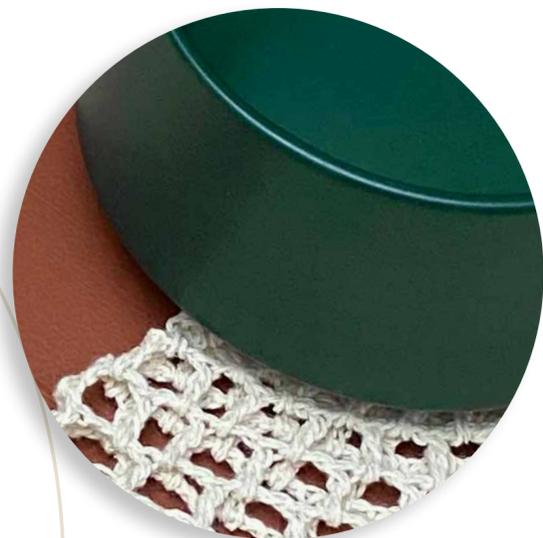
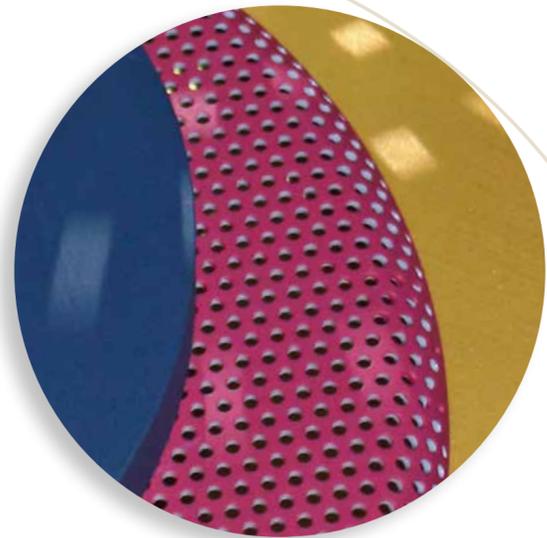
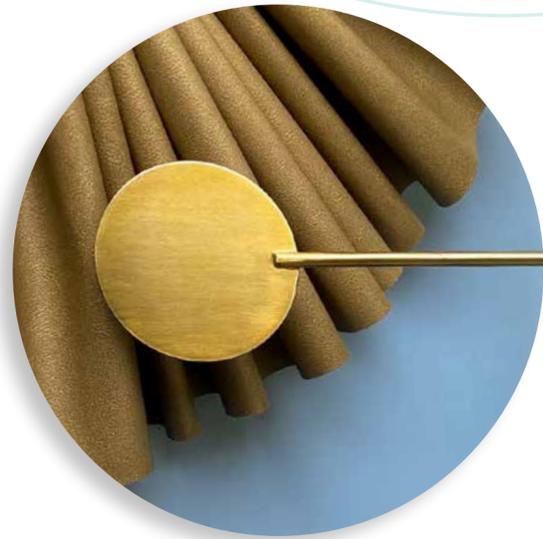
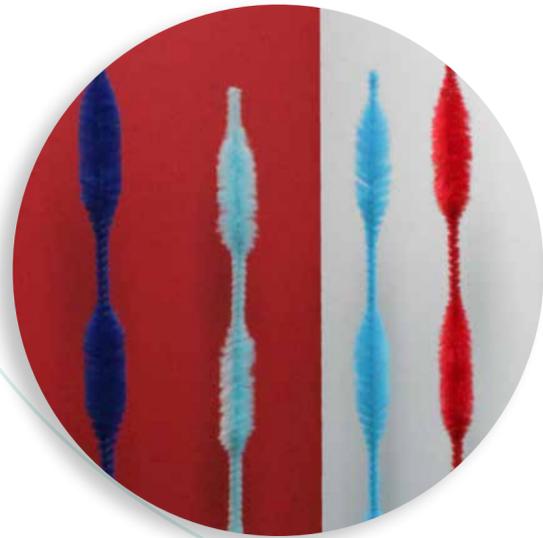


color trends 2021



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.

Burch

macaron

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.

Chroma Ecrú



Cove Aloe



Vector Spearmint



Bandwidth Aloe



Kimono Latte



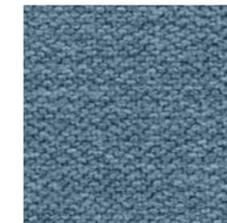
Degree Sky



Finesse Coast



Solid Ground Sky



Rebel Delft



Prestige Ecrú



Vector Black Cherry



Cashmere Fleur



Mohair Cassis



Sketch Port



Cassis

25%

Pistachio

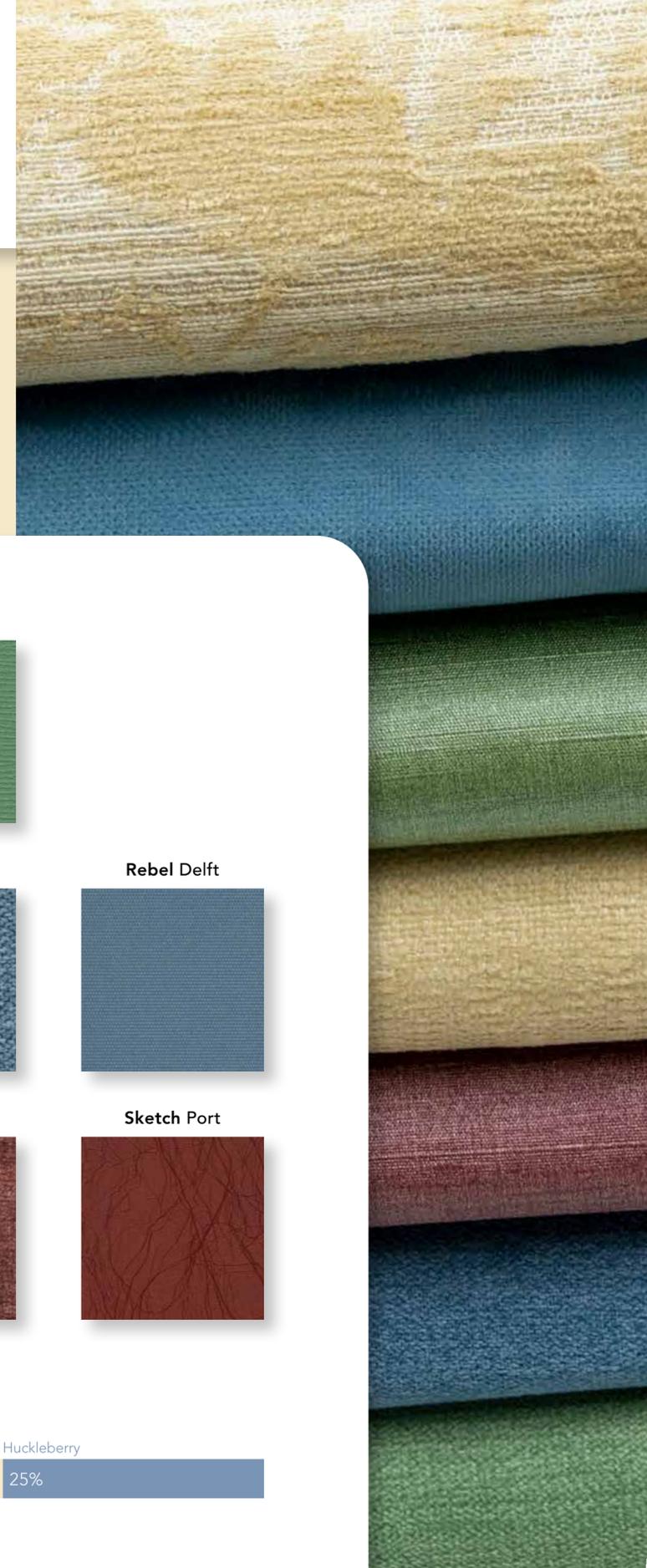
25%

Meringue

25%

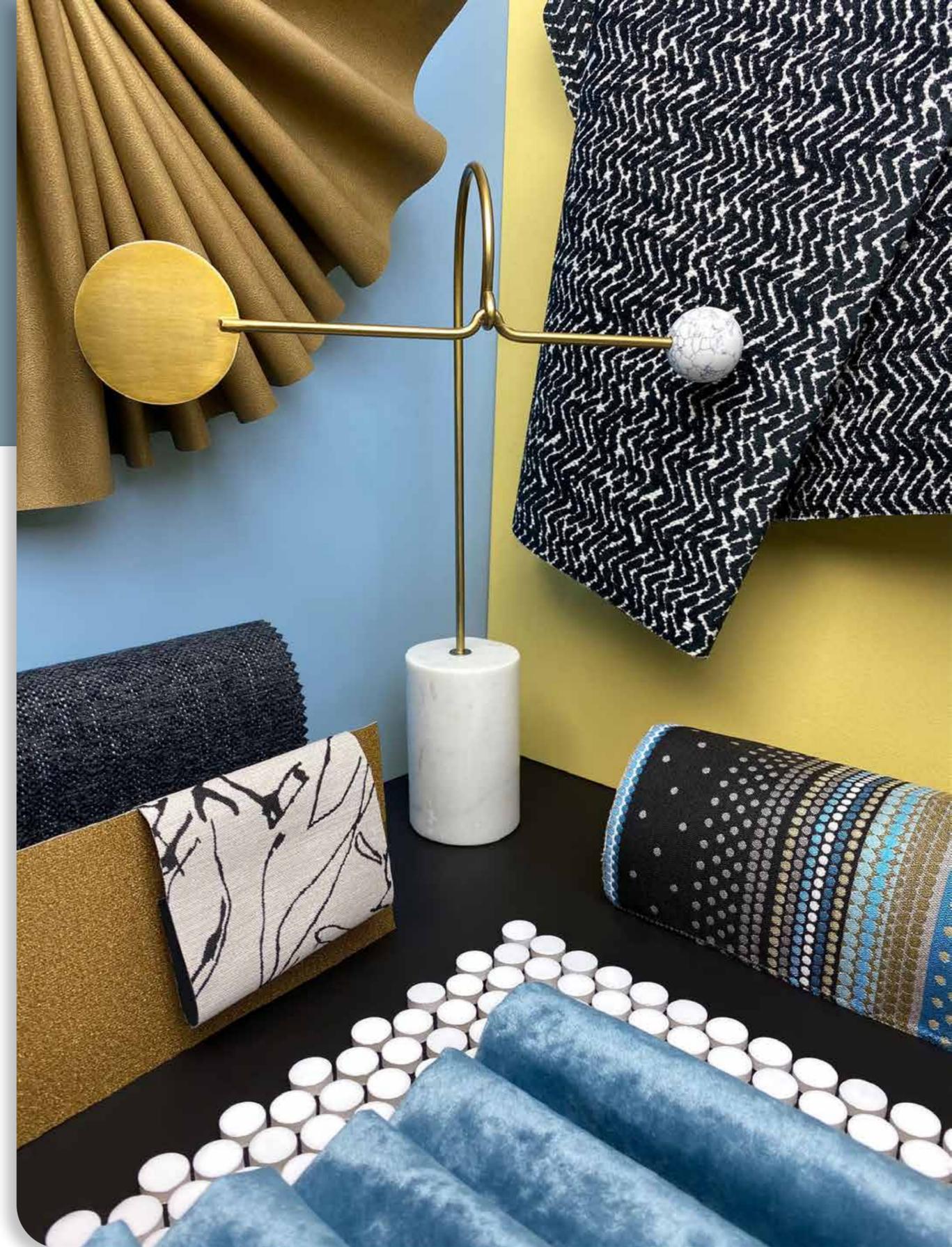
Huckleberry

25%



roaring 2021

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.



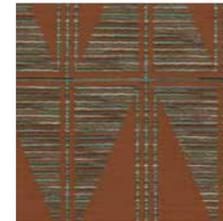
cactus club

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.

Artifact Cinnabar



Cadence Sequoia



Labyrinth Sienna



Gamma Apricot



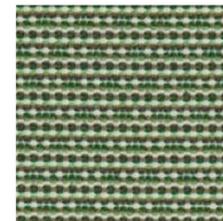
Vellum Almond



Woolen Treetop



Knot Willow



Gamma Palmetto



Pipeline Dune Climb



Pivot Ecrú



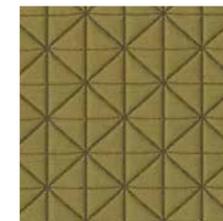
Artifact Moss



Encore Pesto



Origami Dill



Crush Tendril



Crush Fawn



Terra Cotta
40%

Stucco
30%

Chameleon
15%

Succulent
15%

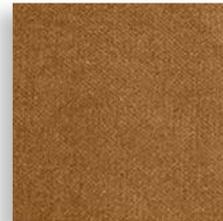
treasure chest

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.

Mylar Cornsilk



Encore Oro



Dwell Fuchsia



Encore Fuchsia



Pivot Nautica



Glamour Midnight



Kimono Mulberry



Gala Royal



Crush Eggshell



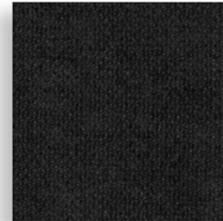
Mantra Dalmation



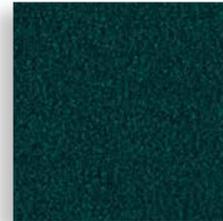
Labyrinth Caviar



Finesse Onyx



Cashmere Jade



hawaiian punch

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.

Pipeline Fountain



Abyss Tidepool



Rebel Seaglass



Essay Aqua



Savvy Coast



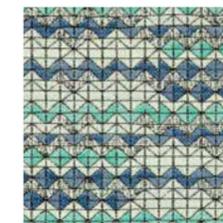
Finesse Float



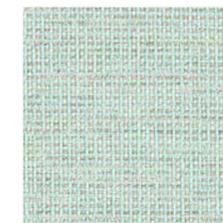
High Line Crystal



Bevel Bluestone



Beacon Spa



Cashmere Cinnabar



Sketch Cerise



Moxy Fiesta



Portico Adobe



Abyss Phoenix



Horizon

30%

Maui

30%

Tidepool

25%

Lava

15%

mauvelous

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.

Prestige Ecreu



Nexus Pale Ale



Mohair Cassis



Quilted Umber



Chroma Ecreu



Gamma Cashew



Halo Honey



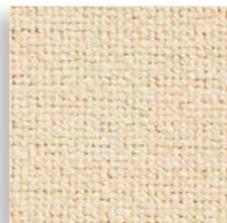
Cashmere Fleur



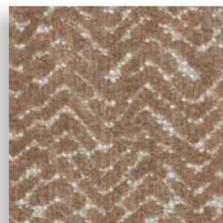
Artifact Bittersweet



Chronicle Linen



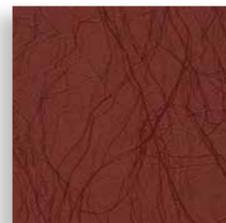
Labyrinth Rosewater



Glamour Wisteria



Sketch Port



High Line Morel

