



WK360

THE COLOUR EDIT 2025



WE LOVE COLOUR

In today's digital landscape – where screens, displays, and visual content surround us – colour reproduction has never been more crucial.

For more than four decades, colour has been at the heart of everything we do. Our trained eye for nuance and tone is something we take immense pride in. We're constantly looking ahead, fascinated by the palettes that will define tomorrow's visual experiences, and how we can best represent them for our customers.

That's why we've curated this 2025 Colour Edit – a thoughtful exploration of emerging colour trends set to transform our environments, living spaces, and digital experiences throughout the year.

MOCHA MOUSSE

PANTONE 17-1230

What we love about it:

Mocha Mousse feels like a sequel to last year's soft and sensual Peach Fuzz. It's deep, decadent, and warm, thanks to its red undertones. A diverse colour, which can be both minimal and rich, dependent on the usage and supporting colour palette. An interesting choice.

PANTONE COLOUR OF THE YEAR 2025

"For Pantone Color of the Year 2025, we look to a mellow brown hue whose inherent richness and sensorial and comforting warmth extends further into our desire for comfort, and the indulgence of simple pleasures that we can gift and share with others."

Laurie Pressman - Vice President of the Pantone Color Institute™

VALSPAR COLOUR OF THE YEAR 2025

Blue is enjoying its comeback – its encore, if you will. Valspar® Encore is an anchoring shade that embodies constancy and confidence to let you create a joyful respite from the ebbs and flows of life.

"As we seek a joy-filled life, this approachable and livable ultramarine creates a perfect backdrop for happiness in the home."

Sue Kim – Valspar® Director of Color Marketing

ENCORE

What we love about it:

Certainly an 'encore' from their 2024 shade 'Renew Blue', Encore is a deeper, aquamarine blue which is saturated and pleasant, but not too cold thanks to a tinge of violet. It's hard not to hate it, but it feels safe, especially compared to the other CotY selections on the market!



TRUE JOY™

DULUX COLOUR OF THE YEAR 2025

This year, there's a growing sense across the world that life must be better elsewhere. In times like these, there's a desire to break free, press reset and welcome in the new.

"Whilst yellow is one of the bolder colours on the spectrum, True Joy is complementary to a vast range of palettes, it brings out the positivity in even the most neutral of shades and is the figurative glue that binds more daring colour stories together."

Marianne Shillingford – Creative Director, Dulux

What we love about it:

It's bold, it's bright, and it certainly catches your attention! Yellow can be a divisive colour (our team were split 50/50 over it!), but True Joy certainly lives up to its name by giving you a strong dose of dopamine whenever you see it.


BEHR:
RUMORS



LITTLE GREENE:
MOCHI




JOHNSTONE'S:
**ACAI
BERRY**



BENJAMIN MOORE:
**CINNAMON
SLATE**



EARTHBORN:
**CROCKY
ROAD**





EN VOGUE

The runways of London and Paris have become a playground this season, with colour blocking and saturated tones the trend to beat. After a year of elegant and luxe pastels and metallics, designers have gone bold, and turned the contrast all the way up to give us Colour with a capital C. Subtle is so last season.

SHOP THE LOOK

Pistachio Green

Crisp White

Pastel Pink

Metallic Silver

Rich Tans

What we love about it:

The High Street always provides a great echo chamber for the sounds made at catwalk level. 2025's shopping baskets should include rich tans, metallic silvers, pithy pistachio greens, and pastel colours, as well as crisp white, maritime theming, and Breton stripes.



ADDING NEW FLAVOURS TO YOUR KITCHEN

According to industry leaders, KBB Review, the UK kitchen market value was projected to be £5.3 billion in 2024. Although installation figures are lower than ever, the business of making our kitchens reflect our unique personalities has never been more lucrative, and colour plays a pivotal part.



SATURATED NATURAL

**What we
love about it:**

Saturated natural colours embrace the boldness of colour drenching, but without introducing an artificial feel to the kitchen space. When we're cooking and eating, we want to connect with healthy, natural elements, and leaning on a natural colour palette of greens and blues relieves this.



RUSTIC WOOD

**What we
love about it:**

Wood in the kitchen has always come and gone with fads, but this paired-back, rustic and sanded look feels refreshing and elegant, but with texture that gives it a tactile lived-in feeling.

BOLD YELLOW

What we love about it:

A citrussy pop of colour, and a nod to bold, 70s vintage colour palettes. It's fresh and fun, and very 2025!

MONOCHROME

What we love about it:

Monochrome in 2025 isn't all black and white... think metallics, silvers, chromes, greys, and browns, too. Even mirrors can be used to monochromatic effect, contrasting light and shade.

JEWEL TONES

What we love about it:

Giving drama, but with a depth that radiates luxe and sophistication, expect to see colours like sapphire blue, emerald green, and ruby red.

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.

DILL GREEN



BUTTER YELLOW



INDIGO



CHERRY RED



WARM NEUTRALS



PATTERNS



A modern bathroom with teal walls. On the left, a black towel rack holds a white towel. In the center, a white rectangular sink sits on a black metal stand with a wooden shelf below it holding folded towels and toiletries. A black faucet is on the sink. To the right, a white bathtub is partially visible. A black metal shelf with wooden tops holds various items like bottles and plants. A large hanging plant with green foliage is suspended from the ceiling. The floor is made of large, light-colored tiles. A teal circle is in the top right corner.

BATHROOM SELF PORTRAITS

While the kitchen may serve as the home's heart, the bathroom embodies its soul. This intimate space where we begin and end each day demands an atmosphere of complete security and retreat from the outside world.

Bathroom design is experiencing a remarkable transformation in recent times. The era of minimalist white environments, mass-produced furniture, and calculated colour accents is giving way to something far more expressive. Through 2025 we will continue to see truly distinctive and personalised sanctuaries that reflect character and individuality from every angle.

SENSORIAL SPACES

What we love about it:

Sensorial bathrooms are all about texture, about grounding and feeling in touch with the space around us, as we reveal our own vulnerability in the bathroom space. Think natural stone, textured tiles, and wood accents.

A vibrant bathroom with petrol blue walls and matching cabinetry. Two round mirrors with gold frames are mounted on the wall. The vanity features a white countertop with two sinks and gold faucets. A vase of greenery sits on the counter.

PETROL BLUE

What we love about it:

Blue has always been a favourite in the bathroom, but this trend is leaning into the rich, jewel tones featuring elsewhere around the home. It's dark, moody, and incredibly inviting.

A modern bathroom with a dark grey or black wall. A white vessel sink sits on a white vanity. A black faucet and a black soap dispenser are visible. A stack of white towels is on the counter.

BLACK ACCENTS

What we love about it:

Black in bathrooms can be controversial, but done right, its drama is unmatched. Pair with pops of brass and bright white enamel wear for a rich contrast.

A bathroom with a wall of pink tiles featuring a gold geometric pattern. A white vessel sink is on a white vanity. A green plant is visible in the background.

PASTELS

What we love about it:

In the same vein as warm neutrals, pastels give that softness and depth but with a hint of colour, suggesting playfulness underneath a calm exterior.

AVOCADO

What we love about it:

This retro trend is a throwback to the 1970s avocado bathroom suites we all remember, but reclaimed as a nostalgic and playful focus for the modern bathroom.

PATTERN DRENCHING

What we love about it:

Following on from the 'colour drenching' of the last couple of years, pattern drenching is the trend of using maximalist patterns to strong effect. In bathrooms, this can be seen with busy floor tiles and rich Morris-esque wallpapers.

THE 2024 FADE OUT...

Trends are constantly evolving, and with fresh perspectives comes the chance to step away from colours and styles that have been overused or feel a little worn out. It's out with the tired, and in with the inspired.

CHARCOAL

Charcoal was a dark and brooding colour that worked great for accent walls, and spaces needing a touch of masculine energy, but its on the way out in 2025.



TERRACOTTA

Last year terracotta orange, and its cousins warm earth and burnt orange, could be found just about everywhere. But popularity for this warm, earthy tone has cooled markedly. We expect it to make a comeback though, so don't go binning your throw pillows just yet!



NAVY

Whilst blue is one of 2025's colour winners, this particular shade of Navy just isn't making the cut. Navy is grown up and respectable, and in the rainbow playground that is this year's colour trends, it's feeling its age.





MORE THAN JUST A CREATIVE AGENCY

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 websites, or get in touch for a chat.



WK360°

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