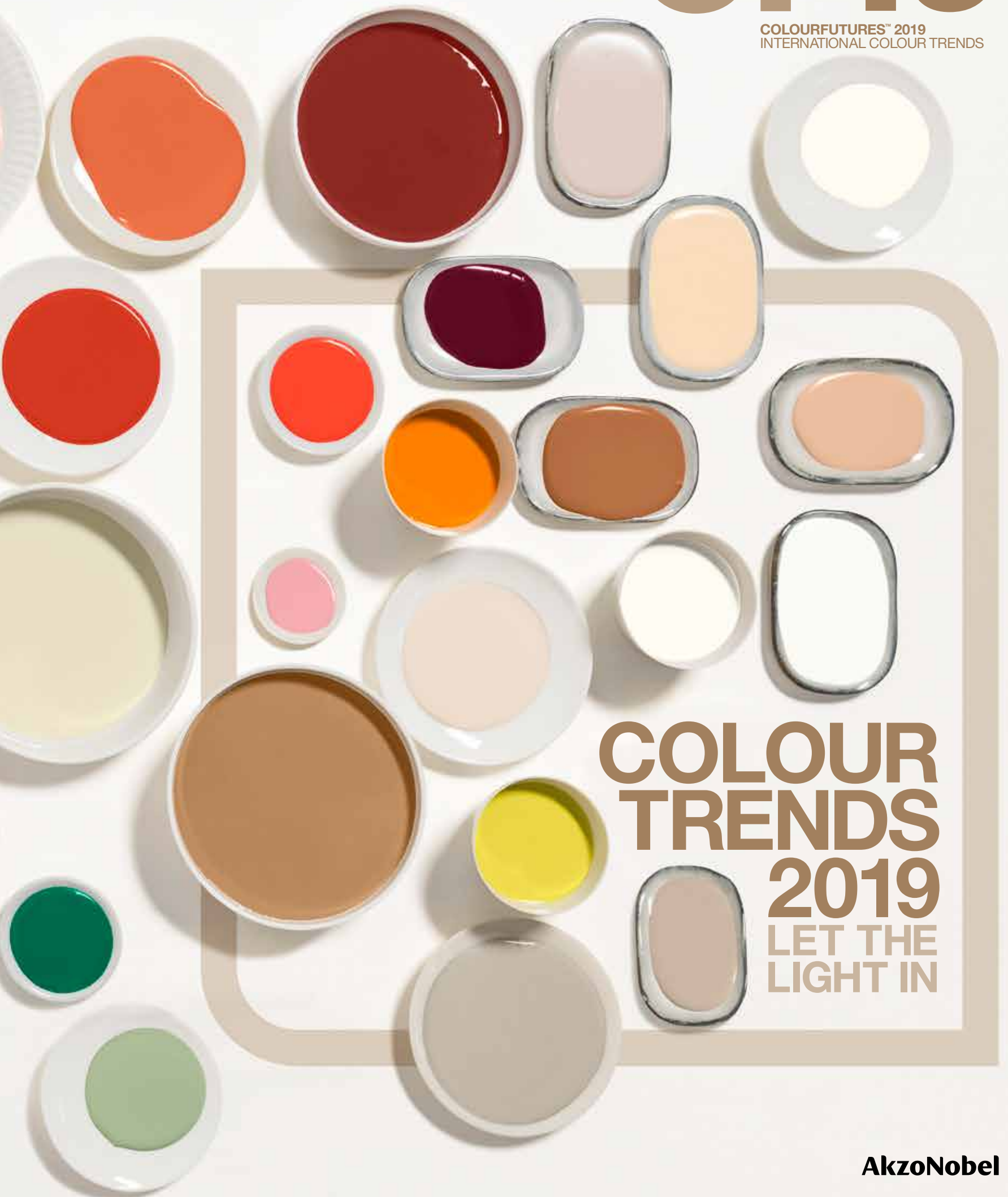


CF19

COLOURFUTURES™ 2019
INTERNATIONAL COLOUR TRENDS



COLOUR
TRENDS
2019
LET THE
LIGHT IN

AkzoNobel

**AKZONOBEL
DECORATIVE
PAINTS
GLOBAL
AESTHETIC CENTER
PRESENTS
COLOURFUTURES™ 2019**



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COLOUR PALETTE GUIDE

WELCOME

“We’re excited to present the 2019 edition of **ColourFutures**, the book that tells the story of how we transform global trends into inspiring paint colour palettes for the home. It all begins with our team at the **Global Aesthetic Center** – the heart of colour development at **AkzoNobel**. Every year, we invite top design professionals from all over the world to help us capture the mood of the moment. Our team then uses the findings to understand what consumers will want from paint colour in their home and identify the **Colour of the Year** and complementary palettes to meet their needs. In this book, we explore how 2019’s colours will work from room to room, throughout the home. To accompany the new palettes and the **Colour of the Year**, we’ve created a wealth of content, from images and videos to print assets, which we share with you here and through our **AkzoNobel Brand Center**. We hope that you enjoy using the content as much as we’ve enjoyed creating it.”

FOREWORD BY
HELEEN VAN GENT
CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER,
AKZONOBEL

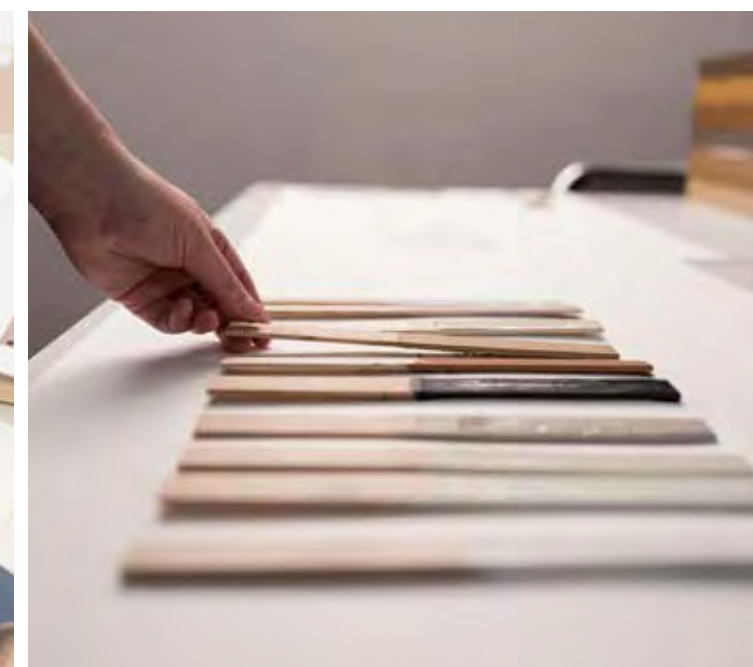


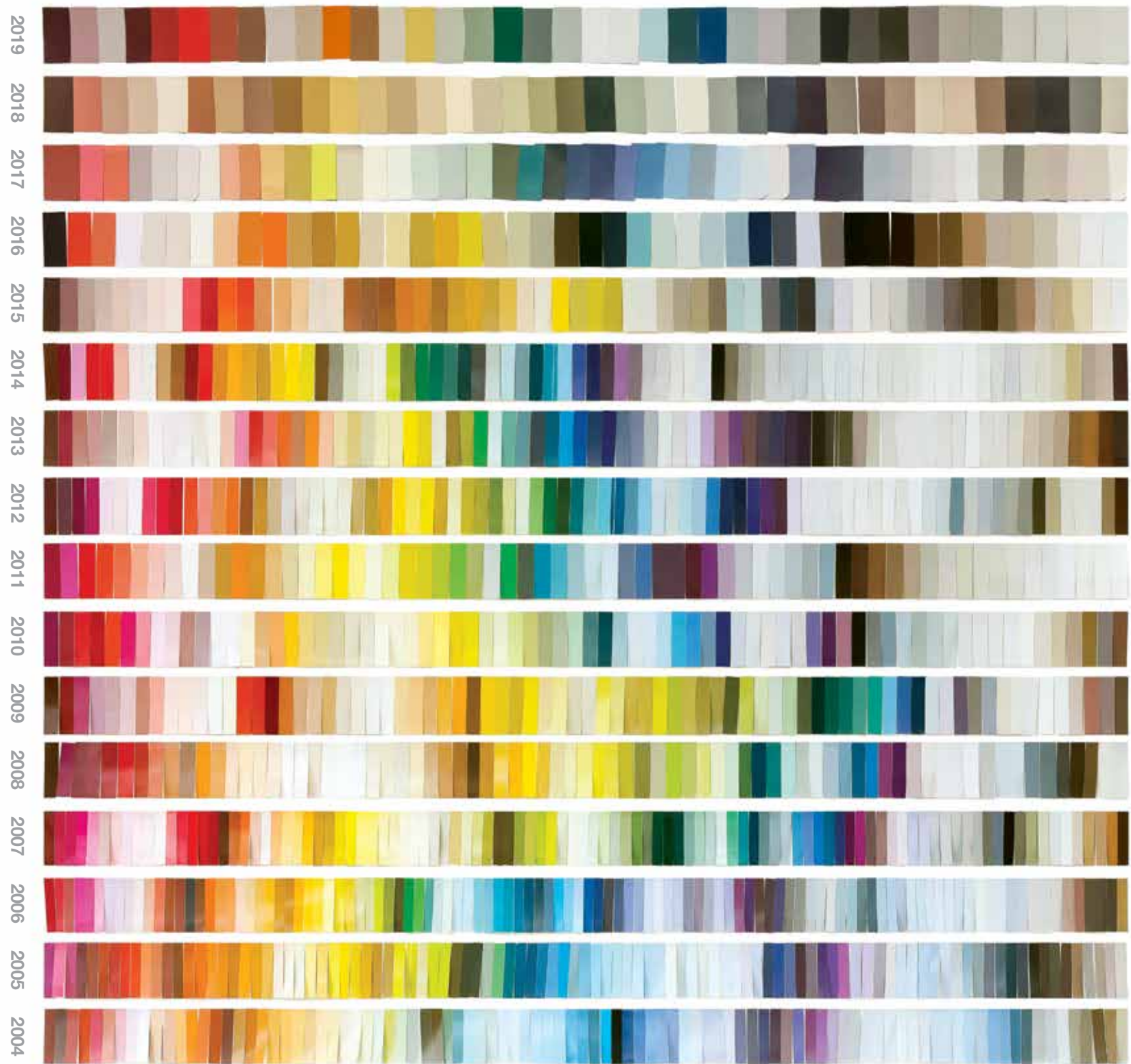
THE GLOBAL AESTHETIC CENTER

Our colours begin their journey at the Global Aesthetic Center, which has been responsible for trend analysis, colour research, colour design and art direction at AkzoNobel for over 25 years. Led by Creative Director Heleen van Gent, the creative team supports 80 markets around the world in empowering consumers to choose paint colours for their home with absolute confidence.

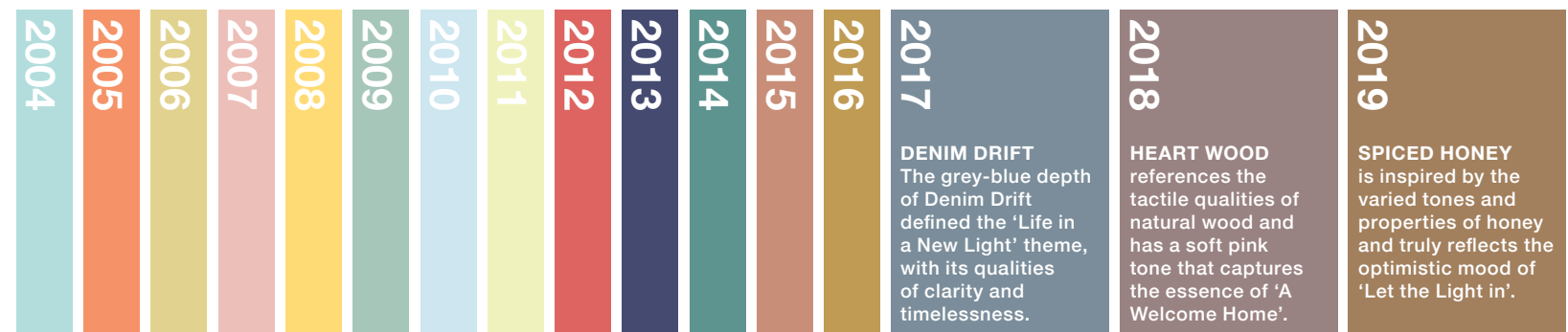
Colour design and forecasting is the primary role of the Global Aesthetic Center and, to ensure that the team are anticipating consumers' needs, we continuously monitor social, cultural and design trends as they emerge all over the globe. By connecting these unique insights to everyday life, our team provides informed direction for the markets. It also consistently creates colour palettes that are perfectly matched to consumers' lifestyles and content that tells the colour story.

ColourFutures is a central part of the Global Aesthetic Center's work. Our experts identify the Colour of the Year and four supporting palettes by transforming global trend insights into paint colours that will inspire consumers. In tandem with trend forecasting, the team creates an array of assets, including hundreds of room images, that demonstrate how the colour palettes will translate into real people's homes all over the world.





COLOURS ANALYSIS 2004-2019
The evolution of colour trends over the past 16 years



COLOUR OF THE YEAR 2004-2019

The history of ColourFutures™

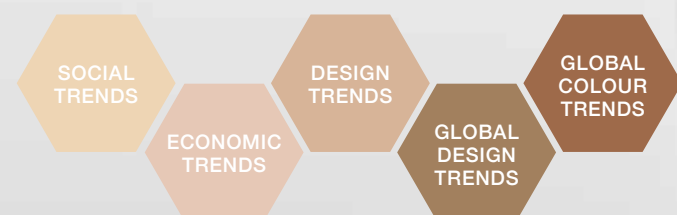
16 YEARS OF SHAPING THE EVOLUTION OF COLOUR

“When you look at how our ColourFutures palettes have evolved over the years, you can chart the fluctuations in our consumers’ appetite for different colours and spot connections with what is going on in the wider world. For example, in 2017, when our consumers felt a need for balance and calm, the palette was dominated by cooler shades of blue and grey. While in 2018, there was a great sense of uncertainty that was reflected in a desire for warm, comforting colours that provided our consumers with solace and refuge. Every year, we create a series of diverse palettes around one central Colour of the Year – our stand-out shade that perfectly captures the mood of the moment.”

Heleen van Gent,
Creative Director, Global Aesthetic Center, AkzoNobel

**“OUR UNIQUE TREND
INSIGHTS ALLOW US
TO PREDICT WITH
CONFIDENCE WHAT
IS GOING TO BE
IMPORTANT TO OUR
CONSUMERS IN
THE COMING YEAR”**

Heleen Van Gent



OUR GLOBAL TRENDS FORECAST

Each year, we ask a team of top designers, architects, colour creatives and trend experts to be our eyes and ears around the world. It's their job to spot the cutting-edge trends that are going to have the biggest impact on our lives in the future. These experts then come to our Global Aesthetic Centre to share their insights with our colour team, at an intense but inspiring three-day trend forecasting session. They bring us vital information about societal, cultural, design and lifestyle trends as well as details about the colours and styles that are being adopted by the most influential fashion, product and interior designers. Together, we build a clear picture of where the world is going, which helps us to define the mood of the moment and the key consumer trends for the coming year.



JIM BIDDULPH
Editor-at-large,
Material Lab



SAM DEVILLART, AMERICAS
Professor
for Cultural Analysis,
School of Visual
Art NYC



ZUZANNA SKALSKA, EASTERN EUROPE
Founding Partner,
360°Inspiration



HELEEN VAN GENT, NETHERLANDS
Creative Director,
Global Aesthetic Center,
AkzoNobel

“WE ARE NOTICING A SENSE OF AWAKENING. THERE’S A FRESH NEW MOOD AND WE NEED HOMES THAT REFLECT AND SUPPORT THAT”

Heleen van Gent

Heleen joined the Global Aesthetic Center in 2009, following 20 years of working in the magazine industry as an interior stylist and design editor. After graduating from The Royal Academy of Art in The Hague, she went on to teach at the Artemis Design Academy in Amsterdam and has edited many books on interior and colour design. She travels the world offering guidance on colour and design to the AkzoNobel markets.



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Editor Director,
ELLE DECORATION
China



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Architect,
Next Architects



BARBARA MARSHALL, ASIA
Marshall Design



CARLOTA GASPARIAN, LATIN AMERICA
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Aesthetic Centre



CLAUDIA LIESHOUT, GLOBAL
Creative Director
Trend Research,
Philips




CAMERON WOO, SOUTH EAST ASIA
Principal,
Cameron Woo
Design

“PEOPLE NEED A PLACE WHERE THEY’RE AT ONE WITH THEMSELVES, TO RECONNECT AND TO GIVE THOUGHT TO WHAT’S IMPORTANT TO THEM”

Cameron Woo

“THERE’S A NEW SENSE OF POSITIVE ENERGY, SMALL ACTS CAN MAKE A BIG DIFFERENCE, IT’S ABOUT DOING SOMETHING THAT COMES FROM WITHIN”

Adriana Pedrosa

A hand is shown selecting a color swatch from a palette. The table is covered with various design materials, including multiple color swatch palettes, a jar of yellow paint, and several pieces of brown paper or cardboard. The background is dark and out of focus.

TRANSFORMING TRENDS INTO COLOUR

By bringing together trend experts from all over the world to work with our Global Aesthetic Center team, we gain a unique mix of perspectives from a broad range of disciplines and cultures. This ensures that when we present our overarching theme and key trends for each year, we are confident that they will have universal resonance and relevance.

The next vital step of the process is for the Global Aesthetic Center to use the findings from our forecasting sessions to identify a versatile Colour of the Year that will respond to consumers' needs and bring the new mood to life in their homes. We then create a collection of palettes around this shade to offer consumers different ways of using the colour, to reflect their own personalities and lifestyles.

As well as devising the colour palettes, our talented team at the Global Aesthetic Center also produces an extensive collection of ColourFutures assets for online and offline use, that communicates the trends to the media and consumers, as well as to property developers, interior designers and architects around the world.

THE MOOD OF THE MOMENT

It's all about...

AWAKENING
KINDNESS
RESILIENCE
OPTIMISM

Last year, many of us were left unsettled by global events, so we closed our doors to retreat and regroup. Now we feel ready to throw open our windows and face the world again. Our trend research shows that people around the world are experiencing a renewed sense of energy, optimism and purpose. There's a desire to reach out, engage with others, to make things better and 'be the change'. That change can be anything from marching for women's rights and fishing plastic out of the ocean to small acts of neighbourly kindness. People are ready to seize the moment.

**Now is the time to think,
to dream, to love and to act.**

What consumers want

MOOD #1
PEOPLE WANT TO...

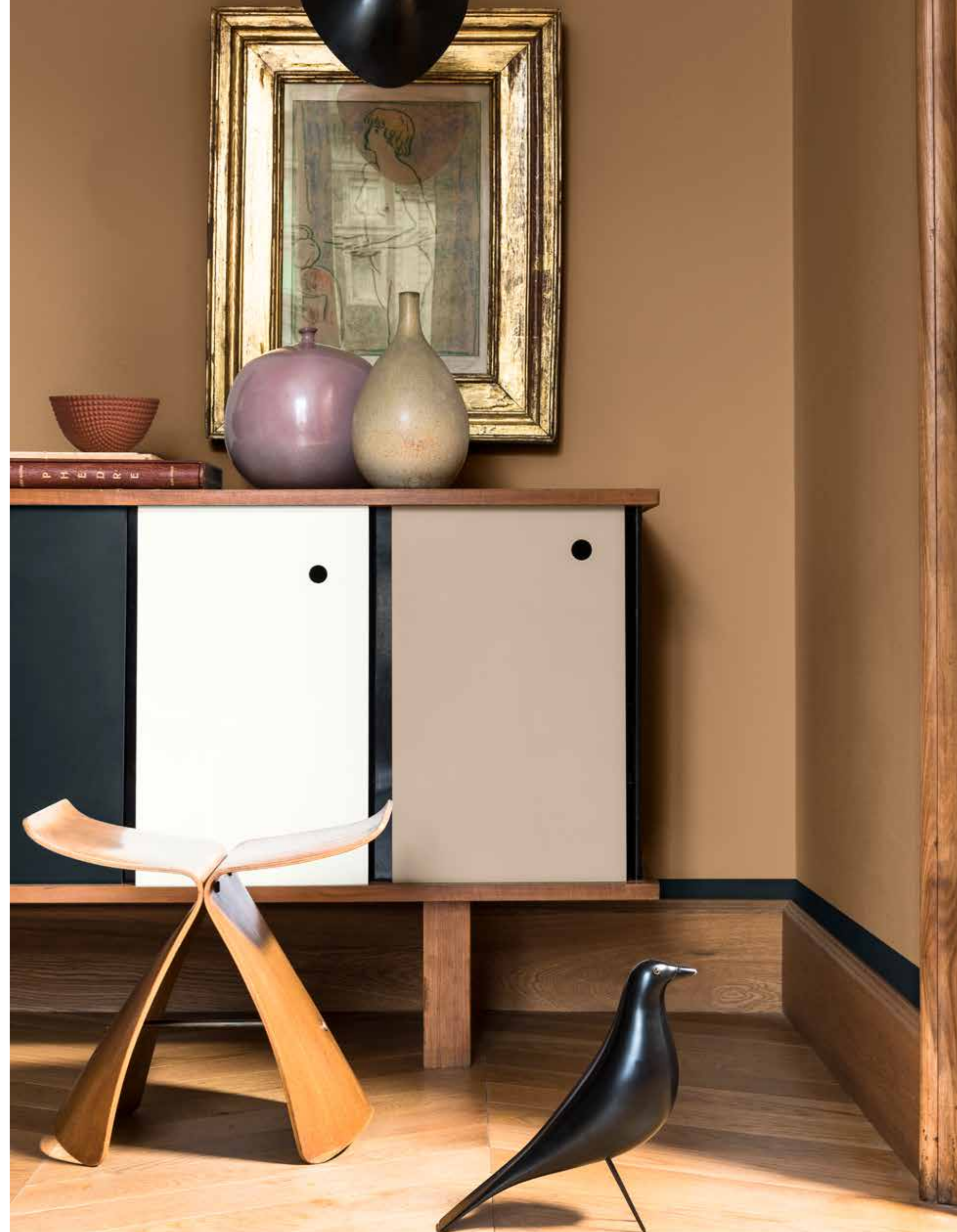
THINK

FIND CLARITY
TRUST THEMSELVES
NURTURE INDEPENDENCE
KNOW THEIR TRUTH

We have been living through turbulent times. It feels as though we're expected to process troubling events on almost a daily basis. With so many news sources, both real and fake, it seems like there are too many versions of the 'truth' out there. So we're seeking clarity, asking searching questions, examining our values and deciding where to place our trust. We want to develop a new sense of independence and self-belief, to become strong, stoic and resilient in the face of adversity.

This sense of awareness has been gaining resonance in recent years, as people strive to be more conscious of what is really going on in the world, navigating their own route through the media bombardment that surrounds us. There's a growing feeling that we can't let others do the thinking for us anymore, we need to come up with our own solutions. We're seeing an increasing emphasis on social design and a re-think of urbanisation, exploring how we can develop ingenious sustainable materials and build happier communities.

There's a growing desire to create homes where we can contemplate, consider, gain perspective and forge our own conclusions about what really matters to us. Now, more than ever, we need the time and the space to think.



What consumers want

MOOD #2 PEOPLE WANT TO... DREAM CREATE STILLNESS LET GO SEEK THEIR INNER CHILD WONDER 'WHAT IF?'

Modern life can be an intense experience. We're surrounded by stress; whether that's juggling a never-ending 'to do' list or processing the endless clamour of social media. It's time to embrace the serenity that comes from letting go. Our DREAM mood is about seeking stillness and silence, slowing down and falling into a state of dreamlike wakefulness, where the mind can simply drift away. Once we step off the conveyor belts of our fast-paced lives, our best thoughts and ideas can come to us.

This mood allows us to take time out from the serious concerns of our adult lives to engage with our inner child and once again be playful and experience wonder. In doing so, we become more connected with who we really are. There's an emerging trend for embracing fantastical experiences and allowing them back into our world through fashion, books, art and design.

It's all about creating opportunities to dream – in our lives and in our homes. To create the slow pace and peaceful atmosphere that enables us to get lost in the moment. To achieve a calm setting that allows the mind to wander.

What consumers want

MOOD #3
PEOPLE WANT TO...

LOVE

PRACTISE KINDNESS

CHERISH OTHERS

LOVE THEMSELVES

CONNECT AND BELONG

Our trend research highlighted isolation and loneliness as the silent epidemics of our time, with a significant negative impact on wellbeing. People are taking positive steps to respond to this and choosing to connect with fellow human beings on many levels. Investing in all of our relationships is being seen as increasingly important; with family, with friends old and new and with our neighbours and communities. It's about practising forgiveness, tolerance, love and care – starting with ourselves.

We're finding ways to get together and participate – whether that's organising street parties, creating community gardens on scraps of wasteland or just coming together to share a meal. Lives are enriched by these small acts of kindness – we're looking to governments and corporations to be kinder, too. The continued rise in multi-generational living has led to a change in the perception of ageing and the celebration of staying young at heart.

The powerful concept of an 'open house', where we can welcome family, friends and neighbours into our lives, is a vital way to bring people together and nurture bonds. The LOVE mood is all about using our homes to enrich our relationships – finding ways to belong.



What consumers want

MOOD #4
PEOPLE WANT TO...

ACT

ENERGISE AND AWAKEN
THINK LOCAL
BE THE CHANGE
MAKE A DIFFERENCE

In recent years, there has been a growing sense that we can't always look to our governments, our corporations and public figures to do the right thing. We're fed up of waiting for those in power to take action on the big issues that matter to us. We don't want to be the silent majority any more; we have to take responsibility, to get involved. Ordinary people are taking action by themselves, starting at a grass roots level. It's a positive, pro-active mood – we have an urge to do, to act, to take a stand.

All around the world, there's a growing sense of excitement about the impact that our deeds – no matter how small – can have. The mantra is 'think global, act local' – small acts can make a big difference: whether it's families choosing to buy sustainable produce or surfers taking action against the plastics that threaten our oceans. We're harnessing social media to come together with like-minded individuals to start and share campaigns and petitions on the issues that matter most to us.

Our most exciting plans can begin at home and people need a place that supports them in their endeavours and spurs them on. Our homes can be that support base, a testing ground and a springboard for action.

THE 2019 MOOD IS

OPTIMISM

.....

THE OVERRIDING THEME IS

Now is the time to

LET
.....
THE LIGHT IN

A space to think and
contemplate

THINK

COTY
Muted warm
neutrals

A space to dream
and wonder 'what if?'

DREAM

Soft pastels

A space to love,
share and participate

LOVE

Rich tones

A space to
act and do

ACT

Pop-y brights

Translating the trends into our homes

WHAT WE NEED

People are feeling energised and ready for action. We want to create a space that reflects a sense of awakening and that embraces our new spirit of positivity. We want homes where we can turn our thoughts and dreams into actions, where we can invite others to join in, where we can...

LET THE LIGHT IN

The ColourFutures 2019
mood of the moment:

LET THE LIGHT IN





Dulux SPICED HONEY

COLOUR OF THE YEAR 2019

E4.22.49 OOOY 26/220



COLOUR OF THE YEAR 2019

Spiced Honey has a warm amber tone that perfectly captures our 'Let the Light in' theme. It can be calming and nourishing or more stimulating and energising, depending on the light and colours surrounding it. Truly versatile and contemporary, our Colour of the Year for 2019 complements a broad spectrum of life and interiors styles and is the ideal choice for reflecting our new sense of optimism.

Revealing the ColourFutures™ 2019 palettes

WARM NEUTRALS

A SPACE TO THINK

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SOFT PASTELS

A SPACE TO DREAM

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INTENSE PIGMENTS

A SPACE TO LOVE

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BOLD BRIGHTS

A SPACE TO ACT

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In 2019, we are awakening to a positive new mood and our four ColourFutures 2019 palettes will empower people to create homes full of purpose and possibility. These easy-to-use palettes promise to bring a fresh energy to the world’s walls, with the versatile Colour of the Year 2019, Spiced Honey, at the heart of each one. It’s inspired by the varied

tones and remarkable properties of honey – natural, timeless and enduring, protective, rejuvenating and healing. Our trend forecasters from around the globe have reported a growing appreciation of both the substance and the shade, having seen its use on the rise across fashion, architecture and design.

A SPACE TO THINK





A SPACE TO THINK

The THINK home creates an atmosphere of calm and clarity where we feel free to be ourselves. It's a simple contemporary space, combining hotel chic with real-home warmth. The THINK dweller spends time at home to re-boot their brain, away from the sensory overload of the outside world. They love to be surrounded with a careful edit of inspiring objects and art. The relaxed paint colour palette has our warming, honey-hued Colour of the Year at its heart, combined with an inviting mix of rich neutrals and touches of soft pink, intense burgundy and sophisticated deep blue. Polished woods, mid-century furniture, graphic rugs and textiles emphasise the smart, yet soothing, coherence of the look.

MIN 00/86
90GG 83/011

D6 05/43
70VR 20/239

E4 02/49
00YT 26/220

EN 02/81
90YR 73/029

D8 06/74
80YR 59/069

T3 04/12
30BB 06/022

E4 02/49
00YT 26/220



**“RICH AND
STIMULATING
SHADES
INCLUDING
INTENSE
CLARET AND
EARTHY
OCHRE ARE
SHARPENED
BY CRISP
WHITE
AND GRAPHIC
BLACK”**



D8.06.74
80YR 59/089

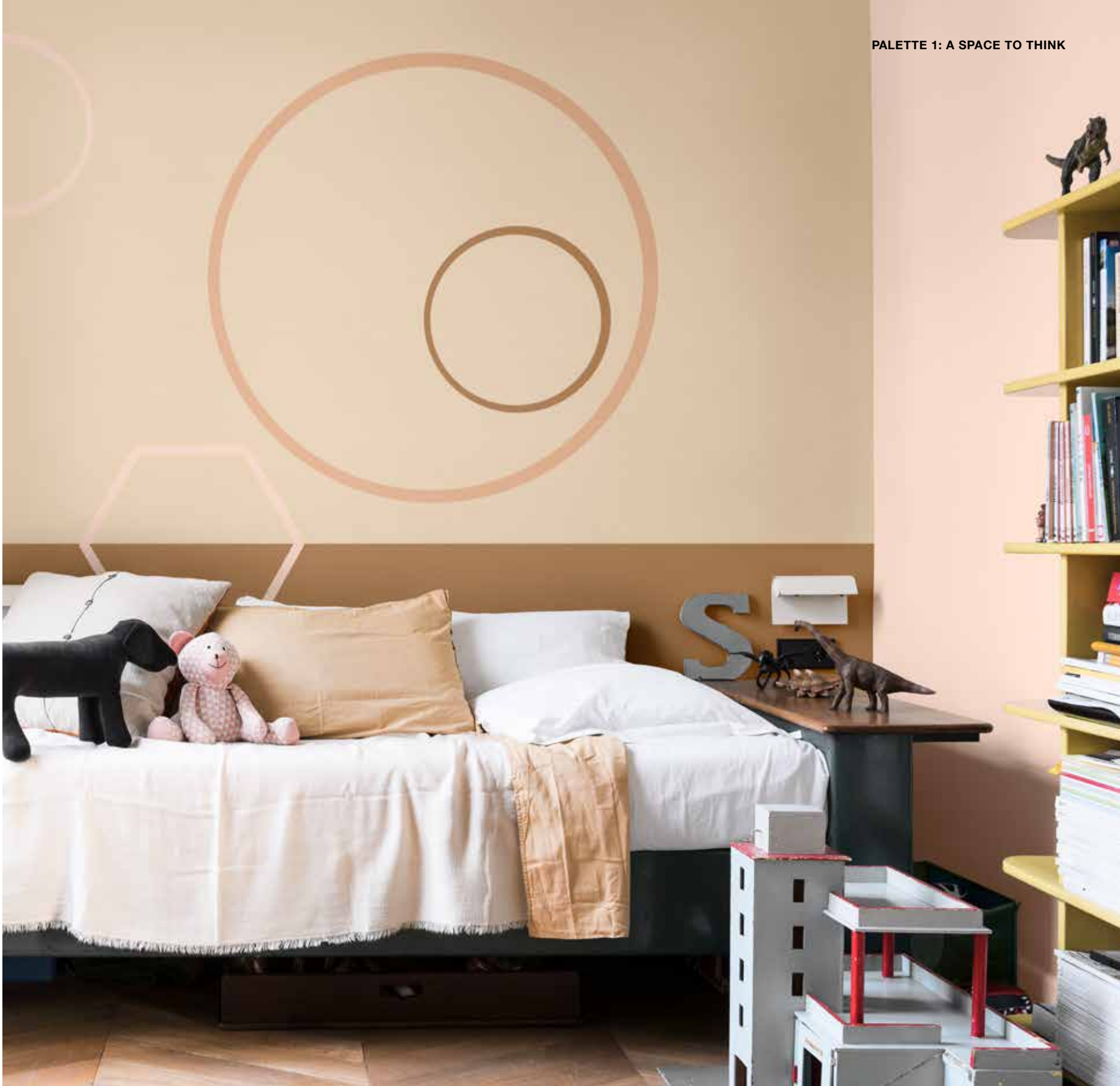
E4.22.49
00YY 26/220

A3.20.13
78RR 06/137

D6.25.43
70YR 20/239

T3.04.12
30BB 05/022





**“BOLD GEOMETRIC
SHAPES AND A
CALMING PALETTE
COMBINE TO CREATE
THOUGHT-PROVOKING
SPACES”**

MN.00.86
90GG 83/011

D6.25.43
70YR 20/239

E4.22.49
00YY 26/220



THE THINK PALETTE



A SPACE TO DREAM





A SPACE TO DREAM

The DREAM home creates a space where we can be still and silent. Somewhere to sit and drift in perfect peace, to become lost in the moment and to wonder 'what if?' The DREAM home dweller loves the way their surroundings allow them to stop rushing and relish the here and now. They appreciate a home that is elegant but relaxed, with whimsical playful touches. The dream palette is serene and grown up, yet soft and warm. A gently muted mix of romantic powder pinks and blues create calm, with our honey-toned Colour of the Year bringing depth and sophistication to the look. Plain pale woods, simple hand-thrown vessels and pretty fabrics add to the contemplative, centred feel of this home.



E4.22.49
00YY 26/220

FN.01.79
30YY 68/024

G5.07.77
70YY 65 /090

B6.05.73
10YR 57/080



“A BALANCE OF POWDERY
PASTELS AND SOFTEST NEUTRALS
CREATE A SOOTHING SPACE,
WITH ACCENTS OF HONEY
FOR DEPTH AND DEFINITION”

FN.01.79
30YY 65/024

E4.22.49
00YY 26/220

LN.02.71
10GG 53/030



C7.03.33
50VR 13/032

E4.22.49
00YY 26/220

FN.01.79
30YY 65/024



Jardim Europa Building Project: Vão Arquitetura (Anna Juni, Enkle Winkel e Gustavo Delonero)

“IN THE DREAM
PALETTE,
SOFT SHADES
LAYER UP
TO ACHIEVE
A SERENE
ATMOSPHERE
WHERE WE CAN
GET LOST IN
THE MOMENT”



THE DREAM PALETTE



A SPACE TO LOVE





A SPACE TO LOVE



The LOVE home creates a happy and welcoming 'open house' atmosphere, where we can surround ourselves with the people and things that matter to us. The LOVE home dweller cherishes things that have a special meaning for them and this is reflected in the offbeat and unusual objects that adorn their rooms, as well as the lush plants that they like to nurture. This palette, our warmest of 2019, is filled with richly pigmented shades including deep forest green, bold teal and intense terracotta red, tempered by our honey-inspired Colour of the Year and pale neutrals. With wooden furniture and botanical prints, it all goes to create a relaxed yet cosy home that's perfect for sharing with loved ones.



**“THE LOVE HOME
IS AN INTENSELY
WELCOMING
SPACE WHERE
RICHLY COLOURED
WALLS SEEM TO
WRAP YOU IN
AN EMBRACE”**

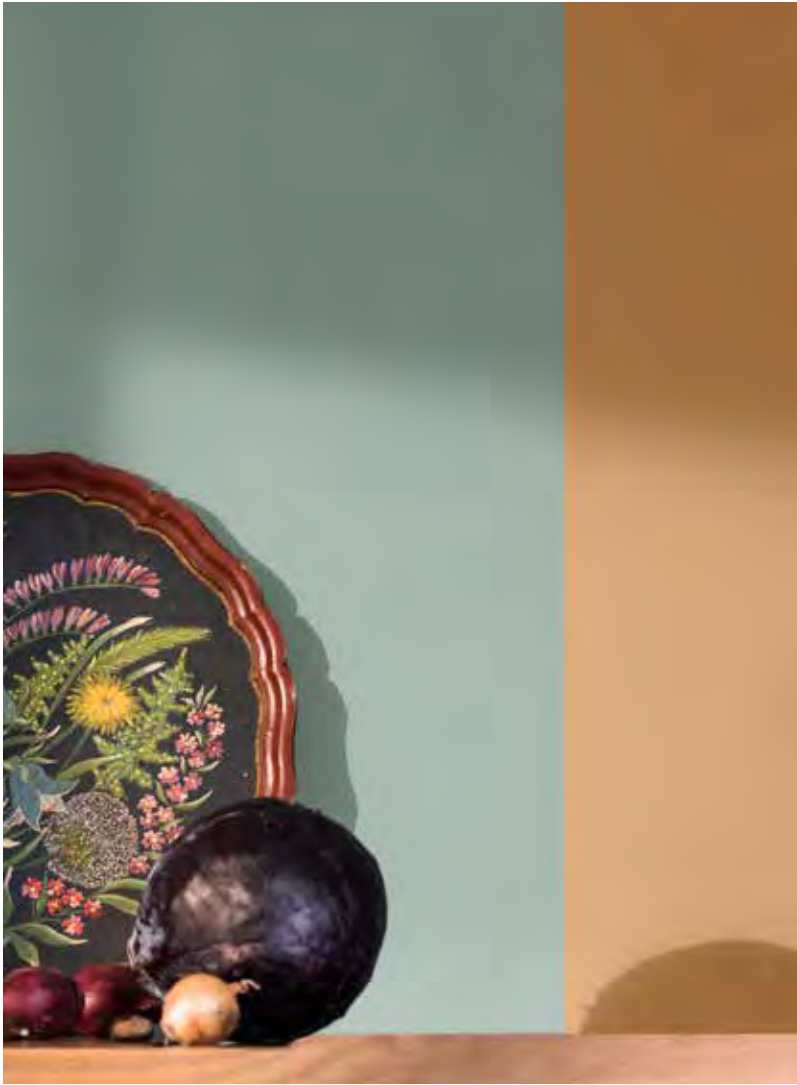


“OUR HONEY-TONED COLOUR OF THE YEAR COMBINES WITH MELLOW WOODS AND COSY KNITS TO CREATE AN INVITING ATMOSPHERE”

E4.22.49
00YY 20/220

C6.53.33
30YR 13/471

FN.01.84
30YY 75/016



“WE’RE SEEING SHARED OUTDOOR SPACES BEING BROUGHT TO LIFE WITH FLUID SHAPES AND RICH, WARM HUES”

MVRDV The Couch (c) Daria Scagliola & Stijn Brakkee

FN.01.84
30YY 76/018

E4.22.49
00YY 26/220

B9.30.21
11YR 07/229

H8.12.61
10GY 39/136

Q9.23.29
50BG 11/123

G5.17.19
70YY 06/088



THE LOVE PALETTE



A SPACE TO ACT





A SPACE TO ACT

Home can be a place that sparks action and allows you to give things a try, whatever the outcome. It's the four walls that listen when you first voice an idea, where you solve a problem under the jets of the shower. The ACT home dweller is bold and brave but also fun and uncomplicated. They look to their home to charge them up with energy and momentum. The playful pop-y palette combines vivid red and green with paler pink and blue, underlined by crisp greys and whites. The golden tones of our honeyed Colour of the Year ensure that the palette stays warm and inviting. This home is brought to life with reclaimed furniture that has been painted and personalised by the owners. Bold graphic shapes, low-key cork and plywood with vintage rugs, create a space that inspires action.



“THE PLAYFUL
PALETTE PAIRED
WITH ECLECTIC
FURNITURE CREATES
AN ENERGISING
SPACE THAT
ENCOURAGES
ACTION”



JN.00.88
30GY 88/014

E4.22.49
00YY 26/220

C5.57.42
29YR 19/621





“THE MOOD IN THE ACT HOME IS LIVELY AND UNCOMPLICATED WITH POPS OF VIVID COLOUR GROUNDED BY GOLDEN HONEY TONES”



“INVIGORATING, BRIGHT TONES ARE AN INCREASINGLY POPULAR CHOICE FOR CREATIVE SPACES”



E0.62.53
80YR 28/650

JN.00.88
30GY 88/014

M3.47.29
30GG 11/281

THE ACT PALETTE



OUR DEDICATED CONSUMER TOOLS #1 VISUALIZER APP

The quickest way to see how our paints can transform walls is to use the Dulux Visualizer App. Easy, fast and a lot of fun.  



#2 WET TESTER

Once wall colours have been chosen, the easiest way to confirm that the paint colour works with the room's light is to use a Wet Tester.



THE TRANSFORMATIVE POWER OF PAINT

ONE LIVING ROOM, FOUR PALETTES

The living room is where people come to relax, dream, think and recharge, but it's also a space where they spend time with friends and family. People are always searching for new ways to make this a special room that they can enjoy and feel proud of. Our extensive collection of inspiring images is there to meet your feature story needs; whether with simple 'before and after' shots or a more detailed exploration of how just one of our paint colour palettes can transform the living room.

THE THINK SPACE



THE LOVE SPACE



BEFORE



THE DREAM SPACE



THE ACT SPACE



THE TRANSFORMATIVE POWER OF PAINT

ONE LIVING ROOM, FOUR PALETTES

BEFORE



BEFORE



THE THINK SPACE



THE LOVE SPACE



THE THINK SPACE



THE LOVE SPACE



THE DREAM SPACE



THE ACT SPACE



THE DREAM SPACE



THE ACT SPACE



THE TRANSFORMATIVE POWER OF PAINT

ONE BEDROOM, FOUR PALETTES

In an increasingly hectic world, the bedroom remains a private, intimate space where we are free to think our own thoughts and dream our own dreams – and it’s a room that consumers are paying ever more attention to. We’ve created a wide selection of inspiring images to help you easily compile a beautiful bedroom story that meets the needs of your readers, such as ‘one bedroom, four ways’ that really brings home the transformative power of paint.

THE THINK SPACE



THE LOVE SPACE



BEFORE



THE DREAM SPACE



THE ACT SPACE



THE TRANSFORMATIVE POWER OF PAINT

ONE BEDROOM, FOUR PALETTES

BEFORE



BEFORE



THE THINK SPACE



THE LOVE SPACE



THE THINK SPACE



THE LOVE SPACE



THE DREAM SPACE



THE ACT SPACE



THE DREAM SPACE



THE ACT SPACE



THE TRANSFORMATIVE POWER OF PAINT

ONE KITCHEN, FOUR PALETTES

Across the world, the role of the kitchen is evolving from a functional cooking space to the new heart of the 21st-century family home. Our library of diverse images helps you to put together beautiful features to meet the needs of your readers in a variety of ways – from simple ‘before and after’ stories to an in-depth feature on any one of our inspiring paint colour palettes at work in a variety of kitchens.

THE THINK SPACE



THE LOVE SPACE



BEFORE



THE DREAM SPACE



THE ACT SPACE



THE TRANSFORMATIVE POWER OF PAINT

ONE KITCHEN, FOUR PALETTES

BEFORE



BEFORE



THE THINK SPACE



THE LOVE SPACE



THE THINK SPACE



THE LOVE SPACE



THE DREAM SPACE



THE ACT SPACE



THE DREAM SPACE



THE ACT SPACE



THE TRANSFORMATIVE POWER OF PAINT

ONE KID’S ROOM, FOUR PALETTES

Consumers are spending ever more time, attention and money on turning their children’s bedrooms into wonderful spaces to grow up in – and they are searching for inspiration to help them in their efforts. So we’ve created an impressive collection of images that show how our four stunning paint colour palettes work in real rooms. You can use them in a variety of ways to bring these stories to life for your readers – for example, by pulling out one key idea, such as ‘how to paint a feature wall that kids will love’.

THE THINK SPACE



THE LOVE SPACE



BEFORE



THE DREAM SPACE



THE ACT SPACE



THE TRANSFORMATIVE POWER OF PAINT

ONE KID'S ROOM, FOUR PALETTES

BEFORE



BEFORE



THE THINK SPACE



THE LOVE SPACE



THE THINK SPACE



THE LOVE SPACE



THE DREAM SPACE



THE ACT SPACE



THE DREAM SPACE



THE ACT SPACE



IMAGE LIBRARY

A selection of images from the AkzoNobel Brand Center

COVER 



P04-40 



P40-65 





CF19

COLOURFUTURES™ 2019 INTERNATIONAL COLOUR TRENDS



"IN THE 2019 COLOUR PALETTE, SPICED HONEY PROVIDES BALANCE TO THE BOLDER HUES AND ADDS WARMTH TO THE COOLER TONES"

HELEEN VAN GENT, CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTRE

*

DULUX COLOUR OF THE YEAR 2019

SPICED HONEY
E4.22.49
00YY 26/220



AkzoNobel Decorative Paints

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Sassenheim, The Netherlands Tel + 31(0)71 308 2229

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We have reproduced paint colours as faithfully as printing will allow. However, the shape, size and lighting of a surface can influence the appearance of the final colour.



COLOUR
FUTURES
2019



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AkzoNobel Decorative Paints

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