



The Colour Edit

2026

by WK360





We love colour

Image content creation is moving faster than ever, with CGI, and even AI, able to produce imagery in minutes rather than hours. But that imagery still has to feel relevant and considered. It has to land well with its intended audience, and present to them a narrative that is immediately both inspirational and aspirational.

In order to do this well, we need to understand not only the science of colour, but the psychology of it, too. With over 45 years' experience in colour reproduction, we're fascinated by colour, and how colour trends have grown, evolved, and faded over the years.

Our Colour Edit 2026 is an exploration of the colours, trends, styles and influences we expect to see appearing across the year, across the spectrum of industries and sectors. If you love colour, we hope you enjoy it, too.

Cloud Dancer

PANTONE 11-4201

What we love about it:

Never has a Colour of the Year announcement been so controversial! 'Cloud Dancer' has divided the industry like never before. Fresh, clean and minimal, or safe, unimaginative and boring? Whether you hate it or love it, your decision is likely formed not because of what it is, but what it is not, and that makes it a fascinating choice for this year.

PANTONE COLOUR OF THE YEAR 2026

PANTONE 11-4201 Cloud Dancer, is a key structural colour whose versatility provides scaffolding for the colour spectrum, allowing all colours to shine. This is a shade that can adapt, harmonise, and create contrast, bringing a feeling of airy lightness to all product applications and environments, whether making a standalone statement or combined with other hues.

Warm Eucalyptus

8004-28F

VALSPAR COLOUR OF THE YEAR 2026

"In the coming year, we will redefine our notion of neutral hues. Going beyond the classified color term, neutral refers to colors that set a grounding and inviting mood with the warmth that calms our senses."

Sue Kim - Valspar® Director of Color Marketing

What we love about it:

This year we're seeing a real lean into neutrals, pastels, and earthy biophilic tones, so Valspar could be spot on with this year's pick. Although on the cooler side of the colour wheel, Warm Eucalyptus has an innate warmth about it, with undertones that would pair it well with taupe or beige, or natural wood shades.

Free

Groove™

Slow

Swing™

Mellow

Flow™

DULUX COLOURS OF THE YEAR 2026

Rhythm of blues.

"Blue has been the world's favorite color for years, but it's far from one note. It delivers a sense of fluidity, relief, stillness, and freedom, which is exactly what's needed in today's fast-paced world."

"Rhythm of Blues... [is] a family of colors that can soothe, steady, or excite, depending on how you play it."

Marianne Shillingford - Creative Director, Dulux

What we love about it:

When one blue just isn't enough! Dulux have challenged the notion that a year can be distilled down to a single shade, and instead opted for a mood-board style selection of complementary blues to cover all spaces and occasions, working both with their individual 'story' colour palettes, but also with each other.

LITTLE GREENE:

Adventurer



JOHNSTONE'S:

Secret Safari



BEHR:

Hidden Gem



EARTHBORN:

Freckle



BENJAMIN MOORE:

Silhouette

AF-655





En Vogue

Last year was a playground of colour - this year's key designers kept the fun, but brought down the contrast. Bright primary colours such as tomato red and Klein blue have been offset with rich, elegant neutrals such as dark brown and butter yellow, and summer brights like fuchsia pink and emerald green feel a little more mature and considered.

Shop the look

Tangerine Orange

Chartreuse

Amethyst Purple

Butter Yellow

Deep Brown



What we love about it:

Old-money neutrals are a staple, but will be more prominent this year, especially rich brown shades. Otherwise, the high street is likely to feature a playful mix of high-energy citrus and moody, romantic pastels. Intentional accessories are set to trend this year, too; think silk scarves, chunky belts, and statement necklaces.



All good in taste

We're seeing a big pivot in 2026 to 'warm minimalism', featuring grounded, natural, and earthy shades. The emphasis is still very much on individuality, and creating a space that unique, but last year's bright colours are making way for quieter, more sophisticated expressions of self.

Taupe

What we love about it:

Often confused with beige, taupe is a robust, rich, and sophisticated 'old-money' colour which, if used effectively, is reminiscent of heritage properties and luxury kitchens. This mid-depth neutral works especially well with cream, olive, or brown colour accents, which pick up the complex undertones of brown and grey.

Rich Walnut

What we love about it:

Walnut cabinetry is a bold and exciting change for 2026. It pairs the desire to retain a natural texture in our kitchen spaces, but the straight grain and deep colour leans away from rustic to something more formal and well-executed. Avoid high-shine finishes to steer away from a dated mid-century look.

A vertical panel showing a warm, earthy clay color palette. At the top, there are shelves with jars of nuts against a wall with a subtle leaf pattern. Below, a white countertop sits on a base with vertical ribbing.

Clay

What we love about it:

A more muted and grown up alternative to terracotta, clay is earthy and grounded, with a softness and texture that would suit well-lit spaces.

A vertical panel showing a mushroom color palette. It features a kitchen scene with a white marble countertop, a dark faucet, and a vase of flowers. The background wall has a marble pattern.

Mushroom

What we love about it:

Another very natural and biophilic shade, mushroom leans more towards the cooler end of the spectrum. It works very well with crisp white stone worktops for a very sophisticated aesthetic.

A vertical panel showing an oxblood color palette. It features a kitchen scene with a white countertop, a white sink, and a dark range hood. The background wall has a white grid pattern.

Oxblood

What we love about it:

Deep, rich and deliciously moody, its a bold choice that will create a truly unique kitchen space.

The finishing touches.

Nothing injects personality better than a statement sofa or a bold, vibrant cushion. These are our top colour picks setting the tone this season.

Damson



Ochre



Caramel



Matcha



Klein blue



Rich brown





Welcome to the Spathroom...

The bathroom has become less a place of function, and more a place of self-care and sanctuary, and this idea is evolving through 2026 in the 'Spathroom' trend, which matches luxurious but sophisticated palettes with 'smart' bathroom furniture, incorporating light, sound and convenience into the bathroom space.

Bathrooms have become unashamed spaces dedicated to the health, wellness, and recovery of its occupants, bringing the 'spa treatment' into the home not as a luxurious and occasional treat, but as a daily necessity. It is the least that we should expect, and everything we deserve.

A modern bathroom interior featuring a wall with vertical woodgrain panels. A white circular mirror is mounted on the wall. A white vanity with a sink and a black faucet is visible. A black showerhead is mounted on the wall to the left. The floor is a light-colored, textured material.

Woodgrain

What we love about it:

Echoing Scandi-style wood saunas, incorporating woodgrain into the bathroom brings a natural texture to what can often be a clean and clinical space. Moisture-resistant woods also give a luxury and high quality 'spa-like' finish.

A bathroom interior featuring a wall covered in rustic travertine tiles. A white bathtub is visible, with a striped towel draped over the edge. A chrome faucet is mounted on the wall to the right. The floor is a light-colored, textured material.

Rustic Travertine

What we love about it:

These tactile and pleasing tiles are perfect for capturing that natural yet curated aesthetic. Stunning as a full wall, or as a feature, they work especially well as a small-format tile for adding depth and texture to a space.

Beige

What we love about it:

Once the sign of a tired and outdated bathroom, beige is making a comeback, as are many neutrals, in the form of 'quiet luxury' - polished, high-end luxe that exudes wealth without ostentation.

Pistachio

What we love about it:

Green for the bathroom is hardly new ground, but last year's avocado has morphed into the softer, lighter pistachio. Muted, tranquil, and very on-trend, pistachio works beautifully with natural materials such as wood and stone.

Stone

What we love about it:

Warmer than white, stone works perfectly with the 'soft minimalism' trend we're seeing in 2026, replacing stark clinical tones with a more grounded shade.

The 2025 fade out

2026 has seen some monumental shifts in colour trends, and many of the bright, saturated primary colours of last year are already on their way out. You can have too much of a good thing, it seems...

Mustard Yellow

Vibrant, bold, energetic? That's not on the mood board for 2026. Mustard yellow is on the bench this year.



Magenta

Hot pink has been given the cold shoulder this year, overlooked for more moody and romantic alternatives, such as dusky pink and soft rose.



Greige

Although neutrals are featuring strongly in almost every category this year, we're still not ready to let cool-toned greige back in the room.





Making beautiful simple.

With over 45 years' experience in colour reproduction, we're still never bored of talking about it! If you're interested in learning more, visit our website, or get in touch for a chat.

W K 3 6 0

Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.