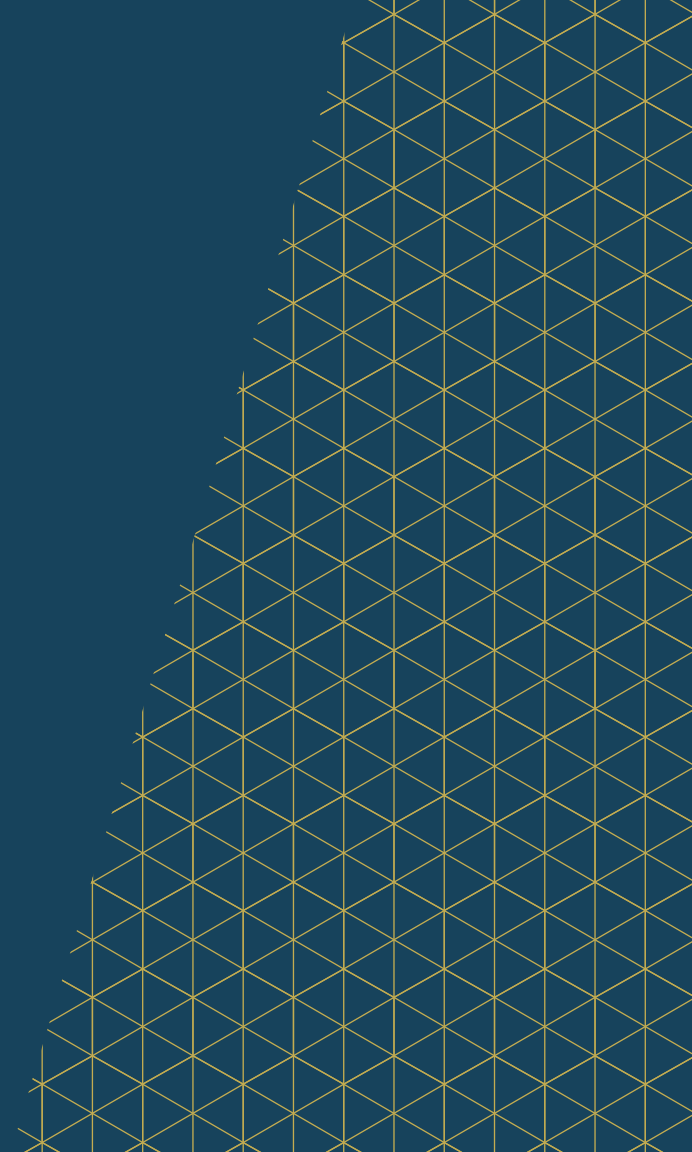




SHERWIN-WILLIAMS.
DESIGNHOUSE

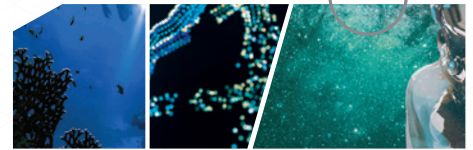
INAUGURAL
TREND
FORECAST



WELCOME

TO THE INAUGURAL TREND FORECAST

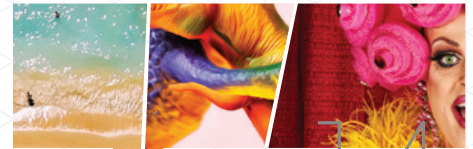
We're excited to share our annual comprehensive future color trends forecast focused on insight and foresight, produced by the Sherwin-Williams DesignHouse Council as inspiration for industrial, product and CMF designers. The content of our visionary report was strategically researched, analyzed and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



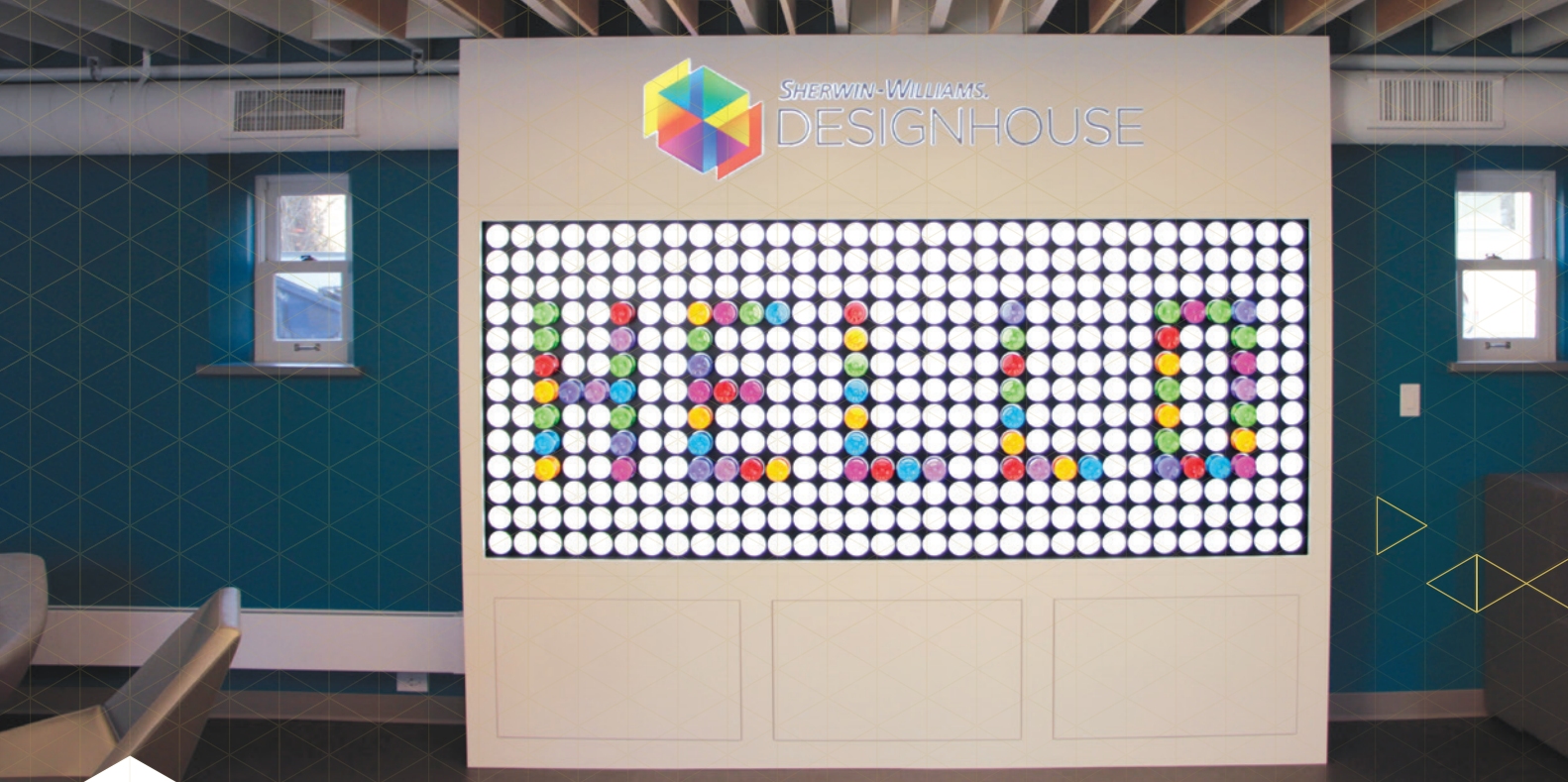
EXPLORE



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

INTRODUCTION

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.



Colorfully,



Kiki Redhead, CMG
Global CMF & Trend Manager, DesignHouse

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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.

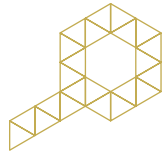
Connecting each of the three macro trend themes – **EXPLORE, ESCAPE** and **EMPOWER** – are familiar topics examined in a new light, slowly burning while evolving, signaling a spark into the future.

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

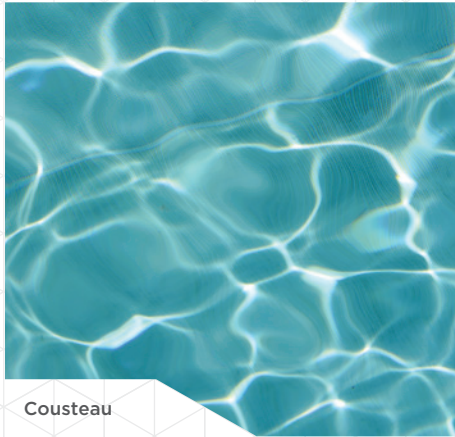
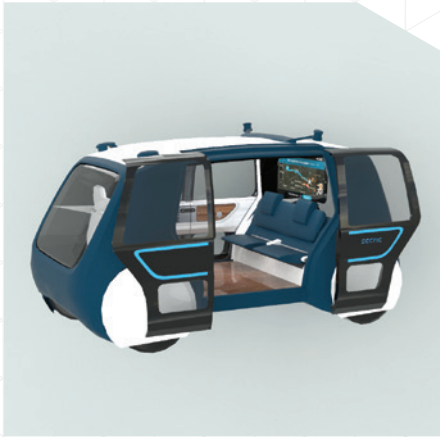
INDUSTRIES

Automotive
Transportation
Medical Device

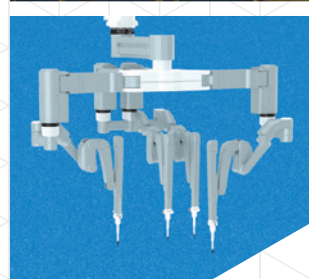
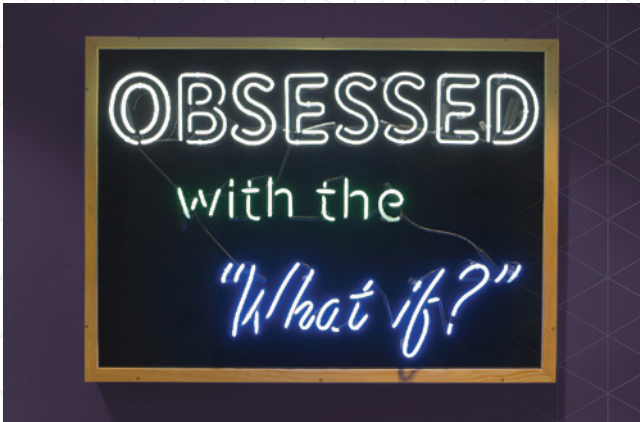
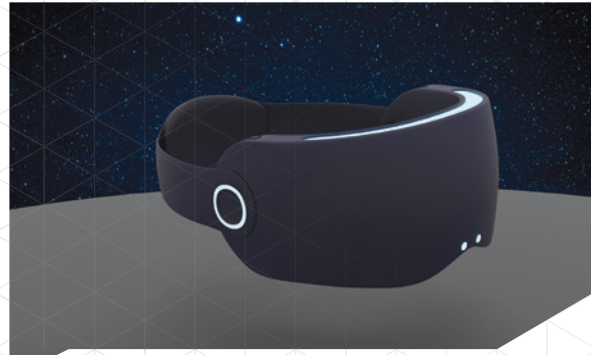
Technology
Consumer Electronics
Appliance

Heavy Machinery
Architectural
Building Products





Cousteau

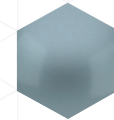


Transform

EXPLORE TREND COLORS



Bootes Void



Urbaneyes



TechNO Electro



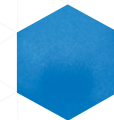
Mariana's Trench



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

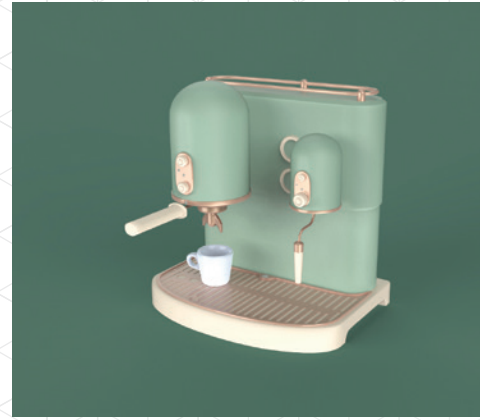
Building Products
Architectural
Outdoor Lifestyle
Appliance

Interiors
Furnishings

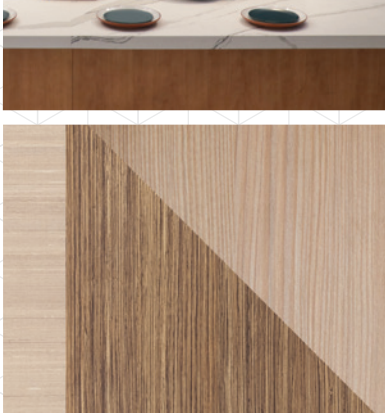




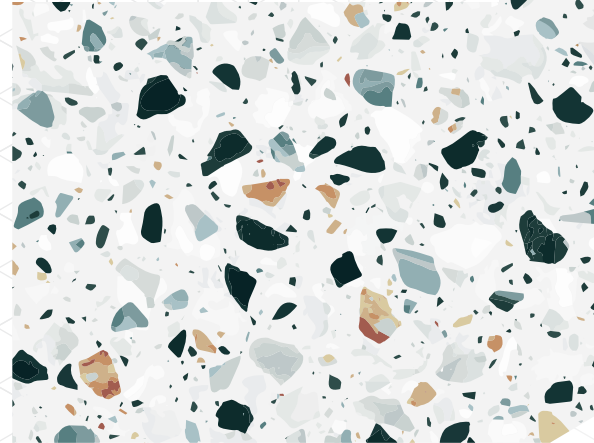
Balance



Well Traveled



Branch Out



ESCAPE TREND COLORS



In The Midst



In Touch



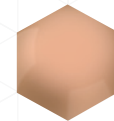
Rebel Heart



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

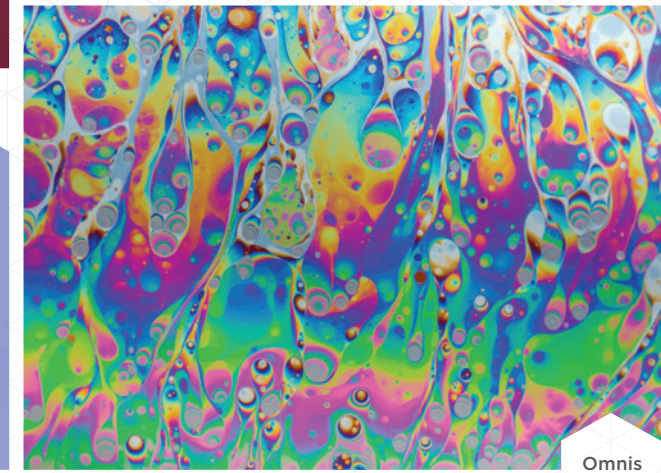
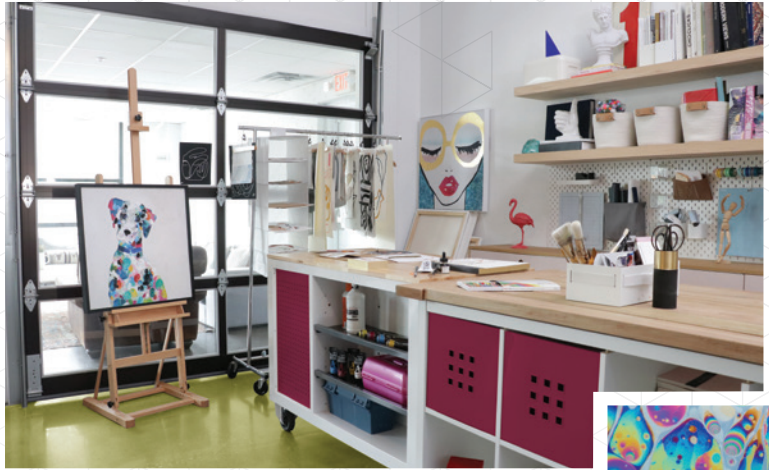
Small Appliance
Interiors
Furnishings
Accessories

Retail Merchandising
Racks





I-Influence



Omnis

EMPOWER TREND COLORS



Take Action



Acceptance



Tag, You're It



Perspective



Nudetrality



High Hopes



Movement

EXPLORE



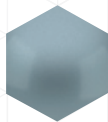
Bootes Void



TechNO
Electro



Grow Up!



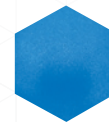
Urbaneyes



Mariana's
Trench



Stay Golden



Beyond
Stellar



In The Midst



Rebel Heart



Essential Self



Haven



In Touch



Shinrin-Yoku



Nourish

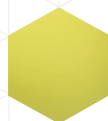
ESCAPE



EMPOWER



Take Action



Tag, You're It



Nudetrality



Acceptance



Perspective



High Hopes



Movement



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SHERWIN-WILLIAMS.

INAUGURAL **TREND FORECAST**

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