



Samantha Bacon MDIA

There isn't just one colour leading the trend forecast this year, but many! Read on for all the latest predictions.

BACK TO THE FUTURE

Thankfully, colour trends are not as rigid as they used to be. Today we have multiple colour trends throughout the year, whereas only a couple of shades would be considered on trend in decades past. The fifties was the decade of soft pastels, a welcome relief after the rigours of the Second World War. The sixties saw the introduction of brighter colours,

popularised by pop art and the seventies was the decade of the more muted colours of nature with brown, green and orange being all the rage.

Nowadays, with the onset global communication and connection, the world has become a smaller place and ideas and trends are discussed widely and changed frequently so colour trends are not as set in stone as they were in earlier decades.



THE NEW CHARGE

Purple is one of the colours that will be seen globally in interiors that has not been in vogue for some time. From soft, ethereal mauve to strong and regal violet – purple will be used in all its guises this year.

Palettes will be sophisticated with greys and whites that have a subtle lavender base and this will be used as background neutrals to support stronger pops of colour. Soft pastel hues will be on trend and all jumbled together creating a perfect union of colour due to the high proportion of white.

TOO COOL

Purple will be in the company of other shortwave colours towards the end of the spectrum so we will see plenty of clear blues and greens, teetering on the edge of yellow that will be used as accent colours.

Off-whites will also be cool and contain high proportions of grey making them sophisticated and easy to use with the in-vogue dark neutrals of graphite and carbon. Metallic finishes are a really



entrenched trend and in 2014, expect to see more of these finishes being used on the exteriors of homes.

In addition to these cooler palettes, soft pastels and greyed down whites – stronger hues that have been popular in recent years will still prevail. There will be colours that are bold and whimsical and ones that rely heavily on tribal influence with glorious colour interwoven in beautiful threads. As the year progresses, keep a look out for more to come. **MH**

