

WK360

THE COLOUR EDIT 2024



WE LOVE COLOUR

We love colour. We've been working with it for over 45 years, after all. And in a world full of screens and displays and visual media, accurate colour is more important than ever.

We pride ourselves on having an excellent eye for colour, and love to see what's likely to be appearing on our screens over the next few seasons. So, we've pulled together this 2024 Colour Edit, exploring the predicted and expected colour trends that will grace our spaces, homes and screens this year.

PEACH FUZZ

PANTONE 13-1023

What we love about it:

After a summer of hot pink thanks to Barbiecore, Peach Fuzz feels like a long, slow exhale. It's delicate and sweet, with lovely warm undertones that will carry it through the year.

"When Pantone announced their Colour of the Year, we immediately turned to WK360. They helped us produce some stunning marketing materials for PR and social channels quickly, efficiently, and, best of all, to an exceptional creative standard that mirrors our brand values."

Kevin Sears, E-commerce Director, 34 St. John

PANTONE COLOUR OF THE YEAR 2024

"In seeking a hue that echoes our innate yearning for closeness and connection, we chose a color radiant with warmth and modern elegance. A shade that resonates with compassion, offers a tactile embrace, and effortlessly bridges the youthful with the timeless."

Leatrice Eiseman - Executive Director, Pantone Color Institute™

VALSPAR COLOUR OF THE YEAR 2024

"Renew Blue is an incredibly versatile and all-season shade that anyone can envision in their space. Inspired by fleeting elements like fog, mist, clouds, and glacier lakes, Renew Blue elevates the everyday mood, encourages self-expression, and evokes a feeling of balance and calm, with a twist of unique spontaneity."

Also driven by a desire for calming intimacy, Valspar have stepped away from consensus and chosen a contrasting greeny-blue shade for their Colour of the Year, which may leave designers divided. Cool and calm, it's a colour reminiscent of spas and meditative spaces, but is it versatile enough?

Renew Blue - Valspar Colour of the Year 2024

RENEW BLUE

What we love about it:

Possibly too on the nose for 'calm and balanced', but it's fresh and inviting none the less. We love it for bathrooms and kitchens but feel it would need to work with some warm based neutrals in living spaces.

DULUX COLOUR OF THE YEAR 2024

SWEET EMBRACE™

“A gentle blossom pink that is welcoming and brings a sense of peace and softness to a space. Can bring a sense of stability, calm and friendliness to living and working spaces. It’s a delicate shade that changes tone with the light but that always brings warmth to a space.”

Dulux have also opted for a pinkish hue to represent 2024, but their pick is a much duskier choice, that’s more suited to supporting colour combinations. They describe it as an excellent choice for bringing warmth to north-facing rooms, but equally as suitable for sunlit spaces.

Sweet Embrace™ - Dulux Colour of the Year 2024

What we love about it:

Although dusky and soft, Sweet Embrace has a good balance of red undertones to keep it warm. It has a grown-up, heritage feel to it, but is still playful enough to work in modern spaces too.



STRIKE A POSE

High fashion often operates at an elevation high above the heads of us mere mortals, usually trending a colour or a look a whole season ahead of its expected landing date. So far, the Spring/Summer shows have favoured soft unisex pastels, such as lilac and sky blue. Influenced by last year's hot pinks, there's more cherry red this year too, and to contrast that, lots of harsh, porcelain white. Metallics have been on show too, possibly influenced by the Y2K renaissance, and especially opulent, liquidy golds for warmth and luxe.

VOGUE

Sky Blue

Porcelain White

Cherry Red

Pastel Lilac

Liquid Gold

What we love about it:

The high street is a different beast to the couture catwalks of Paris and New York, but the influence of its big sister can't be denied. This season, we'll see several colours echoing down from the former throughout the High Street, including: Negroni Red, off-whites and soft creams, metallics, and washed denims/soft blues.



WHAT'S COOKIN' GOOD LOOKIN'?

On average, UK homeowners look to overhaul their kitchen spaces every 10 to 15 years, but changing the colour palette can often give spaces an exciting refresh without having to replace furniture and hardware. Here's our pick for the best kitchen colours for 2024...

"Almost one in ten, or 9% of UK homeowners plan on making home renovations this year instead of moving due to rising living costs."

Together

EARTHY GREENS

What we love about it:

Holistic, calming, grounded, perfect for natural, airy cooking spaces. This would work beautifully with unfinished wooden furniture and worktops made of natural materials.

WARM SANDS

What we love about it:

Neutral, but friendlier. Bolder than white, more effective than magnolia. It's safe, but feels grown up, and will work with a number of other colours to either build a palette or harmonise a space.



DEEP SEA BLUE

**What we
love about it:**

Rich and wise, this colour oozes heritage. It will make your kitchen space look older than it is, but in a good way! Rich in colour denotes rich flavours and rich tastes.



HOT CHOCOLATE

**What we
love about it:**

Plays off the trend for black and bold, but in a softer, warmer way. Chocolate tones are more grounded/less monochrome and can pair much easier with a wider colour palette.



RICH GREY

**What we
love about it:**

Cool grey has had its day, but we're not ready to part with grey just yet. Pairs with warm white and earth shades but can also work with a pop of colour thanks to the warmer undertone.

THE FINISHING TOUCHES

Nothing invigorates a space and gives it a sense of personality faster than a stunning sofa choice, or some vibrant and bold throw pillows. Here's our pick of the best decor colour choices this season.

FOREST GREEN



MUSTARD



DUSTY PINK



TERRACOTTA ORANGE



DEEP BLUE



OFF WHITES





FROM SINK TO SOUL

If the kitchen is the heart of the home, then the bathroom is its soul. As the place where we're most intimate and vulnerable, our bathrooms need to create a feeling of safety, like we're closeted away from the world. Bathroom decor is going through some radical and exciting changes, and we're seeing a move away from sleek white spaces with pops of colour to truly innovative and personalised spaces that are as unique as their owners.

WARM NEUTRALS AND NATURAL WOOD

"Biophilic design represents a shift towards more sustainable, health-focused, and nature-inspired living..."

Interior Design Institute

What we love about it:

Spa chic is driving this trend, and a lean towards biophilic architecture and decor. It's an evolution of chic skandi japandi design trends of recent years, but with a much heavier influence of wood and natural materials, with wood effect floor tiles and wood panelling taking up whole wall and floor spaces.

WARM METALLICS

What we love about it:

For decades, bathroom tapware has been chrome. End of. But a trend for warm metallics in our bathrooms is finally turning the page on uninspiring tapware. Brushed brass, copper, and even rose pinks are adding warmth and a worn-in feel that takes away the coldness of chrome and silver.

DARK WARM GREY

What we love about it:

As an evolution to monochromatic black and white in the bathroom, this deep, warm grey tone is leathery and masculine, but has some warmth and depth that adds a dusky intimacy. Bathrooms have historically been marketed as a 'feminine space', but this colour gives a unisex feel that's more inclusive and flexible.

YELLOW MARBLE

What we love about it:

Marble epitomises luxury, but it can often feel cold and stark. Yellow marble is flexing against this with washes of sunlight and rivulets of saffron and ochre that zing with life and transform bathing spaces, but still speak of heavy opulence and effortless luxe.

TERRACOTTA AND WARM EARTH

What we love about it:

Even on the greyest day, terracotta conveys sunwarmed adobe and balmy mediterranean breezes, and that's exactly what this trend is about. A warm, relaxed, calm and grounding choice, terracotta bathrooms are another example of the biophilic decor trends we're seeing.

TERRAZZO

What we love about it:

A true heritage throwback, terrazzo is seeing a huge resurgence in bathrooms because of its sustainable and eco-friendly properties. Modern terrazzo can be manufactured using a high percentage of recycled materials, which is a high-ranking USP for many designers and interior decorators.



IT'S SO 2023!

Trends and preferences are always in flux, and with new ideas comes the opportunity to retire colours or styles that have been heavily used and become 'tired' in recent years.



COOL GREY

If you looked on social media for any sort of home deco inspo, then you'll have seen chic cool grey living rooms, pared with white, glass or mirrored pieces that bounced the natural light around the room and made for very clean, airy spaces.

A classic victim of over-use, we're now moving away from cool grey in favour of colours that promote a cosier feel to our homes.



SEPIA & TAUPE

Always a safe bet, taupe and sepia feels a little too comfortable and bland in comparison to some of the bolder shades we're seeing entering our living spaces. Used well, it can still have a place, but it's definitely taking a back seat to its bolder cousins for a while.



TEAL

Fun and slightly exotic, teal was a great colour for a feature, be it a bold sofa, a dominating character wall, or an exciting tile choice, but it's been overused and feels a little less 'original' than it was a few years ago. There's far more interesting and considered choices that can still achieve the same effect, so we're all for teal taking a little rest.



MORE THAN JUST A CREATIVE AGENCY

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WK360°

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