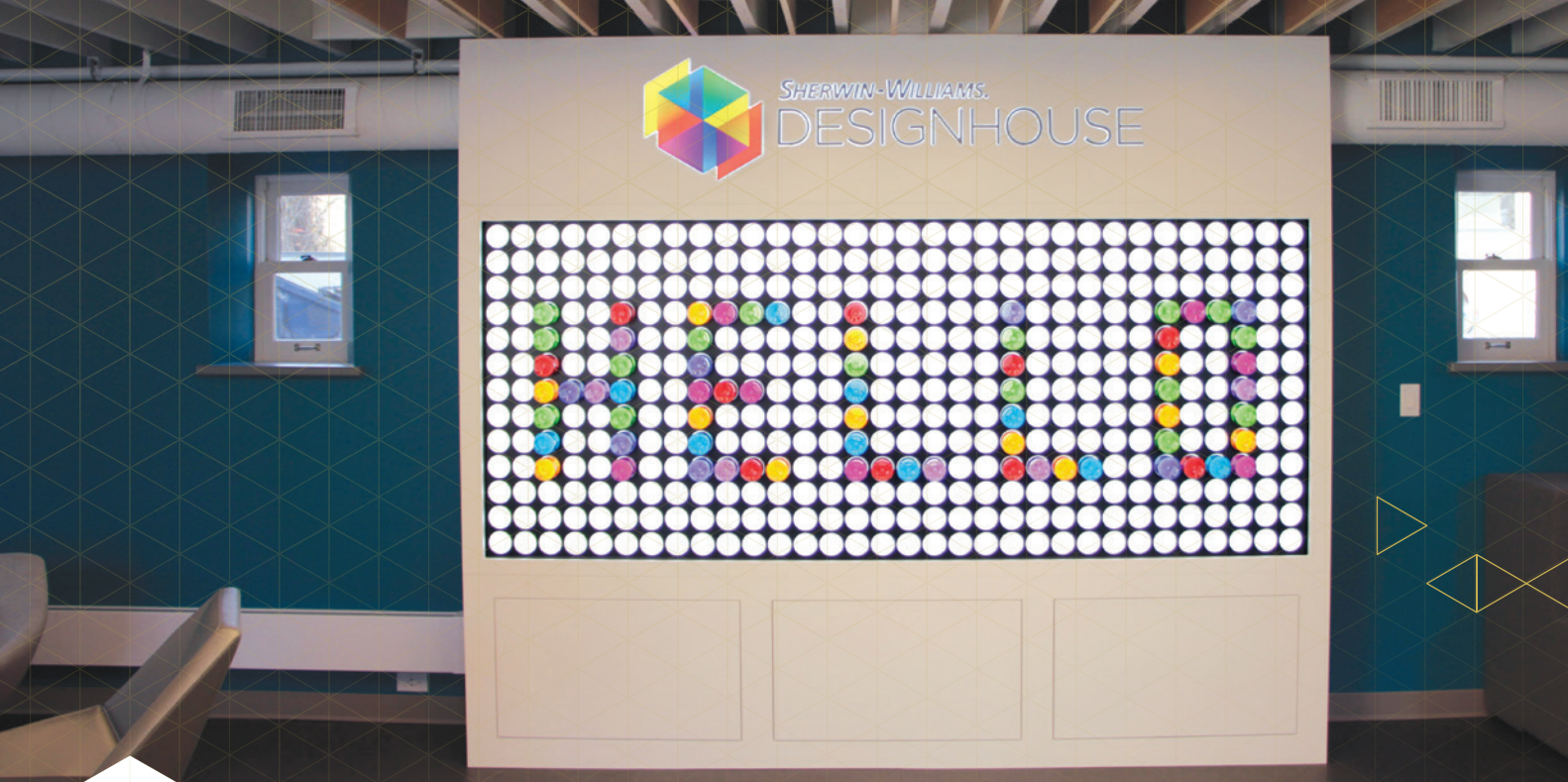


### ESCAPE



### EMPOWER





**SERVICES & WORKSHOPS** - 1/2 day, full-day, customized up to 5 days

- Color Palette Analysis
- Color Collection Curation Workshop
- Color Marketing & Merchandising
- Color Development Workshop
- Trend Forecast Presentations
- Trend Development Workshops
- Trend Methodology Seminars
- Custom Industry & Product Trend Directions

**INTRO-  
DUCTION**

The themes presented in this Trend Forecast originate from the complex overarching global and societal mega catalysts that translate to consumer-centric, industry-identifiable, product-producing macro stories. These themes distill into marketable niche trends, leading to consumer acceptance and adoption of micro aesthetic design elements such as color, material, effect, finish, texture and pattern.

After a year of data collection and workshopping, we have cultivated our expert and intuitive knowledge to create our inaugural Trend Forecast collection of individual and complementary colors for utilization throughout the next 3-5 years. It is our privilege to provide the Trend Forecast program of collaboratively accumulated trend intelligence for your concept inspiration,

specification and development – giving your design team a competitive edge.

To schedule a Trend Forecast experience for your team, contact your Sherwin-Williams representative or email us directly at [swdesignhouse@sherwin.com](mailto:swdesignhouse@sherwin.com).



Colorfully,



**Kiki Redhead, CMG**  
Global CMF & Trend  
Manager, DesignHouse

**COUNCIL  
MEMBERS**

**Chelsea Hagel**  
*Marketing  
Communications*

**Elizabeth Hurst**  
*Market Research*

**Amanda Pevito**  
*R&D Chemist*

**Rachel Schwen**  
*Color Scientist*

**PROGRAM  
SUPPORT**

**Olivia Cavatano**  
*Market Segment  
Specialist*

**Leah Novotny**  
*CMF Design Intern*

**Leah Parker**  
*Social Media Intern*



# A SPARK OF FAMILIARITY

As humans, we crave meaningful relationships – to self, to family and friends, and to community. The desire to connect exists globally and locally, through arts, culture, belief systems, nature, environment, government, science and technology



These influences serve as catalysts that shape society and the mega trends that give light to the future.

As designers and creatives, it is our responsibility to not only honor connection, but to challenge and disrupt the familiar. This should spark new product ideation.

Connecting each of the three macro trend themes – **EXPLORE, ESCAPE** and **EMPOWER** – are familiar topics examined in a new light, slowly burning while evolving, signaling a spark into the future.

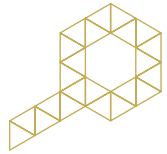
## CATALYSTS

Connection  
Conservation  
Culture  
Beliefs  
Economy

Environment  
Ethics  
Government  
Humanity  
Society

Science  
Technology  
Truth





# EXPLORE

## FROM HERE TO ETERNITY

From Sci-fi to Wi-Fi, discovery through advanced technology shifts perspectives and informs reality. What was uncharted before is now verified by experts, such as Earth-like planets in far-off galaxies, and deep-water bioluminescent and shape-shifting species. Science is making strides towards clean alternatives that combat pollutants. We are explorers, traversing unknown landscapes, thirsting for more understanding of what's beyond the human eye - looking high and low, from the sea to the sky, from the city to the forest. Simultaneously, we employ algorithms that feed knowledge to

artificial intelligence, humanizing the machine, making them autonomous. We augment and virtualize reality, experiencing life through the lens of tech. The future is bigger than us, it's from here to eternity, and it commands our respect.

As deep as the sea, and as vast as the galaxy, the navy and violet hues represent the profound darkness of place and our determination as humans. They are a backdrop to the electric luminosity radiating from bio-bright accents and the spectacular sparkle of the stars.

## INFLUENCES

Technology  
Astronomy  
Oceanography

Bioluminescence  
Math & Science  
Big Data

Sci-Fi Futures  
AI/AR/VR

## INDUSTRIES

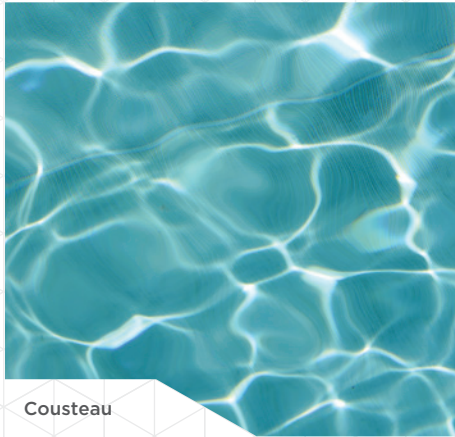
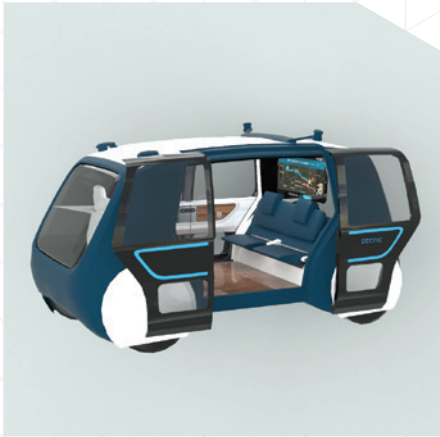
Automotive  
Transportation  
Medical Device

Technology  
Consumer Electronics  
Appliance

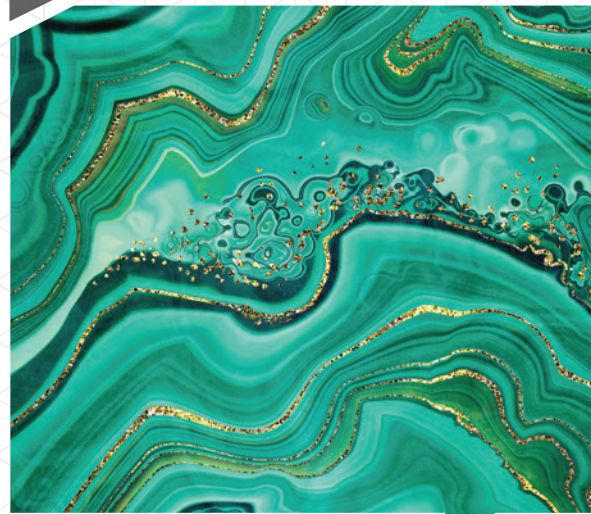
Heavy Machinery  
Architectural  
Building Products



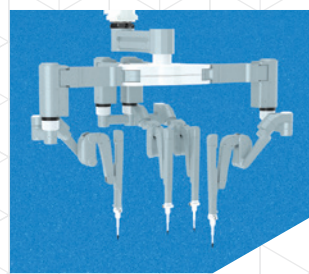




Cousteau



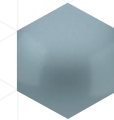
Transform



# EXPLORE TREND COLORS



Bootes Void



Urbaneyes



TechNO Electro



Mariana's Trench



Grow Up!



Stay Golden



Beyond Stellar





# ESCAPE

## TAKE A HIKE

Amended technology and global connection are opening more opportunities to escape into the world's backdrop, through photographs or through reality. For some, escaping into the wilderness connects sole to soul, nourishing the spirit with nature while remote, off-the-grid and unplugged. From the forests of Japan, to the hot springs of Iceland, traveling to new terrain is your escape. For others, escape is a five-minute break from the hustle and bustle of your desk, scrolling through

social media images of friends and family, reminding you of life outside of work. No matter how you choose to escape, it's doctor's orders.

Entwined in nature and nurture, mountaintop blues and cross-cultural clay embrace the Earth's ethereal and feminine topography. Colors inspired by faded bronze, bleached wood, organic crystalline and veined stone are elements of wonder that forge energy for healing - essential to escaping the chaos of life.

## INFLUENCES

Harmony  
Nature & Nurture

East & West  
Work & Life

Health & Wellness  
Self-Actualization

## INDUSTRIES

Automotive  
Consumer Electronics  
Consumer Goods  
Packaging

Building Products  
Architectural  
Outdoor Lifestyle  
Appliance

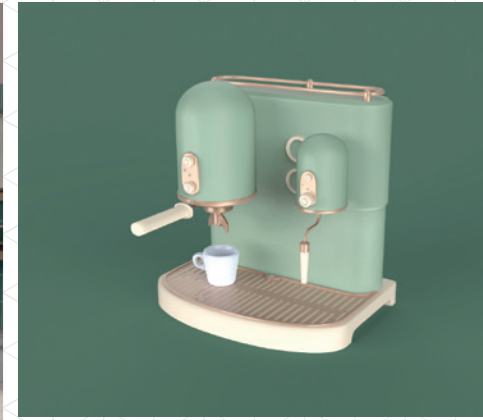
Interiors  
Furnishings



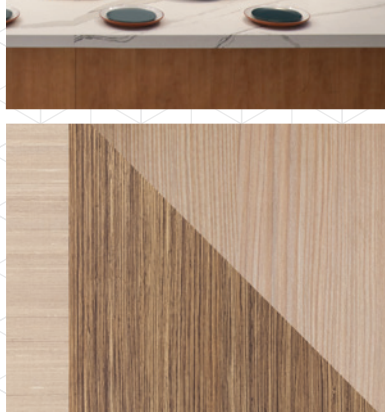




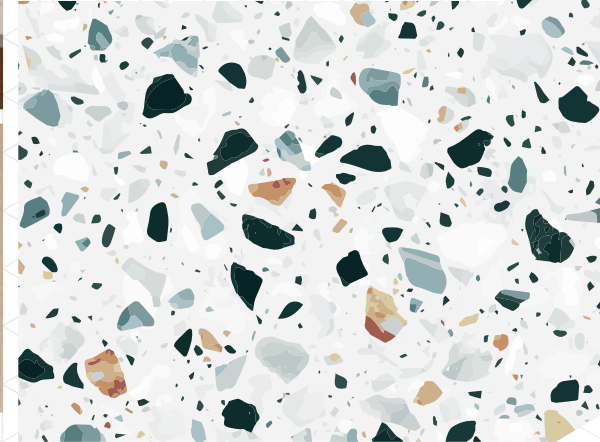
Balance



Well Traveled



Branch Out



# ESCAPE TREND COLORS



In The Midst



In Touch



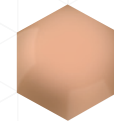
Rebel Heart



Shinrin-Yoku



Essential Self



Nourish



Haven





# EMPOWER

## FIND Y[OUR] OWN WAY

There is no majority or minority – only humanity. Generation Z campaigns for a better future, one where a single voice can facilitate positive and powerful change. Take action – that’s the platform. Whether it’s time to play or time to protest, we express ourselves in hopes that we create one inclusive tribe that promotes acceptance and transparency. We passionately lobby for a society that is fun and serious – one that strikes the right balance. The social world in which

we live allows us to share our art, experience and culture, but above all, our individuality. We are someone, and we are everyone.

Bold and bright reds and blues have solidified their place in political history, but today, a color shift is in order. When paired with conscious, transparent and progressive hues of green, a vibrant global color party is created. As a symbol of unification, a grounding natural tone anchors the necessary balance of power and play.

## INFLUENCES

Rights & Freedom  
Social Causes & Justice  
Privacy & Security

Truth & Honesty  
Power & Voice  
Play & Leisure

Sports & Amusement

## INDUSTRIES

Packaging  
Powersports  
Consumer Electronics  
Consumer Goods

Small Appliance  
Interiors  
Furnishings  
Accessories

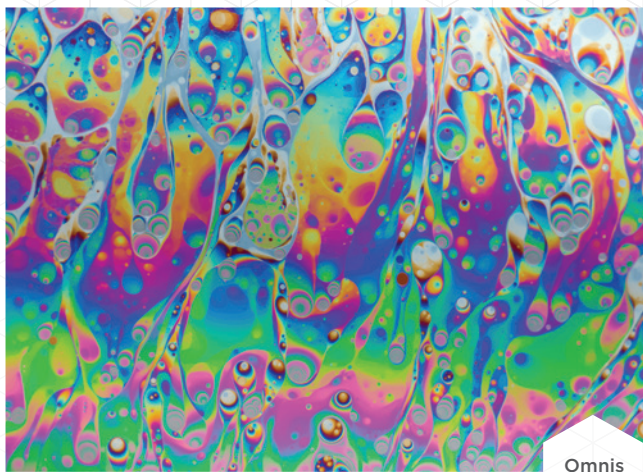
Retail Merchandising  
Racks







I-Influence



Omnis

# EMPOWER TREND COLORS



Take Action



Acceptance



Tag, You're It



Perspective



Nudetrality



High Hopes



Movement



# EXPLORE



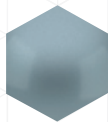
Bootes Void



TechNO  
Electro



Grow Up!



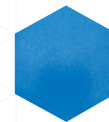
Urbaneyes



Mariana's  
Trench



Stay Golden



Beyond  
Stellar



In The Midst



Rebel Heart



Essential Self



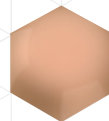
Haven



In Touch



Shinrin-Yoku



Nourish

# ESCAPE



# EMPOWER



Take Action



Tag, You're It



Nudetrality



Acceptance



Perspective



High Hopes



Movement



## **CONTACT US**

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***SHERWIN-WILLIAMS.***

**INAUGURAL TREND FORECAST**

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