

COLOUR TRENDS 2018



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*The colour trends for coming seasons
are a bold mix between rebellious, subtle
luxury and togetherness. Creating palettes
of daring accents, grounded hues and
details in silver and gold.*



ASSEMBLING COLOUR trends for tomorrow might seem like guesswork, but really it is all about having a sense of today...

TO FORECAST A TREND it is important to understand that trend drivers are a consequence of the stories that different parts of the world are telling. For the last few years the world has focused on Europe, the USA, the Middle East and China, where independence movements have changed our way of living, turning it into a serious struggle for some parts of the world. This has triggered a rebellious reaction amongst us where we once wanted to escape, and disconnect ourselves in a fantasy world far away – we are now

facing reality and doing the best we can to make life beautiful.

HOWEVER, IN THE meanwhile a whole continent has started to rise in importance - Africa.

THE COLOUR TRENDS to come are a reaction to the trend drivers of today. We will therefore see rebellion in the shape of vivid yellow, reds and blue accompanied by black. Rawness transforming from cold concrete to marble and discreet details in silver and gold. The need for escape, which has shifted into togetherness and the collective, is now enveloping into grounded hues of brown, purple and green.

TREND #01

NEW AFRICA

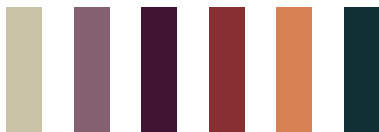
*An earthy shimmering
mix of colours that
reflects success,
luxury and wealth*





NEW AFRICA

Inspired by success, luxury and wealth - in an African way.



WHILST THE REST of the world are struggling with independence movements, Africa is doing just the opposite. As one of the fastest growing economies in the world, the continent is taking huge steps towards a unified and modern continent.

IN 2018 THEY will have their own central bank, and in 2020 Africa expects they will have their very own currency. A new Africa is rising, and with that a wealthy continent of sophisticated solutions and well-educated women and men.

THE COLOURS OF the new Africa are, therefore, not a traditional African colour palette influenced by its natural resources; the beauty of its nature, the exotic flora and fauna, and the variation of cultures and people. But they are reflections of a heritage of success, luxury and wealth – in an African way. Mixing earthy shimmering hues reaching from dark reds, greens and dull oranges, to bamboo-influenced colours. Creating a tranquil palette – full of life.



NCS S 2010-G80Y

NCS S 5020-R30B

NCS S 7020-R30B

NCS S 4050-Y90R

NCS S 2050-Y50R

NCS S 8010-B30G

A young deer stands in a forest, looking towards the camera. The background is a soft-focus forest scene with sunlight filtering through the trees. A vertical color bar is positioned to the left of the deer, featuring five segments: dark orange, light orange, blue-grey, dark grey, and light grey. The text 'TREND #02' is located above the title.

TREND #02

LUXURIOUS MINIMALISM

*Subtle luxury created
by stone effects, metallic
finishes and details in
silver and gold*



LUXURIOUS MINIMALISM

*Flirting with the Nordic minimalism
where cool hues meet details of luxury*



BOTH TEMPORARY housing situations and urban living have influenced our way of living. Contrary to what you might think, smaller living, temporary accommodation, dark spaces and urban surroundings have urged us to do our best with what we have. Influenced by Nordic design, our living has moved towards the more minimalistic, with its open spaces and natural colours, to create both a sense of space and light. Which actually creates a luxurious interior that makes us feel sophisticated and intellectual.

LUXURIOUS MINIMALISM is, however, not a minimalism of simplicity. It is all about the details, adding luxury in a subtle way with details of marble and stone effects, gold, silver and metallic finishes.

THE COLOUR PALETTE for this trend is an interesting mix of cool greys and blue, along with warmer hues in copper and gold.



NCS S 4050-Y50R

NCS S 2060-Y20R

NCS S 5020-R80B

NCS S 7005-R50B

NCS S 4005-R50B

NCS S 0502-R50B



TREND #03

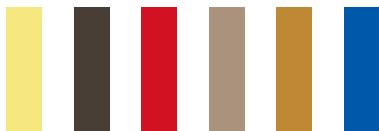
URBAN PRIDE

*Dramatic colours of fire
and smoke symbolising
a movement of hope,
pride and creativity*



URBAN PRIDE

*Celebrating city life where
chromatic colours meet darker hues*



WE STAY, AND WE ARE PROUD.

As cities turn into mega-cities, urban life is becoming more and more exposed to noise, pollution and dirt. Some find calm outside the city borders, but many stay on. Loving the city life and rebelling against any authority which wants to take away the personality of their city.

URBAN PRIDE is all about the roughness and love for our concrete, graffiti stained cities, where creativity has grown larger than ever. Old factories are turned

into galleries and graffiti into art monuments. Neighbourhoods that historically have been bad become a hub for creativity and entrepreneurship.

THIS TREND celebrates just that. A tired room is not restored but further developed and decorated, and the city streets are reclaimed with powerful manifestations of our own existence. It is a revolution of creativity and of colours, creating an explosion of bright yellow, red and blue together with darker hues of black and brown.



NCS S 0540-G80Y

NCS S 8005-Y20R

NCS S 1085-Y90R

NCS S 4010-Y30R

NCS S 3050-Y10R

NCS S 2565-R80B

A woman with long brown hair, wearing a wide-brimmed hat, sunglasses, a black crop top, and jeans, stands in a greenhouse filled with various green plants. She is holding a colorful patterned shawl. The greenhouse has a curved metal frame and translucent panels. A vertical bar with six colored segments (light green, dark green, teal, pink, purple, orange) is positioned to the left of the text.

TREND #04

HIGH-TECH FLOWER POWER

*An earthy mix of
green and purple
symbolising an eco-
friendly urban living*



HIGH-TECH FLOWER POWER

Celebrating the tech-solutions that turn urban life into a green living of togetherness



SMART HOMES ARE a reality today. But being fully connected is no longer about status-seeking, but rather a way for us to return to the collectiveness that our cities have erased over the decades.

AS OUR HOMES are getting smaller and we live by ourselves, the need and desire to meet people and be in other spaces have created a new kind of living. Where the square metres of our homes are decreasing, the common spaces are growing both in size and frequency. More and more housing projects are designed to create opportunities for sharing common areas for growing vegetables, cooking,

eating, washing and meeting, and high-tech solutions have made it a reality by using solar and wind power for us to cultivate our own crops. With farms popping up on pavements and roofs, we do things together.

HIGH-TECH FLOWER POWER is all about togetherness. Tech-solutions have created a bridge between people and cultures, tearing down the walls between us and turning the anonymity of urban life into a collective movement. This trend celebrates just that with its earthy green and brown hues mixed with warm purple and raw metals and material.



NCS S 2010-G30Y

NCS S 6030-G10Y

NCS 4040-B80G

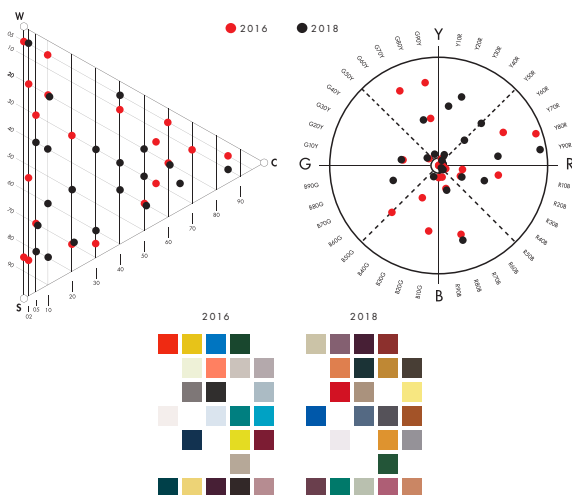
NCS S 3040-R20B

NCS S 6020-R20B

NCS S 3030-Y50R

COLOUR INFORMATION

This season's breakdown of colours has shifted from saturated and cold hues towards more daring accents and earthy colour areas.



TO IDENTIFY important colour groups and to show key directions, the NCS Triangle and NCS Circle are used to illustrate the movements – from 2016 and onwards. As seen here, the

palettes are shifting from a mix between saturated hues and colder tones to bolder and rebellious accent colours, golden and earthy greens and browns.

ABOUT TREND 2018

*Colour Trends 2018 is made
by NCS Colour in collaboration
with colour trend forecasters Justine
Fox from Material Colour, and Laura
Perryman from Colour of Saying.*



AL GURG PAINTS L.L.C
Sharjah, United Arab Emirates
Tel: (+971) 6-5343919
Email: enquiries@agp.ae
www.aglpuae.com



NCS COLOUR AB
info@ncscolour.com
ncscolour.com

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*In collaboration with Justine Fox
and Laura Perryman.*

