

GET TO KNOW PANTONE'S COLOR TREND PREDICTIONS FOR 2018



Though we're only a few months into 2017, the folks at Pantone have already consulted the color psychics to reveal their color trend predictions for 2018.

Pantone Color Institute Executive Director Leatrice Eiseman shared the predictions at the International Home & Housewares Show in Chicago this week. His forecast comes from months of studying fashion runways, the art scene, television, movies, architecture, retail, theatre, food, and consumer goods around the world.

Shiny is in, according to Eiseman. "Metallics we know are classic," she said, according to trade publication Home Accents Today. "But they have really moved over into neutrals." She also noted an ongoing fascination with all things iridescent, pearlised, or translucent, which she said "the human eye can absolutely not avoid."

Eiseman's color trend predictions show a shift away from the pastels of recent years (like 2016's Colors of the Year Serenity and Rose Quartz, or the omnipresent Millennial Pink) to bolder, brighter shades.

"Intense colors seem to be a natural application of our intense lifestyles and thought processes these days," she said.

These trends are reflected in the 2018 Pantone View Home + Interiors palettes, which were also unveiled at the Housewares Show. The eight color groupings, which you can see above, are:

VERDURE

Vegetal colors like Celery and Foliage combine with berry-infused purples and an eggshell blue, in a palette Eiseman called "symbolic of health."

RESOURCEFUL

Complementary colors on the color wheel – oranges and blues – blend in a palette that is clever and "resourceful" in re-using and re-furbishing what consumers may already own. "It combines warm and cool tones that you just can't avoid looking at it," said Eiseman.

PLAYFUL

Speaking to our need for whimsy, the Playful palette is out-of-the ordinary and quirky. The colors are "bright-hearted more than light-hearted" with names to match (Minion Yellow, Lime Popsicle, Green Flash).

DISCRETION

Low-key and subtle, Discretion is the opposite of Playful. Nostalgic hues such as Elderberry, Burnished Lilac, and Hawthorne Rose combine with strengthening tones to offer newness to a subtle palette.

FAR-FETCHED

This palette “reaches out and embraces many different cultures,” said Eiseman. It refreshingly combines three popular rosy tones with Iced Coffee and Ruby Wine, as well as a few earthy tones such as Cornsilk yellow.

INTRICACY

This palette reflects the popularity of intricate designs. It features the “new neutrals” – aka metallics – with a florid Holly Berry Red and yellow Sulfur for an added layer of drama.

INTENSITY

Providing an eclectic mix of colors, Intensity conveys “a certain strength, power, depth and sophistication,” said Eiseman. Coolly composed shades of plum, blue, and blue-green quell the fires of orange Emberglow, Molten Lava, and Bossa Nova.

TECH-NIQUE

Pantone’s nod to the proliferation of technology features hues “that seem to shine from within.” Colors include a vibrant blue, green, fuchsia, and purple, along with iridescent peacock tones in both turquoise and hot pink, offset by Brilliant White and Frosted Almond.

Eiseman also predicted some of 2018’s design trends. She expects the 1970s trend to stay strong, with plenty of fringe on the way. She highlighted our fascination with letters and words as a design element, the use of triangles as a motif, and dimensional diamonds and intricacy (which she attributes to the popularity of 3-D printing). Wood treatments have also become “very unique and really artful,” she said.

