



Explore our
global colour
expertise





Welcome

"The **seeds of inspiration** for this year's colour story were planted at our Trend Forecast in 2021. It's an event we host every year, inviting international design experts to share their insights with us about where the world is heading, so we can respond with **colours that will resonate** in 2023. With the natural world at the top of the global agenda, we've put **nature at the heart** of our story this time. Not only have we chosen a Colour of the Year inspired by nature – Wild Wonder™ – each of our four new palettes reflects the different ways that **nature teaches and nurtures** us. The earth is the source of everything, bringing us solace, inspiration and a myriad of blueprints for living. Our 2023 story is about helping you **capture the magic** of nature and bring it into your home."

Heleen van Gent



Proudly introducing our

Colour of the year 2023



Wild Wonder™ COTY23
50YY 49/191

THE STORY BEHIND COLOUR OF THE YEAR

The AkzoNobel Global Aesthetic Center is committed to helping you select on-trend, credible colours that will last. Each year, with a team of acclaimed international experts, it identifies the global trends that look set to shape our lives, and our living and working spaces. Using these insights, it selects a Colour of the Year and four new palettes that will respond to those future needs.

LAST YEAR

In 2022, we were looking for a breath of fresh air in all aspects of our lives. This led us to develop palettes around a light, airy tone – Bright Skies™. Reflecting the limitless skies around us, it delivered an uplifting injection of colour that helped revitalise interiors and exteriors across every sector.

THE WORLD TODAY

With the natural world at the top of the global agenda, we're re-evaluating our relationship with nature and sensing the importance of learning from it not just about it. We're understanding afresh that nature is the source of everything, bringing us solace, inspiration, materials and a myriad of blueprints for living. That's why, this year, we've put nature at the heart of our story.

WHAT DOES THIS MEAN FOR COLOUR?

Nature can soothe our souls when we're stressed and make us feel rooted and connected. Its flourishing ecosystems can show us clever ways of working together. Its designs, refined over millions of years, can teach us how to make structures and materials that are effective, efficient and long-lasting. The rhythm of its seasons, tides and lifecycles can give us a sense of momentum, renewal and regeneration. We offer colours that help bring a connection with nature and feel the benefits in your spaces.



Above: Our colour experts translate trends identified at the Trend Forecast into colours that will be relevant and resonant for 2023



Cover images: Unsplash.

WILD WONDER™

Dulux Trade Colour of the Year 2023 is a glowing, upbeat tone that celebrates and reflects the wonders of nature. Inspired by the warm tones of harvested crops, it brings energy, positivity and a connection with the natural world to our living and working spaces. Used alongside our four new colour palettes each tells its own story about the magic of nature, and brings a very different look and feel to a room.

TREND #1: MENTAL HEALTH FOCUS

The Lush colour story

We feel healed and uplifted by nature, so bring in greens and lilacs for calm and comfort

LUSH COLOURS

A SUPPORTIVE SPACE

Taken from the healing tones of nature in gardens, forests and woodlands, these greens and browns can help our homes feel part of the natural world.





Old Time Olive
60YY 33/130

Wild Wonder™ COTY23
50YY 49/191



Cocoa Pod
38RR 15/026

Wild Wonder™
COTY23
50YY 49/191



Mouse Tail
52GY 24/050

Wild Wonder™
COTY23
50YY 49/191

Spun Mohair
82YY 67/046



Mouse Tail
52GY 24/050

Wild Wonder™
COTY23
50YY 49/191

Silver Lichen
20GY 46/067



Silver Lichen
20GY 46/067

Wild Wonder™
COTY23
50YY 49/191

Mouse Tail
52GY 24/050

Cocoa Pod 38RR
15/026

A STORY OF
WOODLANDS AND
FOREST FLOORS; CALM,
UPLIFTING TONES FOR
A SUPPORTIVE SPACE

TREND #2: COLLECTIVE THINKING

The Buzz colour story

Picked from a wildflower field, these harmonious
upbeat tones bring joy and energy to a space

BUZZ COLOURS

BRIGHT & JOYFUL

Buzz colours are begging
to be used together.
Experiment with stripes
and bring in a patchwork
of pattern for a joyful and
harmonious scheme.





A STORY OF BUSTLING
FLOWER MEADOWS;
JOYFUL AND ENERGETIC
TONES FOR A
HARMONIOUS SPACE



TREND #3: BIO-INSPIRATION

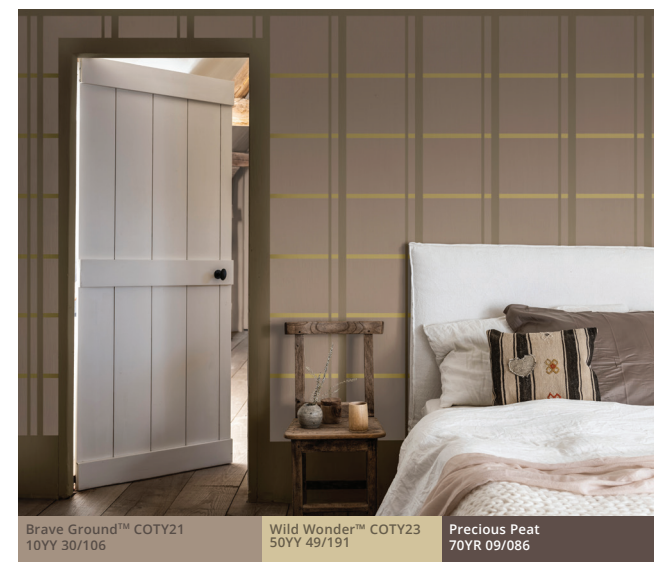
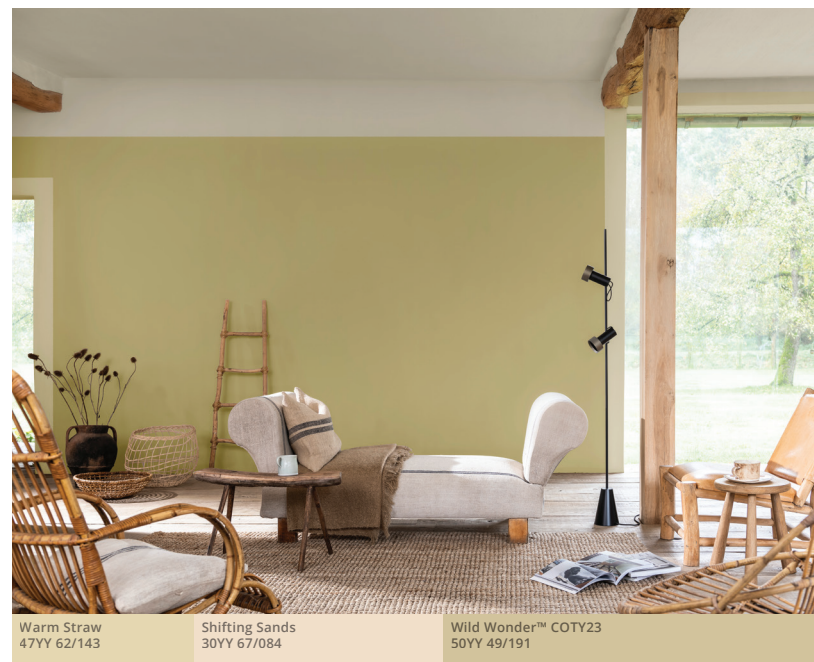
The Raw colour story

Inspired by nature's raw materials, choose these warm, earthy colours to enrich your space

RAW COLOURS

WARM & ENRICHING

This palette is ideal for a bedroom, creating a comfortable and cocooning feel and a warm backdrop that works naturally with the sunlight.





Wild Wonder™ COTY23
50YY 49/191

Acorn Cap
80YR 19/177



Sweet Cinnamon
30YR 16/162

Wild Wonder™ COTY23
50YY 49/191

Malted Caramel
90YR 36/203



Precious Peat
70YR 09/086

Wild Wonder™ COTY23
50YY 49/191

Brave Ground™ COTY21
10YY 30/106



Wild Wonder™ COTY23
50YY 49/191

A STORY OF HARVESTS
AND RICH RAW
MATERIALS; WARM
NATURAL TONES FOR
AN ENRICHING SPACE

TREND #4: CYCLES OF LIFE

The Flow colour story

Reminding us of the rhythms and tides of life, these
subtle seashore tones bring balance to a space

FLOW COLOURS

BALANCED & TIMELESS

A perfect mix of warm and cool shades, this palette brings a sense of equilibrium to a room, creating a space that feels comfortable, whatever the season.





Rockpool Ripple
30YY 46/036

Wild Wonder™ COTY23
50YY 49/191

Knotted Twine
30YY 56/060



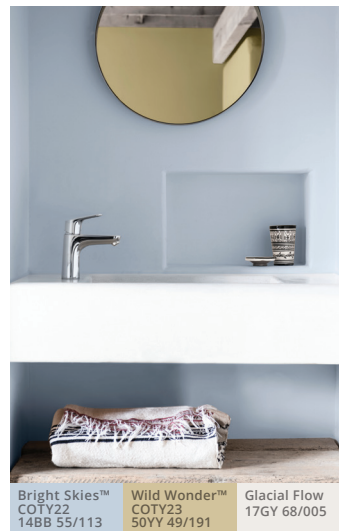
Wild Wonder™ COTY23
50YY 49/191



Midwinter
Tide
21BB 12/077

Denim Drift™
COTY17
87BG 27/077

Wild Wonder™
COTY23
50YY 49/191



Bright Skies™
COTY22
14BB 55/113

Wild Wonder™
COTY23
50YY 49/191

Glacial Flow
17GY 68/005



Knotted Twine
30YY 56/060

Wild Wonder™
COTY23
50YY 49/191

Denim Drift™
COTY17
87BG 27/077

Midwinter
Tide
21BB 12/077

A STORY OF
SEASHORES AND
RHYTHMS OF LIFE;
SOFT AND FLUID
TONES FOR A
BALANCED SPACE

WITH YOU AT EVERY STEP

Here's how Dulux Trade can help you start your transformation

1. START WITH VISUALISATION

Pick a colour from anywhere and see the colours come to life in your living space – all thanks to our Visualizer tool. As a homeowner or professional you can access the **Dulux Visualizer** within our **Dulux Trade Paint Expert App** which uses augmented reality technology to help you turn fantasy into reality.



Glacial Flow
17GY 68/005

Denim Drift™ COTY17
87BG 27/077

Wild Wonder™ COTY23
50YY 49/191



2. GET CREATIVE

Why stop at using one colour on a wall when you could create a custom-made design. Imagine your wall is a blank canvas, be creative with colours and how they can be used. At dulux.co.uk, you'll find lots of inspiration and ideas, along with expert tips and easy to follow, step by step advice to help bring your walls to life.



3. TEST YOUR COLOURS

Once you've made a shortlist of your favourite shades and finalised your palette, the best way to see exactly how each colour will look is a colour sample pot. These can be ordered online or collected in store by either customer or professional decorator.



4. CHOOSE YOUR PAINT TYPE

Now you've chosen your colours, you need to decide on your paint finishes.

We have a wide selection to suit every surface from walls to woodwork and metal.

All our paint ranges have an unrivalled depth of colour and will keep your interior looking beautiful for longer.

Your professional decorator will be able to help advise and choose the best Dulux Trade product for the job.



CELEBRATING
20 YEARS
 OF
COLOUR OF THE YEAR



Each of our Colours of the Year from the past two decades tells the story of a moment in time. Carefully selected using global insights and the expertise of our colour team at the Global Aesthetic Center, they offer us a window into the changing sentiment of the age. Over 20 years, we've seen a dramatic shift towards neutral, natural colours – a trend that reaches a pinnacle this year with a ColourFutures™ story that is inspired wholly by nature.

FEEL THE MAGIC

with Wild Wonder™,
Dulux Colour of the Year 2023



Feeling inspired?

**Find out more about Wild Wonder™
at [Duluxtrade.co.uk/CF23](https://duluxtrade.co.uk/CF23)**

The AkzoNobel Building
Wexham Road
Slough
SL2 5DS

We have reproduced this document as accurately as printing will allow. Please ensure that you use a colour tester on the actual surface to be painted before decorating; the substrate and texture of the surface can change the appearance of the final colour, as can soft furnishings, the shape, size and lighting of the room.

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