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A brief history of past

COLORS OF THE YEAR

Popular / Trending / Moments in Time
Influential / Makes Us Feel / Reminders
Provide Direction / Showcase Personality

	2016	2017	2018	2019	2020	2021	2022	2023	2024
<i>bm</i>									
	<i>Simply White</i>	<i>Shadow</i>	<i>Celeste</i>	<i>Metropolitan</i>	<i>First Light</i>	<i>Aegean Teal</i>	<i>October Mist</i>	<i>Raspberry Blush</i>	<i>Blue Nova</i>
<i>bf</i>									
	<i>Hickory Flame</i>	<i>Nomadic Travels</i>	<i>Plume Grass</i>	<i>Into The Stratosphere</i>	<i>Lioness</i>	<i>Simple Serenity</i>	<i>Dewrose</i>	<i>Prosperity</i>	<i>Vegetarian</i>
<i>su</i>									
	<i>Alabaster</i>	<i>Poised Taupe</i>	<i>Occasider</i>	<i>Copper Clay</i>	<i>Naval</i>	<i>Walrus Bronze</i>	<i>Evergreen Fog</i>	<i>Redwood Point</i>	<i>Wineyard</i>

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HIRSHFIELD'S 2025 COLOR OF THE YEAR PALETTE



Heirloom Hues

Rich and complex, these colors inspire our homes to tell a colorful story. Use this palette to highlight hidden architectural details or create an inviting space that feels timeless and fresh at the same time. Heirloom Hues is a special collection of colors where elegance and vibrancy come together to make a statement.

- Fireplace Mantel 0569
- Valentino 0046
- Calm Interlude 0501
- Vegetarian 0430

Color Remix

A blend of muted pastels and bold brights, this palette embraces the unexpected. Designed for those who love color, this eclectic combination offers a mix of saturation and subtlety that is sure to stand out. Use these hues as a foundational palette for a whole house or inspiration for just one room. No matter which way you use it, Color Remix feels current and contemporary.

- Powdered Pool 0482
- Zenith 0547
- Motherland 0793
- Sauterne 0126

Natural Balance

Taking cues from nature, this palette sings with simplicity. Easy-to-live-with and usable in any architectural style, these colors flow gently from room to room. Make your home an earth-inspired oasis that values quality materials, exceptional craftsmanship, and handmade accessories with Natural Balance.

- Mossy Shade 0195
- Fiorito 0371
- Beacon Fog 0490
- Money Tree 0037

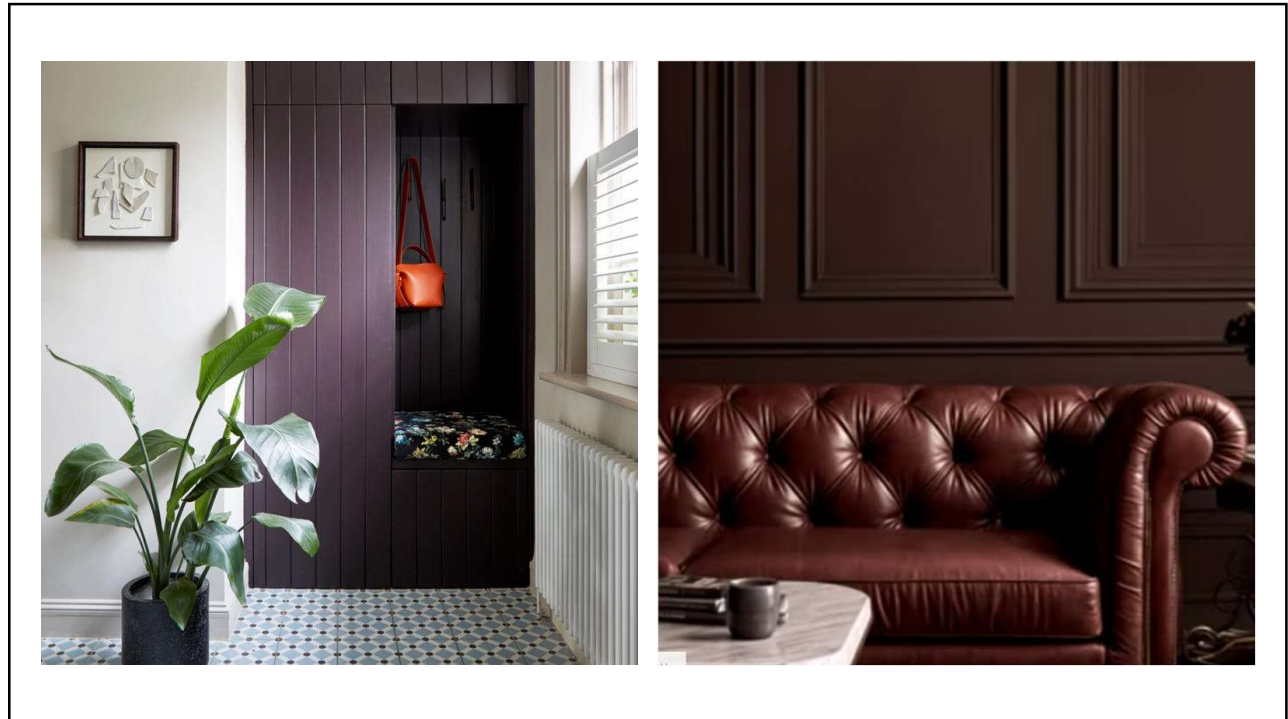
NEUTRALS

- Umber Style 0208
- Dove's Wing 0537
- Metro 0530
- Subway 0536

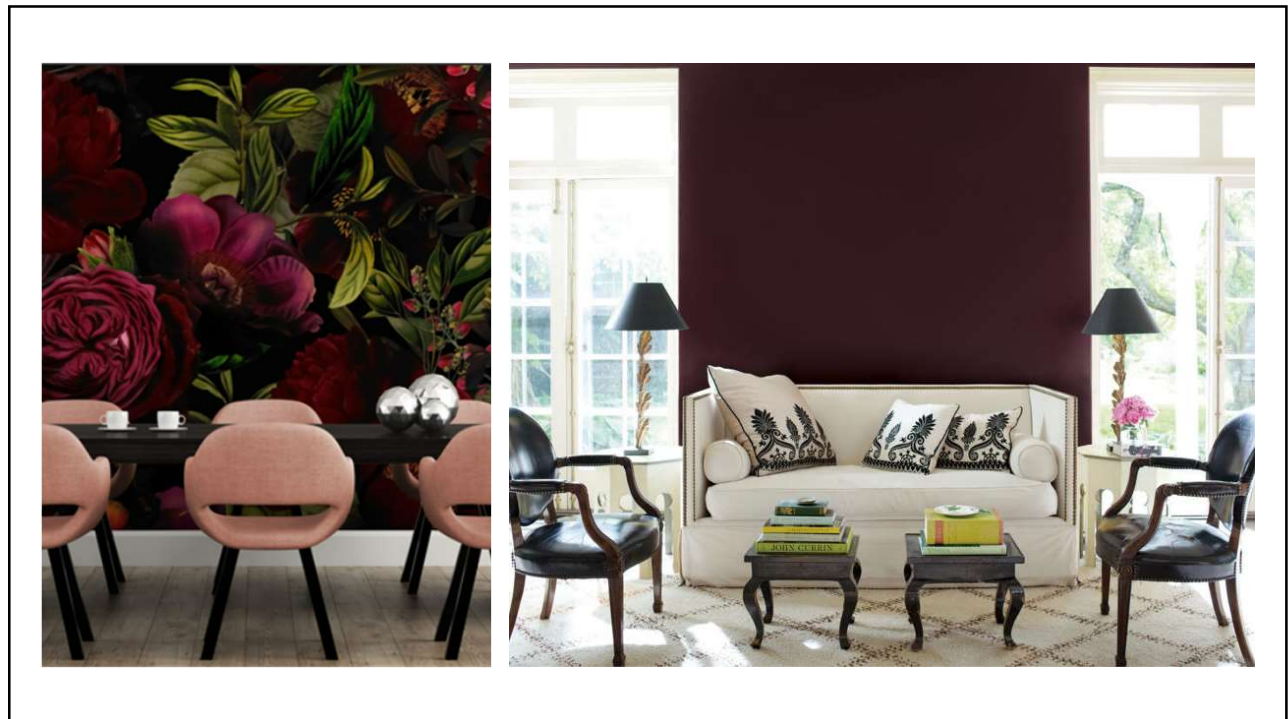
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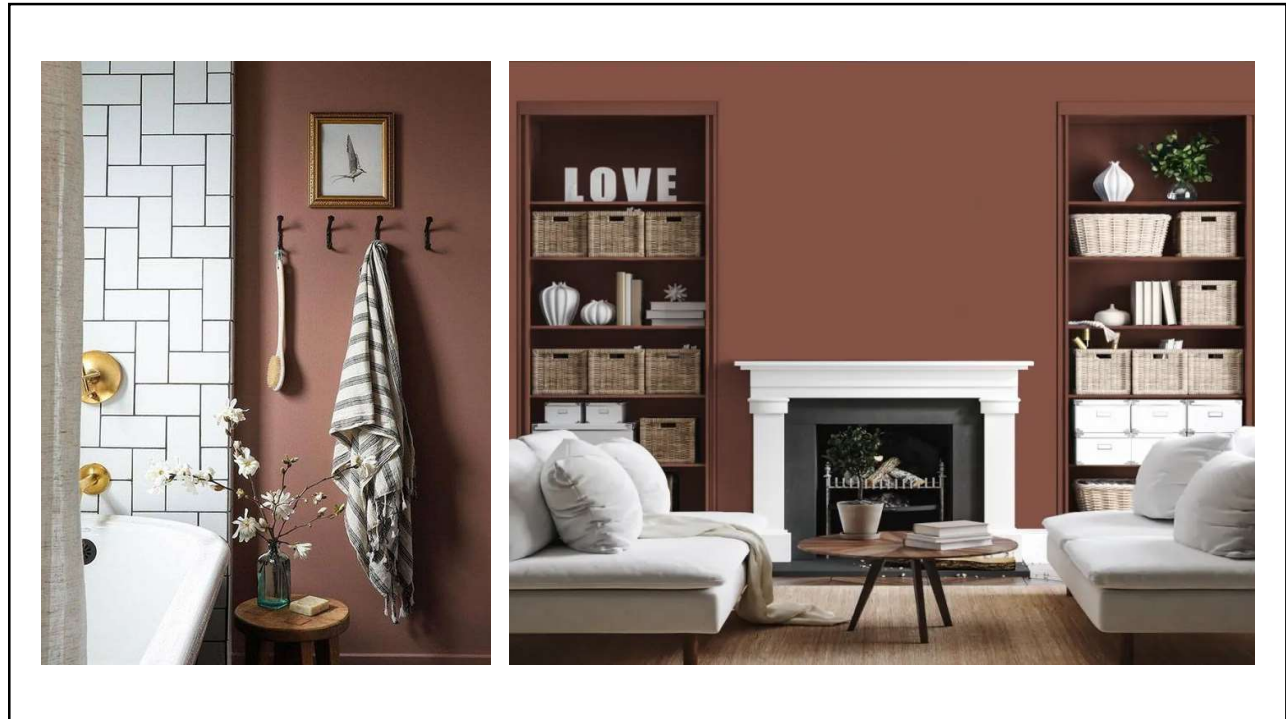
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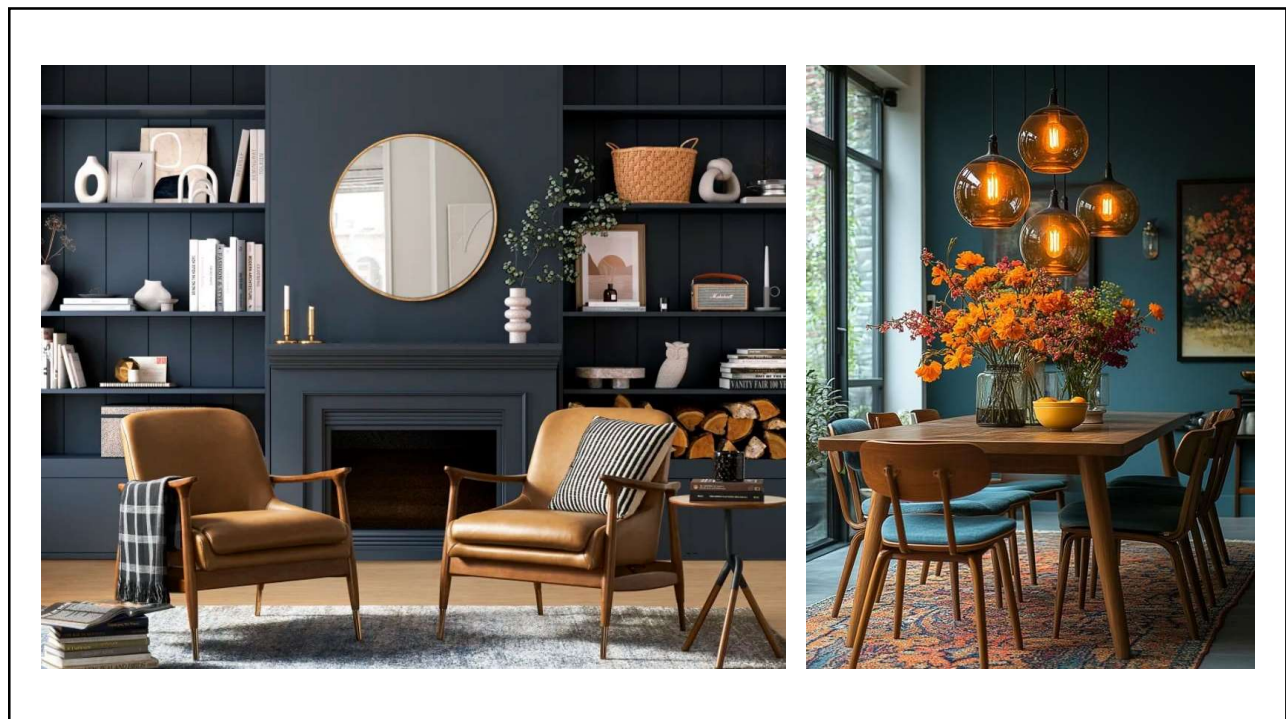
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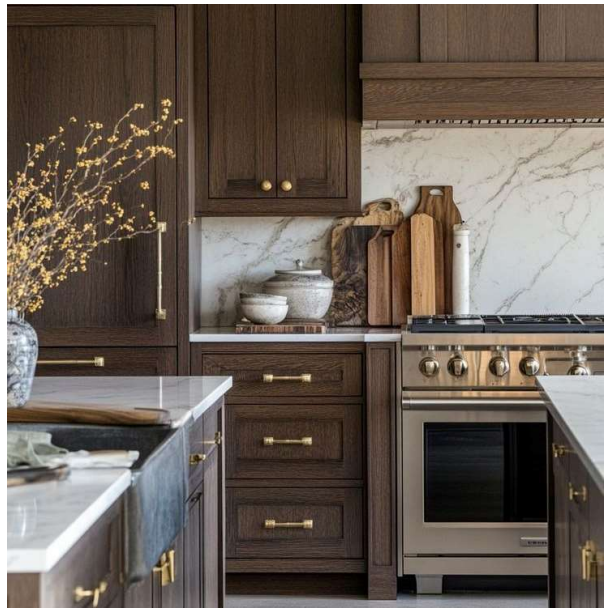
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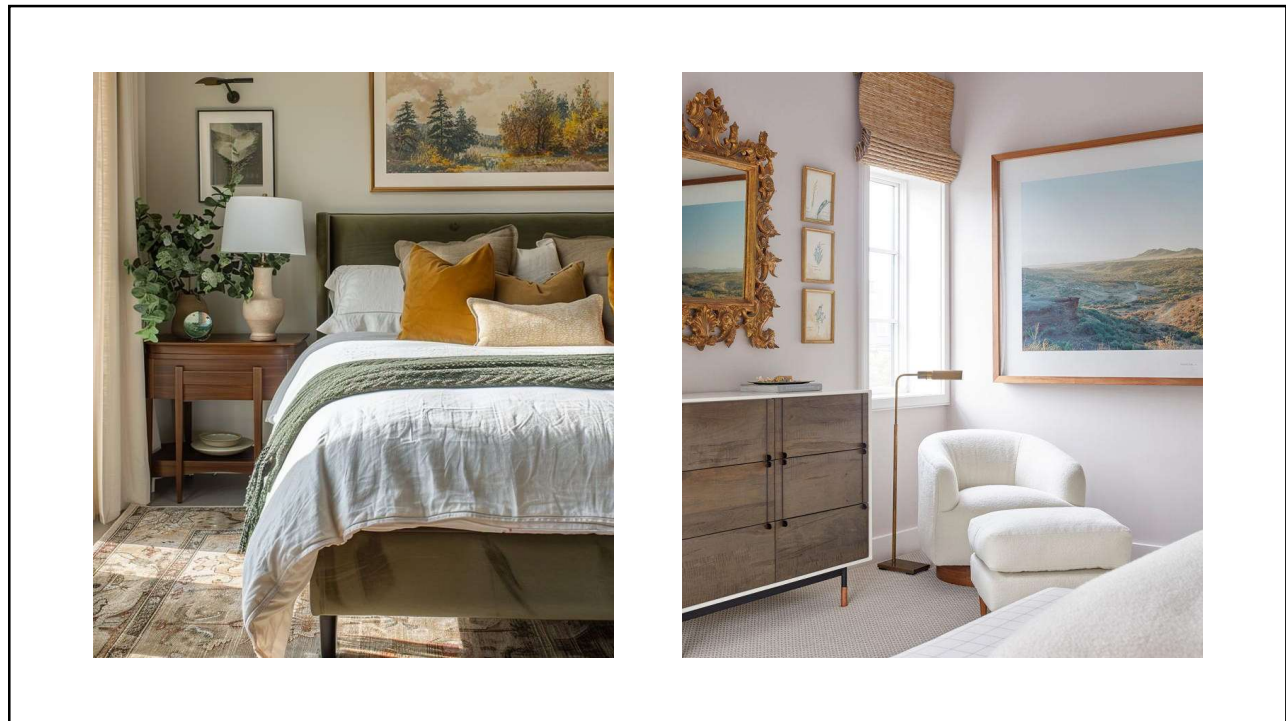


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TREND #2: MODERN NEUTRALS



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TREND #3: COLORFUL CABINETS



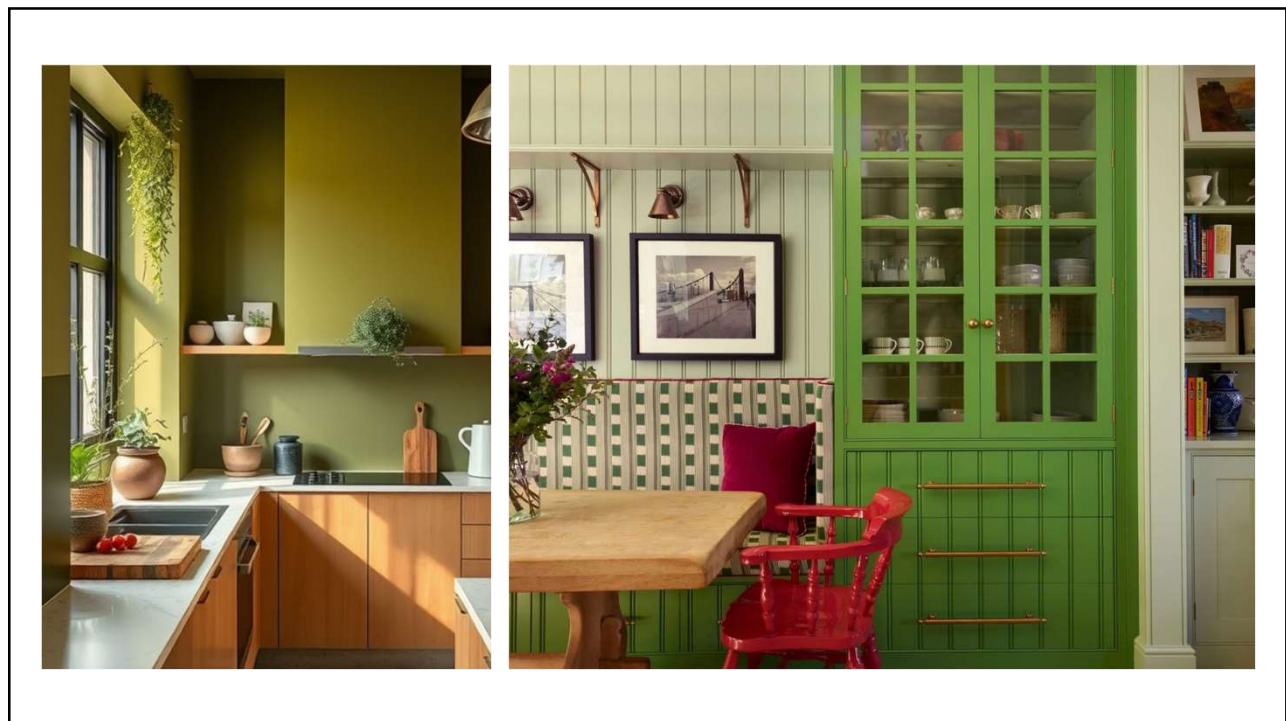
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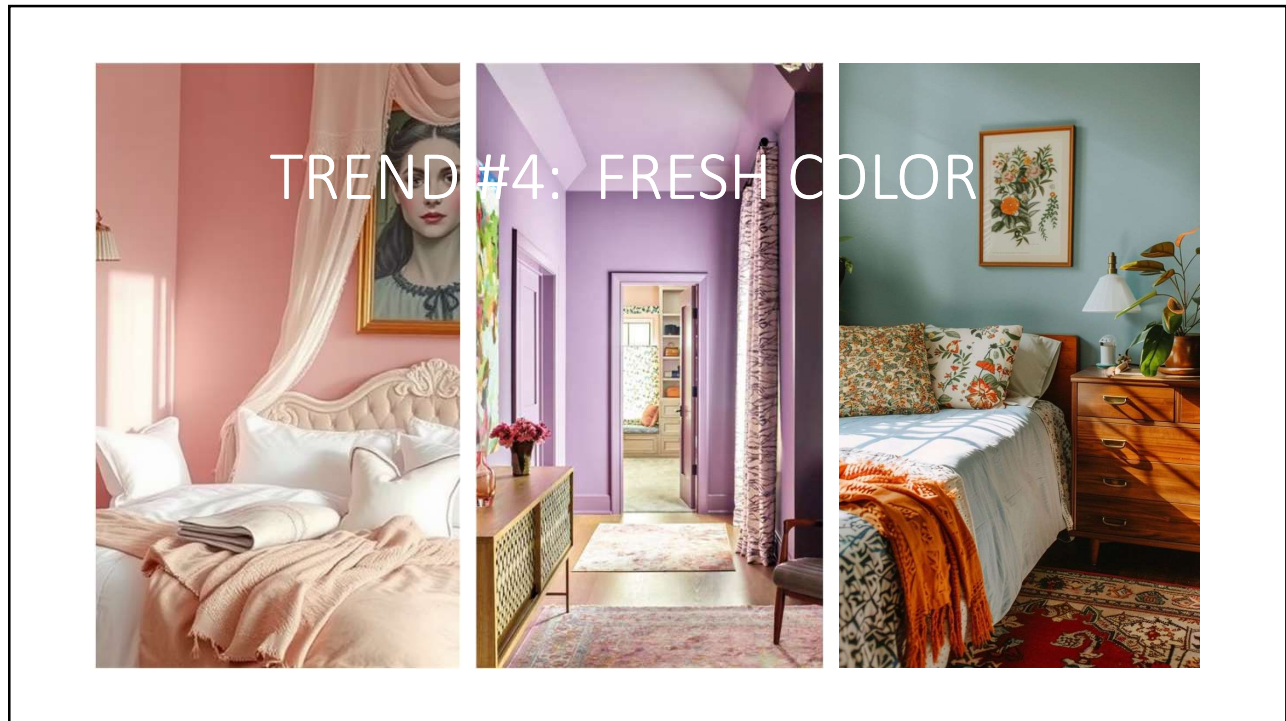
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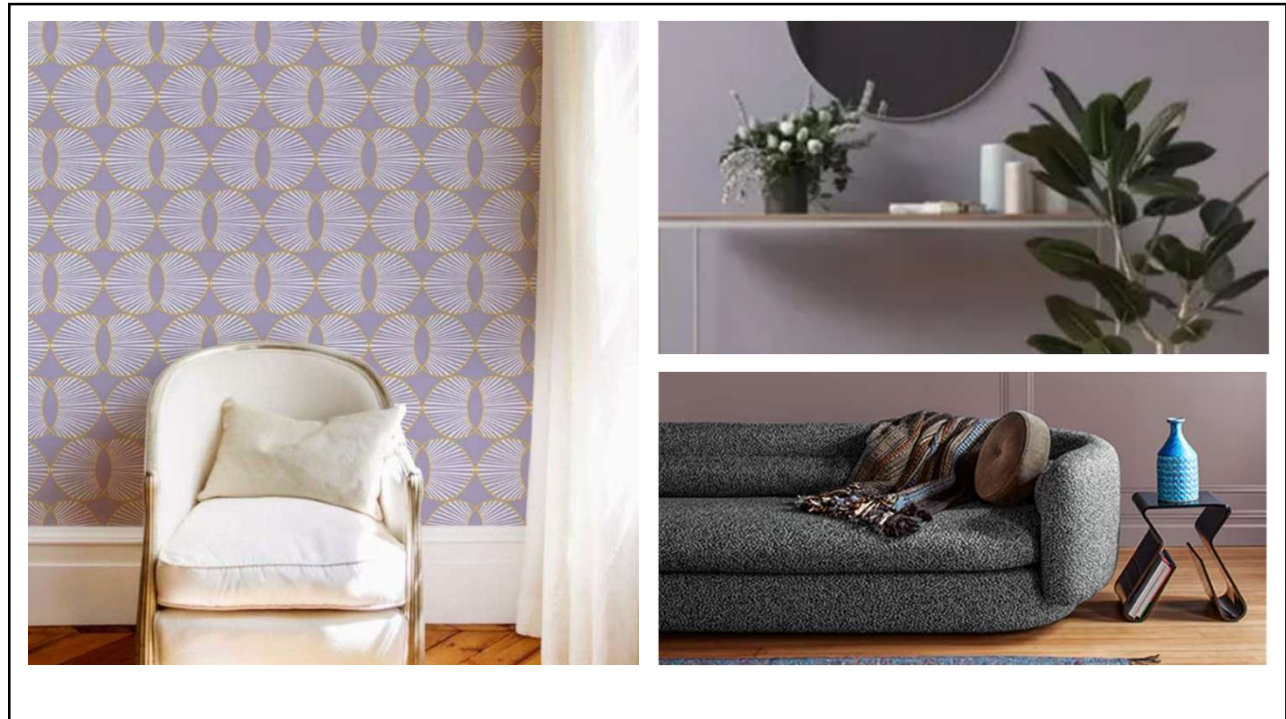
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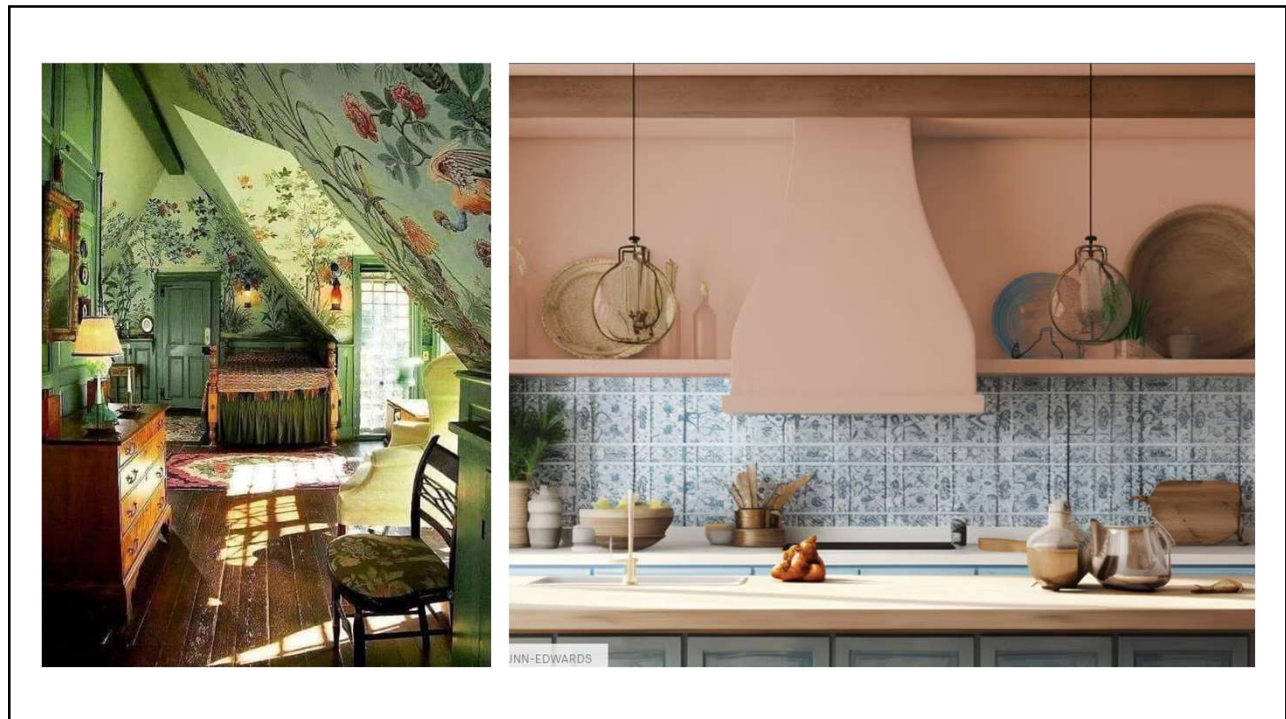
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TREND #5: STAINED WOODWORK

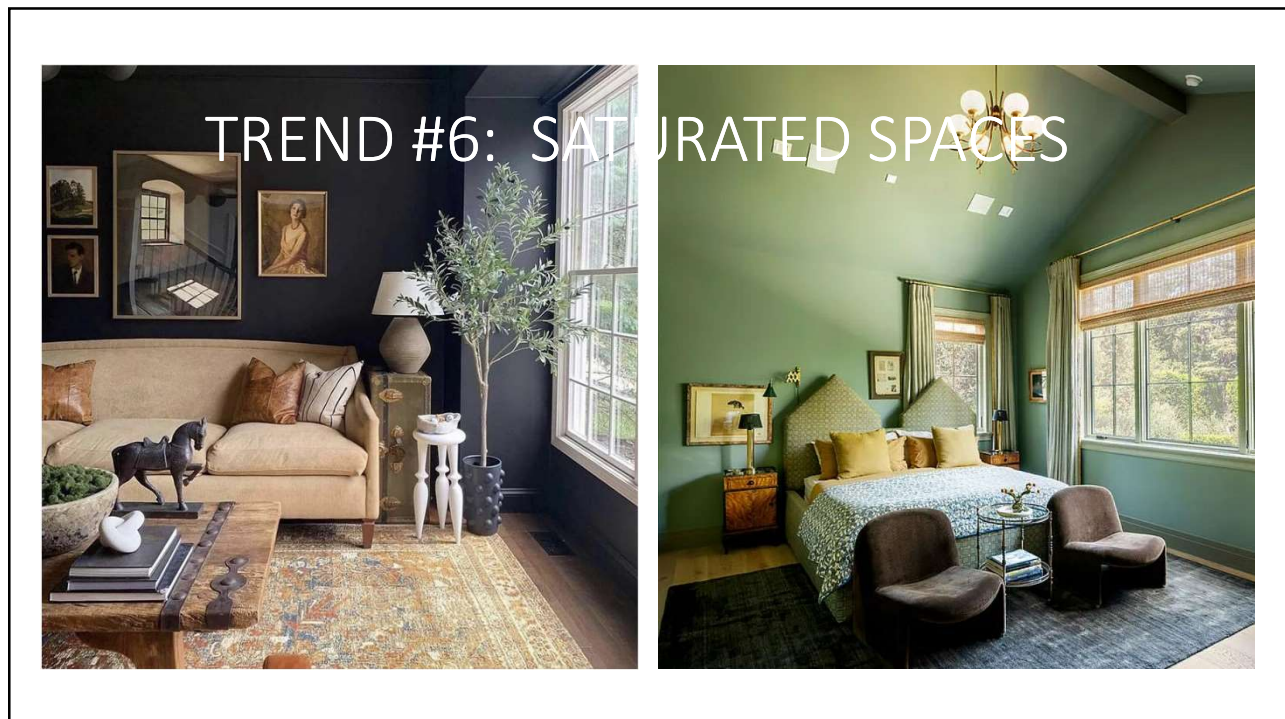
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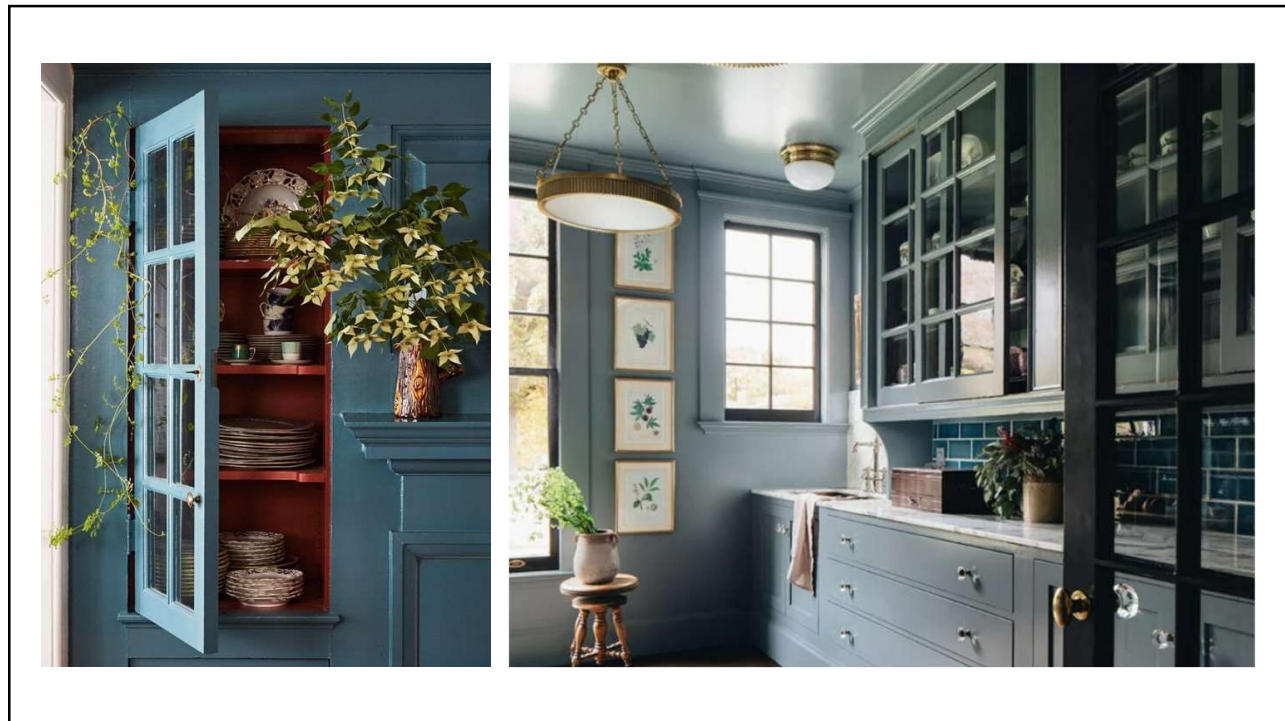
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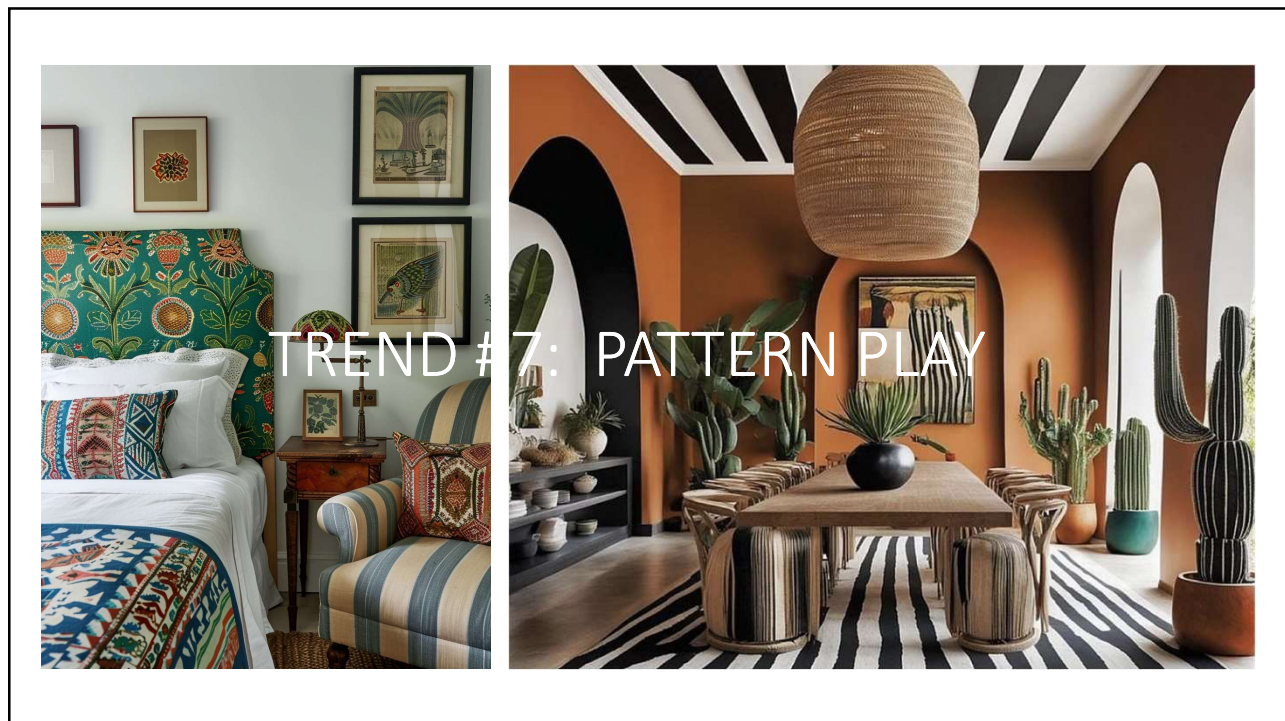
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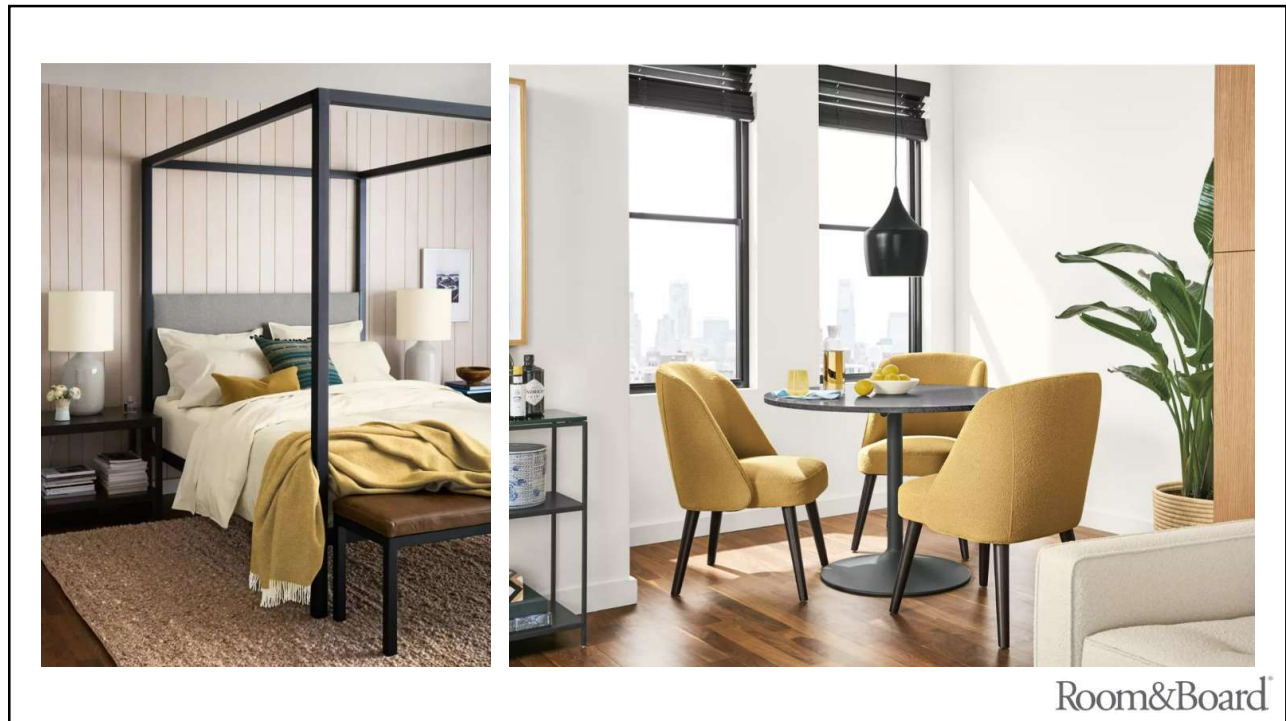
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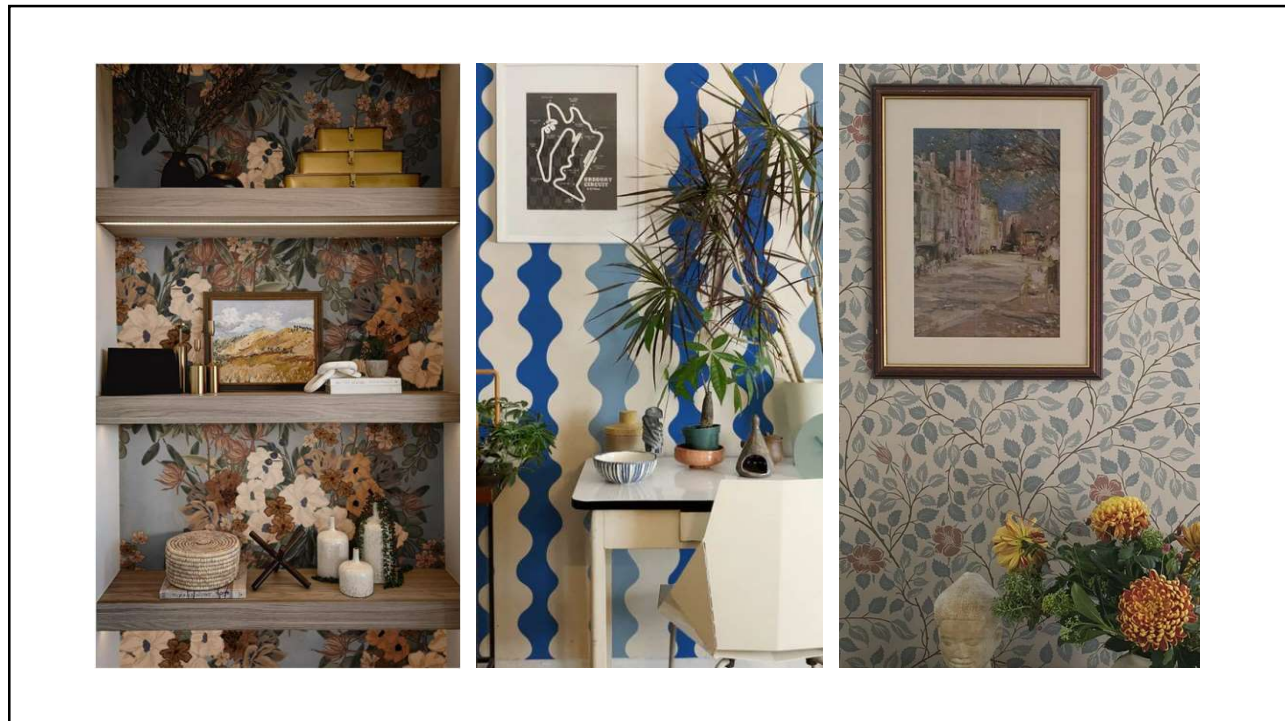
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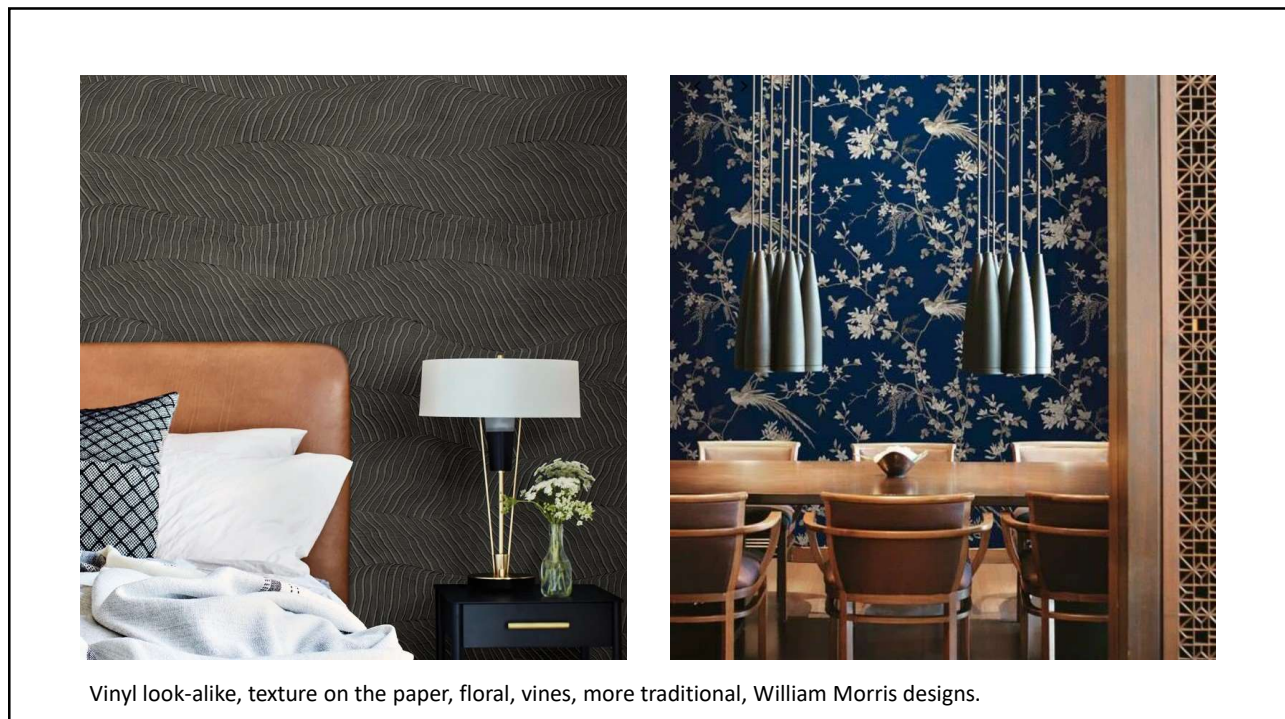
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Vinyl look-alike, texture on the paper, floral, vines, more traditional, William Morris designs.

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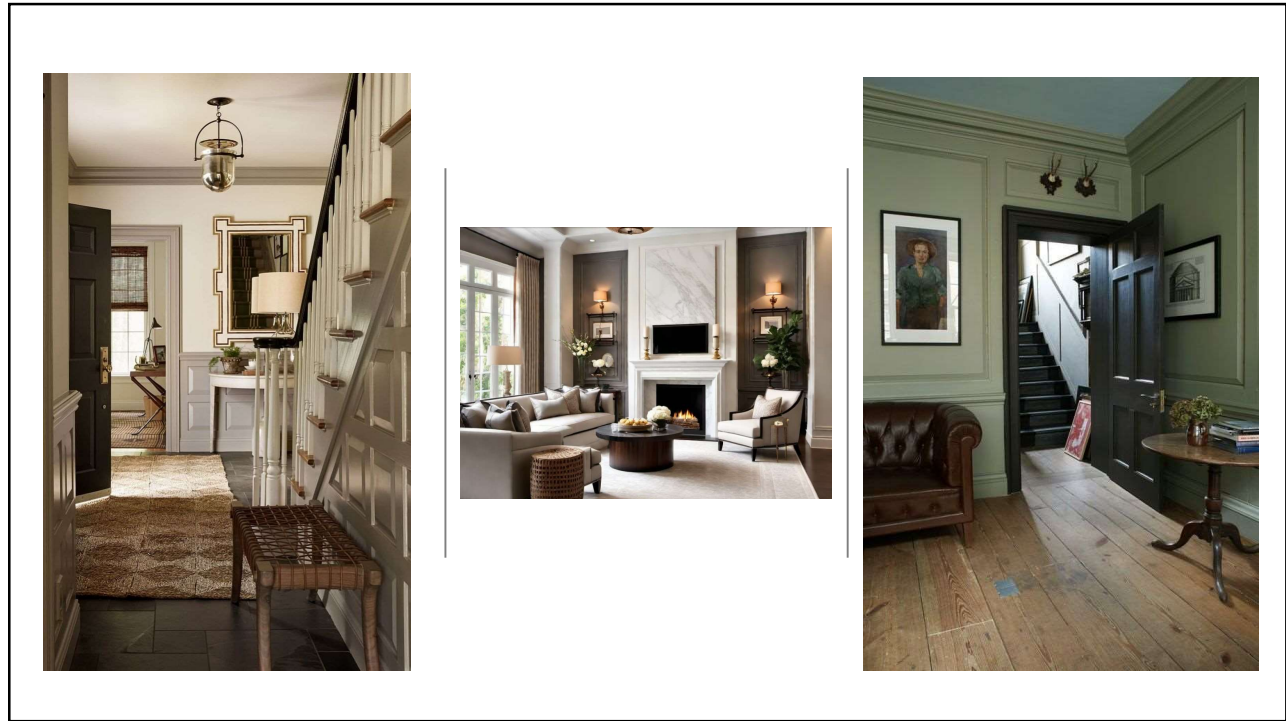
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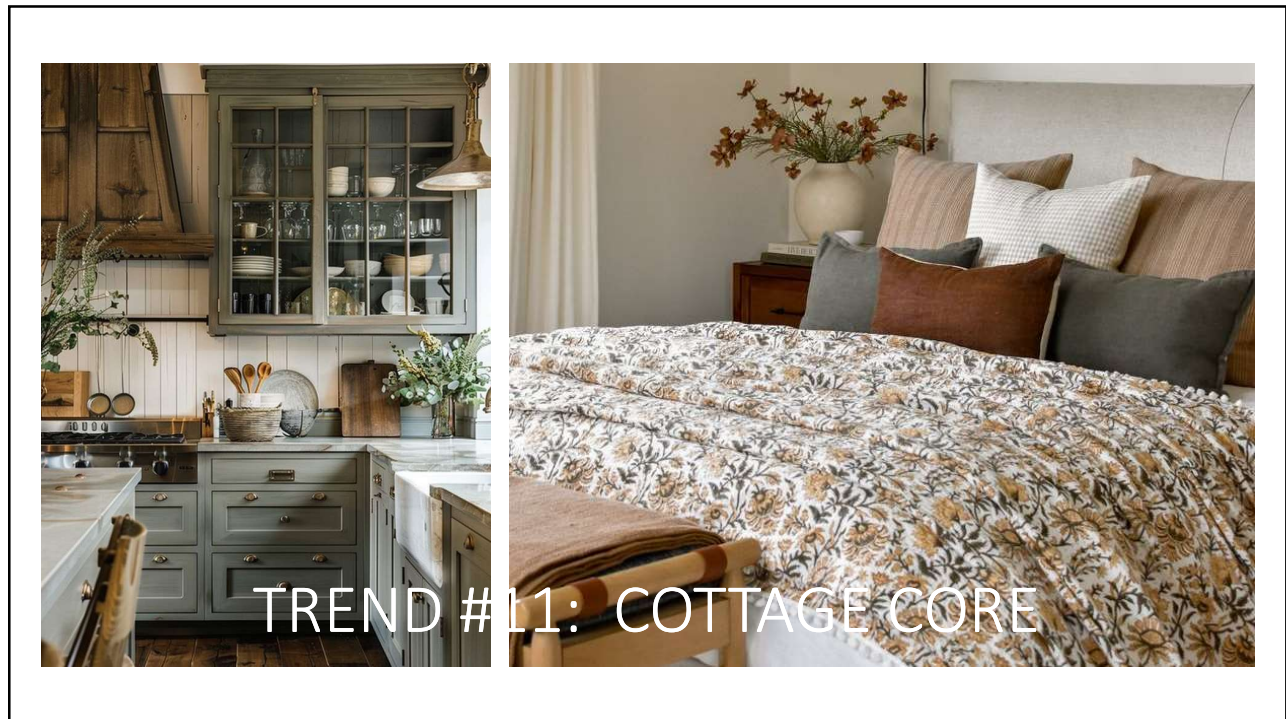
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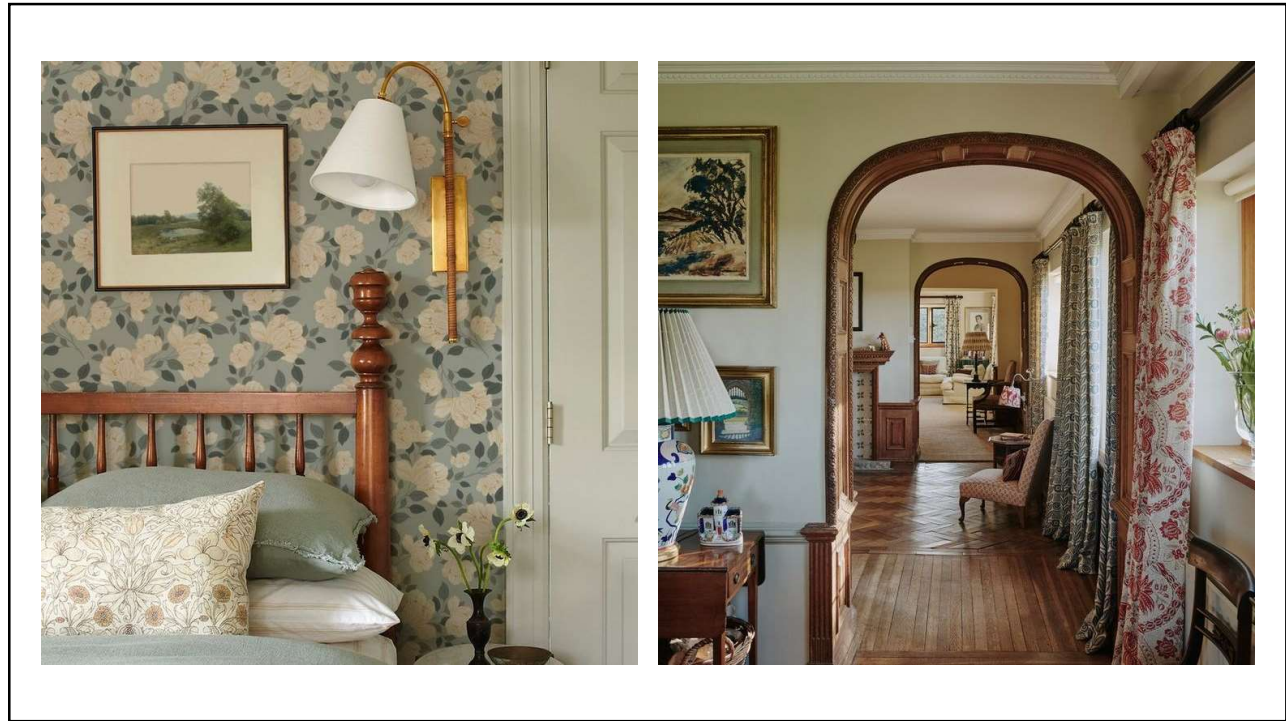
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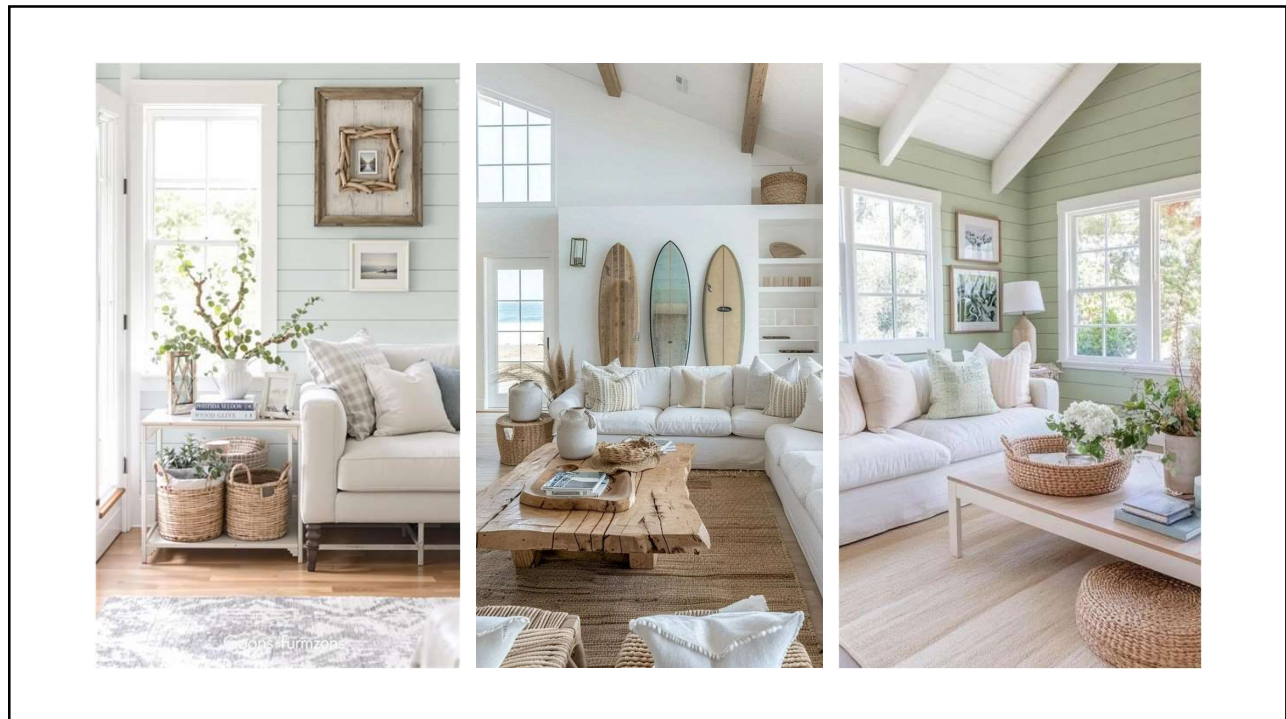
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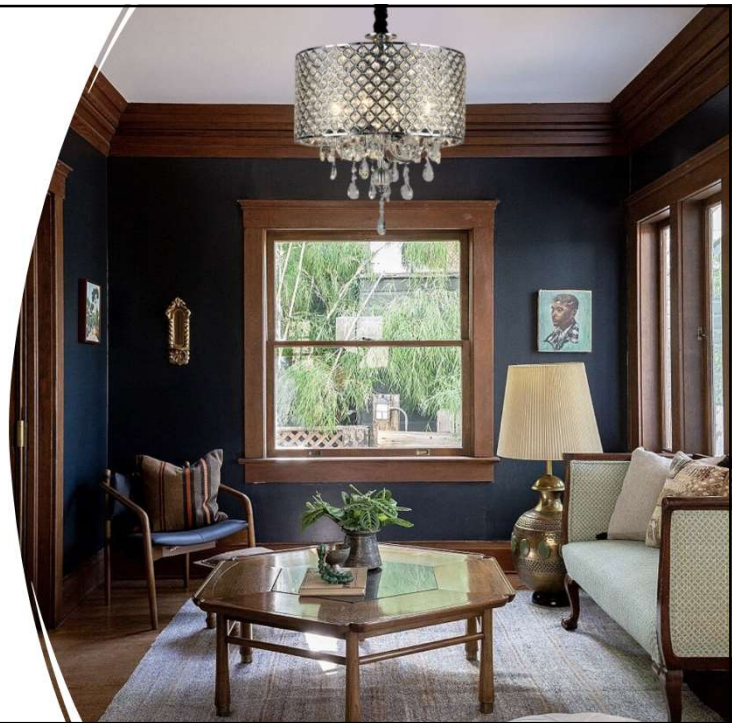
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SELECTING COLORS: DETERMINE WHICH COLORS YOU ARE WORKING AROUND

- Colors to work around are called Fixed Assets
- Fixed Assets affect your color schemes
- Common Fixed Assets:
 - Flooring
 - Furniture
 - Tile
 - Stained or Painted Woodwork
 - Decor



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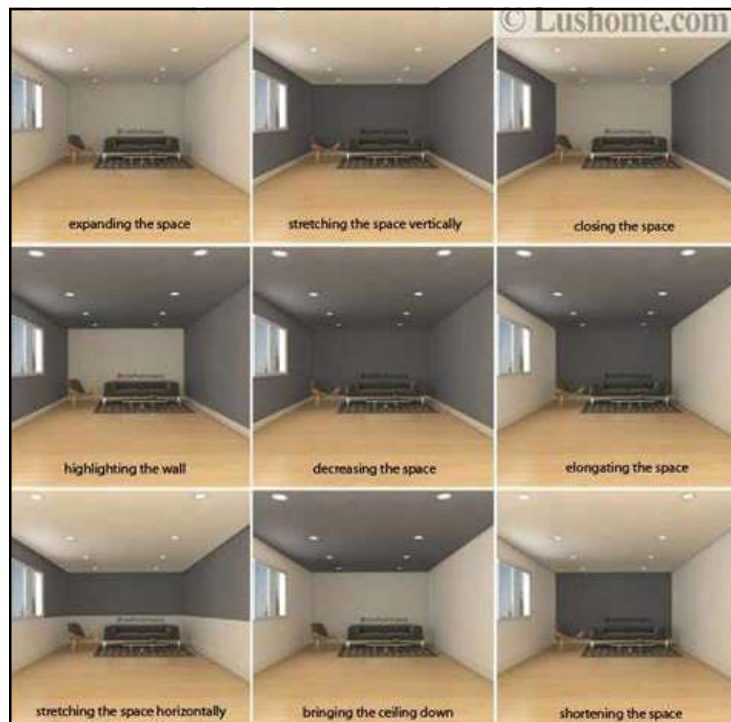


CREATE COLOR SCHEMES

Focus on 2-3 Main Colors:

1. Fixed Assets Count Towards Colors...or at Least Need to Blend
 - Flooring
 - Tile
 - Woodwork: Trim & Doors
 - Furniture
2. Typically One Flow Color
3. Accent Color(s)

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UNDERSTAND HOW COLOR SHAPES THE SPACE

Use when considering accent walls.

Use when there is a need to change the shape of the space to create the desired feel.

Examples:

Long Lower-Level Family Rooms
Tall Foyers

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REVIEW LIGHTING

Colors Change throughout the day:

- Morning Light is cool and bright
- Afternoon Light is warm and direct
- Evening brings Ambient Light artificially or overcast or diffused. Feels more subtle than direct light.

Natural & Artificial Light can be warm or cool

- Rooms with warmer cast are balanced by cooler tones.
- Rooms that tend to be cooler, warmer hues can balance out the blue tones.



From Benjamin Moore. Color is HC-143 "Wythe Blue"

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TESTING OUT COLOR SCHEMES

Encourage Clients to Test Colors with Actual Paint

- Select a Few Colors from Swatches
- Review Colors Independently, Not Next to Each Other
- Paint Larger Swatches, 18"x24" Tagboard available at HF
- Two Coats
- Quality Paint = Fewer Coats, Better Durability
- Sample Pots Are Interior – Paint On Flexible Plastic Sheets/Cardboard For Exterior
- Review During Sunshine/Overcast
- Review Multiple Directions (N,S,E,W)

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COLOR CONSULTING

IN-STORE CONSULT

IN-HOME CONSULT

ONLINE CONSULT

VIRTUAL CONSULT



Hirshfield's paint specialists can help you find that perfect color in more creative ways than you'll find anywhere else:

- **IN-STORE:** Relax in our cozy color centers – we'll give you all the attention you deserve! If you're ready to try a color on your walls, we can tint any of our 5,020 colors in demo-sized pints of paint.
- **IN-HOME:** Setup an in-home consultation where one of Hirshfield's experienced Paint Color Stylist will come to your home and help you pick interior or exterior colors.
- **ONLINE:** Upload a photo of your home's interior or exterior and let our digital design team help you visualize color options that work.
- **VIRTUAL:** Connect with one of our color experts from the comfort and safety of your own home via FaceTime or Google Duo. We'll learn more about your space and then mail you color swatches that work with your style and color palette.

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