The Burch Design Studio unveils their highly anticipated 2020 Color Trends - a comprehensive visual forecast that will define the world of design in the year ahead. Seven curated palettes serve as a catalyst that will influence color selection for all of Burch’s material development in the coming year and beyond. Burch’s 2020 Color Trends promote endless color possibilities within their extensive textile collections - presenting innovative ways for designers to incorporate new materials into their projects.

In 2020 Burch predicts a pull towards colors with a clearer point of view. It’s time to leave behind moody hues in favor of clean, crisp colors that lift spirits and spread positive energy. Look to Neo Mint + Lilac for a lively and vibrant take on this trend.

Perhaps the biggest trend in 2020 isn’t about subtle shifts in color, but rather the way hues from opposite ends of the spectrum join forces in totally unexpected ways. Endless Summer shows us how four strong minded colors can coexist rather than compete - which feels especially relevant in today’s trend toward maximalism.

There are also conceptual angles to explore within Burch’s 2020 forecast. Toggle to Dark Mode to see how warm colors can ground a graphic black and white accent, while Pearlescent leaves us wondering - is there such thing as a true neutral?

Burch’s 2020 Color Trends echo an exciting time in design. It’s about pushing boundaries and exploring how spaces can inspire and excite us - all through the transformative power of color.
PEARLESCENT

Just beyond the rounded edges of a polished pearl lies a spectrum of iridescent colors that are not quite neutral, and not exactly pastel. These nuanced shades envelop a space in a soft luminescent glow. Pearlescent’s ethereal palette works equally well in white-washed Scandinavian spaces as it does alongside deep rich wood tones and warm metallic fixtures.
ENDLESS SUMMER

Sun-soaked shades are filtered through a retro lens, lending Endless Summer a major 60’s surfer vibe. Rather than competing, these bold acid yellows, clear ocean blues, and ripe guavas work in harmony with one another creating an unexpected yet decidedly hip palette.
NEO MINT + LILAC

Make way for 2020’s newest cool kid: Neo Mint. This futuristic cool green will be trending in a big way across multiple disciplines (apparel, tech, interiors). Used in tandem with the already beloved lavender, Neo Mint + Lilac is the design world’s newest power couple.
POTTER’S WHEEL

Potter’s Wheel tells the story of authenticity and craft through color. Bisque fired ivories intermix with muted blues, burnished golds and earthy oranges for a natural palette with a matte finish. Potter’s Wheel is a soft and inviting palette that leaves us feeling grounded and centered.
PEACH PIT

Although ripe stone fruit colors aren’t exactly a new trend at this point, Peach Pit is meant to be a fully immersive experience. Expect every surface in a space to be saturated with gradient shades of tart peach, apricot, and cherry.
WINTER WOODS

Winter Woods embodies the Nordic spirit of embracing the season by finding calm and solace in nature. Crisp whites, icy blues, and lacquered coppers culminate in a palette that strikes the perfect balance of masculine and minimal.
DARK MODE

Dark Mode conjures up the allure of big city lights against a moonlit sky. Warm saturated crimsons, ambers and ochres are illuminated by an edgy and urban black/white combo. The balance of Dark Mode is crucial - let the warmth lead the charge while black and white accents play a supporting role.