It is a well-known fact that even minor adversity can act as a catalyst for change and creativity. What about in a world in which everything has changed overnight? Do we cling to the safety of what is familiar, or do we embrace the unknown and let it propel us forward in new and innovative ways? This push and pull of introspection and ingenuity provides the narrative behind Burch’s 2021 Color Trend Forecast; a visual exploration of six emerging palettes that offer designers a glimpse of how color emerges within a new era of design.

Many have used this opportunity to take a moment of pause to tune into their emotional wellbeing, becoming more aware of how their surroundings make them feel. Soft, calm, and warm colors help to establish a sense of comfort and stability serving as a counterbalance to the unknowns of the external world. The WFH movement is a key driver within this introspective approach and will lead to an increased residential influence across all market segments. We have learned how easily a space can be transformed by adding fresh elements that compliment what is already there, highlighting the importance of fabric collections that can be layered and mixed and matched. Look to palettes like Mauvelous and Roaring 2021 that feel fresh and new yet are built upon familiar foundations.

Alternatively, if there is ever a time to draw outside the lines and move forward with wild abandon, it is now. There is immense untapped potential for ingenuity if we choose to embrace it. As humanity becomes more flexible and readily adaptable, we are more open to using color in ways never seen before. The Burch Design Studio is forecasting a surge of bold hues, high impact brights and unexpected color combinations that deliver optimism and positive energy to spaces we are yearning to reconnect in. Macaron and Hawaiian Punch illustrate how color can fulfill our desires for escapism, while Cactus Club beautifully mirrors our collective journey towards renewal and growth.

Ultimately, Burch forecasts a 2021 that embraces both introspection and ingenuity. At such a pivotal moment in the history of design – color will have the incredible ability to shape the way we want to feel and to connect us all once again.
Macaron effortlessly transports us to a Parisian patisserie – airy, ethereal, and just the right amount of chic. Macaron displays how four individual colors will influence interiors in the coming year.

**Cassis:** soft mauves are making a comeback in decidedly soothing ways.

**Pistachio:** a transformation of mint, greens are softer and more approachable.

**Meringue:** soft butter yellows swirl throughout the most prominent palettes.

**Huckleberry:** crisp, clean blues wash over palettes with a clarity of perspective.
Raise your glass and let the warm glow of the chandelier wash over you as Roaring 2021 ushers in a new era of luxury. Gilded accents, deeply veined marble, and crystal reflections are anchored by clear blue for a sophisticated and celebratory vibe.
Nature led palettes perpetually solidify our connection to the earth, leaving us feeling grounded and centered. Sunbaked clays, prickly greens, and weathered stones set the tone for both color and textural impact within a space, eliminating the need for further embellishment.
Jewel tones get the royal treatment when paired with gilded finishes and black-tie accents. Mature glamour of the past contrasts the glitz of new, rich tones apparent within this palette. Treasure Chest’s moody and opulent vibe sets the scene for eloquent connection within communal spaces.
Aqua blues make a splash in this refreshingly optimistic palette with an island spirit. An unexpected deep lava red flows through waves of reflective blue, providing a current of eclectic energy.
Mauvelous is the hug we all need right now. Soft buttery yellows and warm walnut browns provide a soft landing spot for this year’s leading lady: mauve. Layers of lofty sumptuous textures bestow the ultimate comfort cocoon.