

The Sikkens logo, featuring the brand name in a bold, blue, sans-serif font. Above the text is a horizontal bar with a blue-to-white gradient. The logo is set against a white background that is part of a paint can lid.

sikkens

CF27

COLOURFUTURES™ 2027 INTERNATIONAL COLOUR TRENDS

A collection of open paint cans in various shades of green and pink, arranged on a light-colored surface. A paintbrush with a wooden handle and a metal ferrule is resting in the foreground green can. The background is softly blurred, showing more paint cans and a warm, natural light source.

Hello
Lightness!

PAINT COLOUR TRENDS 2027

AkzoNobel

AKZONOBEL DECORATIVE PAINTS
GLOBAL AESTHETIC CENTER PRESENTS
COLOURFUTURES™ 2027





inside story

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Colour collection guide

come on in

We're delighted to present the 2027 edition of ColourFutures™

"Colour is the fruit of life," said French poet and playwright Apollinaire – a sentiment we wholeheartedly agree with here at AkzoNobel. The raison d'être of our Colour of the Year campaign, now in its 23rd year, is to celebrate the central role that colour plays in all our lives and to highlight just how transformative it can be in our homes.

Colour makes us feel things. It can boost our mood; put a spring in our step; calm or relax us. Our job is to identify the shades that people need now; to offer our consumers colours that will help them feel better and brighter.

This year, more than ever, we are taking this literally. With people feeling weighed down by world events, we hope our Colour of the Year 2027 and inspiring new palettes will help everyone to 'Live lightly'.

#HelloLightness! #GoGreen #ForEverGreen

HELEEN VAN GENT

CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER, AKZONOBEL

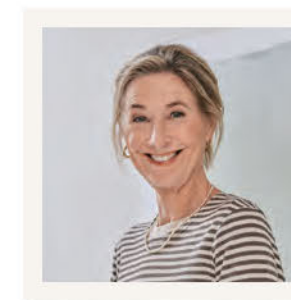




TREND ANALYSIS
THE GLOBAL AESTHETIC CENTER

our colour team

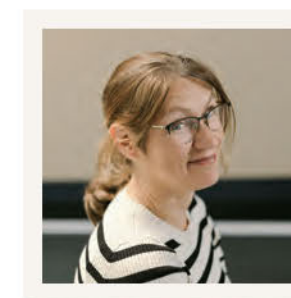
Human expertise lies at the heart of our colour selection process. At a time when so many of our experiences and decisions are influenced by algorithm, we invest in people. We hand-pick international experts to help us spot upcoming trends and we discuss their insights *in person* to establish what people will need from their homes over the coming years. It's then down to the finely tuned instincts of our expert in-house colourists, led by Heleen van Gent, to select colours that will resonate emotionally with our consumers across the globe. With over 30 years of experience, our team at the Global Aesthetic Center has an innate understanding of how different colours can affect mood so they are perfectly placed to choose shades that are just right for now.



Heleen van Gent
Creative Director,
Global Aesthetic Center, AkzoNobel



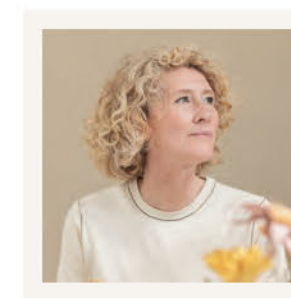
Suzanne Poort
Colour Digital
Designer



Marieke Wielinga
Colour Designer Professional,
Wood, Metal & Colour Futures



Marieke van der Bruggen
Colour Content
Designer

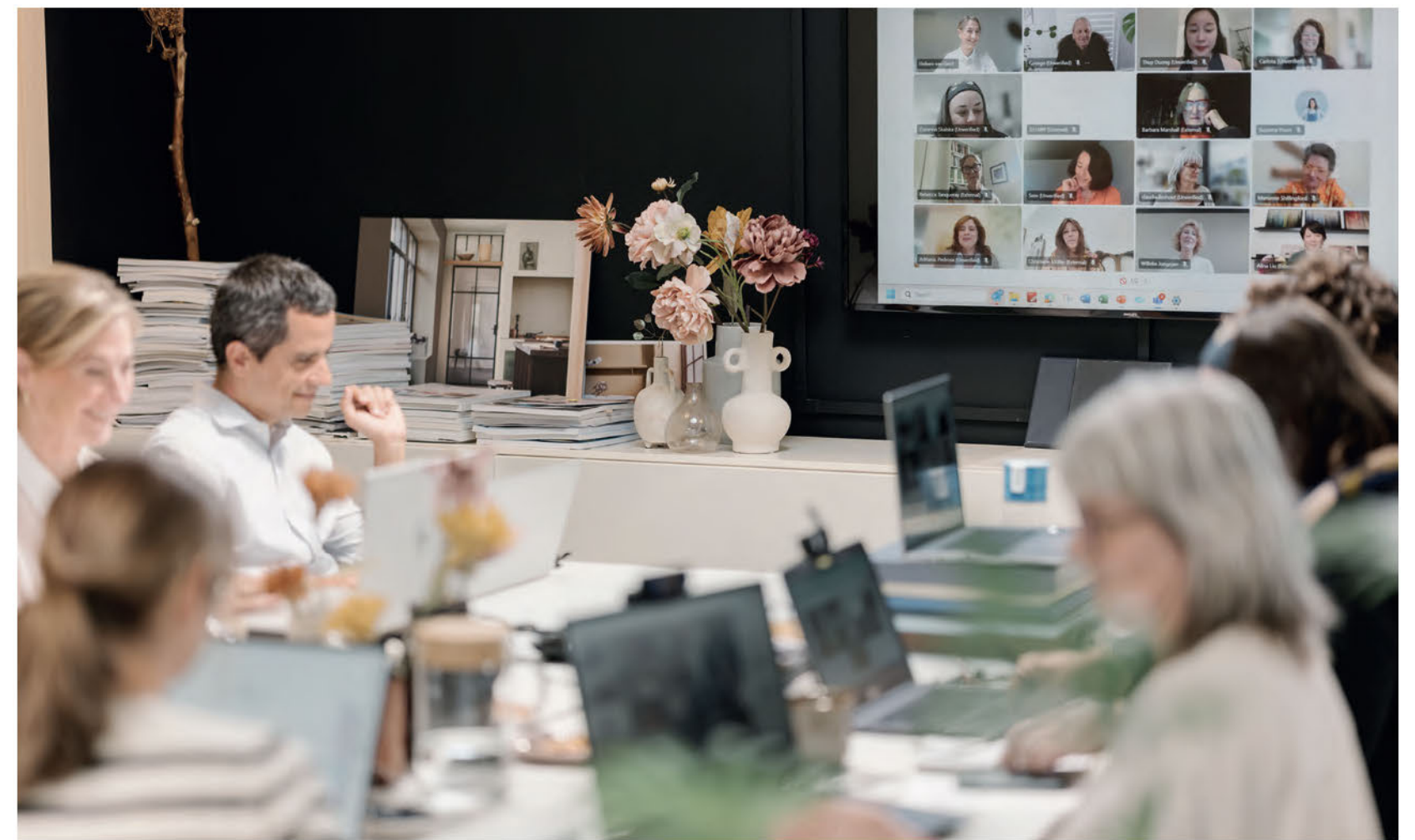
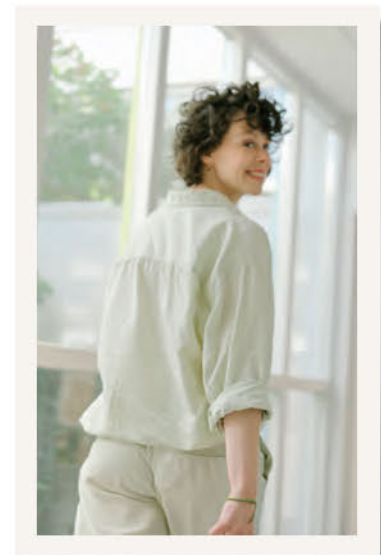


Willeke Jongejan
Colour Designer
Consumer Brands

OUR GLOBAL TREND FORECAST

shining a light on the world

What's trending in Asia? How are people feeling in Paris? Who's making waves in the design world? Our annual Trend Forecast addresses these questions and more so we can get a real feel for the mood of the times. A gathering of forecasters, architects, designers, colourists and journalists, this three-day brainstorm is an inspirational collision of stories and insights from all corners of the globe. Our experts share their reflections on every aspect of their home turf, from design to politics to pop culture so that, together, we can predict what people will need most over the coming years, and which colours will match those needs best.



"We need to draw inspiration from everything around us. We need things that pull on the heart, on the human side of us."

George Boorsma

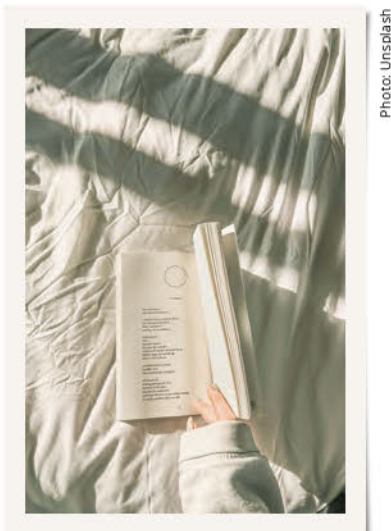


Photo: Unsplash

Photo: Unsplash

OUR EXPERTS

spotlight on the luminaries

Thank you to everyone for shedding light on how people are feeling where you are



HELEEN VAN GENT
GLOBAL

Creative Director, Global Aesthetic Center, AkzoNobel

It is a privilege to hear voices from across the globe for our Trend Forecast brainstorm. This year, our design experts came from almost every continent, so we got a truly universal sense of the global mood. What is always striking at this event is the commonality of the stories our experts share. However far apart we might seem, people around the world are, as American writer and activist Maya Angelou put it, 'more alike than not'. This year's overriding insight was, unsurprisingly, that everyone is feeling weighed down by world events and swamped by digital overload. We need to offer people the opportunity to create lighter spaces for a lighter life.

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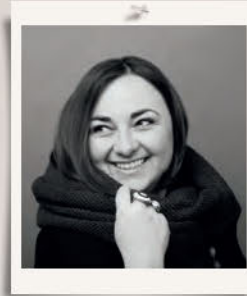


LEE BOFKIN
EUROPE

CEO & Janitor at Global Street Art



CHRISTIANE MÜLLER
EUROPE
Creative Director & Founding Partner, MüllerVanTol

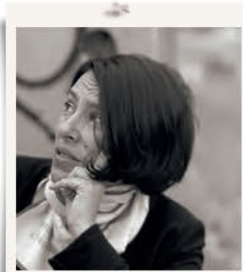


ZUZANNA SKALSKA
EUROPE

Founding Partner, 360Inspiration

"AI is not a trend. It is a fundamental change in the way humans and machines interact."

Zuzanna Skalska



SEM DEVILLART
NORTH AMERICA

Professor for cultural analysis, School of Visual Arts NYC



ADRIANA PEDROSA, CARLOTA GASPARIAN AND TEAM
SOUTH AMERICA

Surface and Color Designers, Atelier Adriana e Carlota



GEORGE BOORSMA
SOUTH AFRICA

Principal at Ink Architects and Interiors



MARIJN SCHENK
EUROPE & CHINA

Founding Partner, Next Architects



JAMES MARSHALL
SOUTH EAST ASIA

Senior Lecturer, Design, Swinburne University



BARBARA MARSHALL
SOUTH EAST ASIA

Director, Marshall Design

"Authenticity is a new luxury brand."

Nikki Hunt



NIKKI HUNT
SOUTH EAST ASIA

Founder, Design Invention



TRI HIKMATWATI
ASIA / INDONESIA

Design Director at TMS Creative



THUY DUONG
SOUTH EAST ASIA / VIETNAM

Design Lecturer and Managing Editor of Elle Decoration Vietnam

"People need tangible activities and friendly spaces that can foster creativity."

Thuy Duong



AILNA LIU
CHINA COLOUR CONSULTANT,
Founder of FashionHome and Trends



CLAUDIA LIESHOUT
GLOBAL

Strategic Futurist and Design Researcher at StudioClau

"We can't be 'on' all the time. We need spaces where we can be 'off'."

Claudia Lieshout

CF 27

analysing the trends

Our Trend Forecast insights

**we're missing
true human
connection**

People need somewhere
to warm the heart and feel
connected with real things

+

**we're feeling
swamped by
stuff**

People need space to cleanse
the soul and rediscover what
really matters

+

**overstimulation
can be
paralysing**

People need somewhere to lift
the spirits so they can discover
what inspires and delights them

OUR HERO THEME IS:

Live Lightly!

We want to help you create a lighter home for
a lighter life; somewhere you can find warmth,
simplicity and delight – and feel brighter.

To make things
easy, we distil the
Trend Forecast
insights into three
inspirational,
actionable colour
stories. Shortcuts
to different moods,
they can help you
create a home that
feels right for you
and right for now.

A WARMING SPACE

our
glow
colour
story

A soft and emotive space
where we can surround
ourselves with what we
love – and treasure the
human touch

A HEALING SPACE

our
light
colour
story

Light in every sense, this is
somewhere simple and
uncluttered where we can
clear our heads, cleanse
our souls and feel brighter

AN INSPIRING SPACE

our
lift
colour
story

Joyful and creative, this is
a place to spark our
imaginations and switch
on our senses so we can
find light and delight



Live

IT'S TIME TO BRIGHTEN YOUR LIFE

Lightly

Love, soul and dreams – make a house a home.

Add colours and **feel brighter.**

Make space to **warm your heart** so you can treasure all you love

In the **glow** of the human touch.

Sweep aside clutter to let the **light** in

And **feel healed.**

Make room for daydreams, wandering, moments of delight.

Feel the **spark** of inspiration **lift your spirits** and get creative.

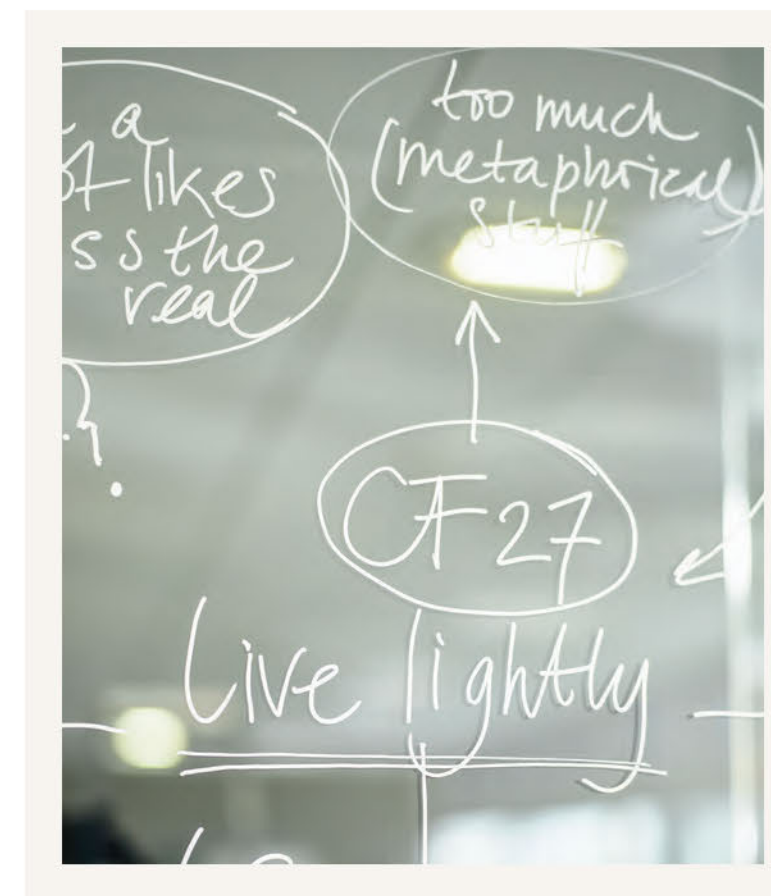
Find warmth, simplicity and joy with

Sikkens Colour of the Year 2027.

#HelloLightness!



Colour is emotional. We want every shade to make a positive impact on the mood of your home.



TRANSLATING THE THEME

turning insights into colour

We've chosen 'live lightly' as our theme for ColourFutures™ this year because it perfectly fits the mood of the moment. At the Trend Forecast we discussed the fact that people are feeling burdened by world events, overloaded with information and weighed down with too much stuff. We want to offer consumers a way to create 'lighter' spaces so they can feel that weight lifted off their shoulders.

With colour, of course, we can lighten lives *literally*. So, to reflect our theme, our three colour stories focus on light tones, with stronger shades for contrast. Each of these stories – Glow, Light and Lift – can help our consumers feel brighter in subtly different ways.

For our hero shade, we wanted a colour that encapsulated all the nuances of 'lightness'. We chose Soulful Sage™ as our Colour of the Year. It's a soft, natural green that is, at the same time, warm, healing and ethereal.

#GoGreen!

PROUDLY INTRODUCING

Sikkens Colour of the Year 2027 SOULFUL SAGE™

SOULFUL
SAGE™

J0.10.60 12GY 39/101



"Light, soft and silvery green, it's a tone that can elevate your home in every way, bringing radiance, elegance and delight."

Heleen van Gent

evoking a taste,
a scent, the sight
of a healing
herb garden...
sage is a colour
that lights up
the senses.

'Elegant and interesting, Soulful Sage™ is the ultimate versatile green. It can play a starring role in your home or shine in the background.'

Heleen van Gent



THE COLOUR STORY

why it's got to be green

From elegant Eau de Nil in the 1930s to vibrant Bottega Green – fashion's more recent obsession, green has been making waves in the design world for decades. Today, we're beginning to understand what lies beneath our love for this verdant, many-hued shade: as well as looking good, it makes us feel good, too. Here's the story of healing green...



'The garden of love is green without limit
and yields many fruits other than sorrow or joy.'

Rumi, Persian mystic and poet, 1207-1273



Photos: Left & Below, Unsplash, Right Painting by Majernik, Cyprian Unsplash



How many greens can you see? Think of a jungle, a woodland, the local greengrocer, your back garden. Those green hues seem impossible to count, don't they? From deep forest green to the golden shade of a new-sprung shoot; from the grey-green of spices to the iridescent sheen of a green gemstone – the spectrum of this colour feels endless.

Experts believe that we can differentiate hundreds of different greens (if we don't suffer from colour blindness, that is). It's all to do with evolution, of course. Our ancestors had to distinguish between different kinds of foliage, they had to find food and spot predators, so our eyes' sensitivity to the nuances of green was a matter of life and death.



Sage Butter

Ingredients

Handful of sage leaves 2 tbsp butter

Method

Prep time: 5 min

Cooking time: 5 min

Step 1 Melt butter in shallow pan. Add sage leaves and cook over medium heat until sage and butter brown slightly.

Step 2 Remove from heat and serve (sage should be crisp but not burned). Sprinkle on pasta, risotto or mashed potato, or serve with grilled fish, roasted vegetables or just spread on bread. Delicious!

'No one thinks of winter when the grass is green.'

Rudyard Kipling, English journalist and novelist, 1865-1936

The palette of nature

Green is deeply connected with the great outdoors. The English word comes from Old English *grene*, meaning 'growing, fresh, alive'; French *vert*, from the Latin *viridis* meaning verdant; while the Chinese character *lǜ* – which represents the colour today – evolved from a pictograph of plants or vegetation¹.

It's not just flora that is green in the natural world (think of a brilliant iguana or a lime parakeet) but, when we talk about 'spending time in nature', we're generally thinking about the trees, plants and lush vegetation – things that make us feel calm rather than a menacing crocodile or a poisonous tree frog. For thousands of years green generally meant 'safe water source' and 'fresh food available', and it's these positive indicators that continue to be associated with the colour².

Healing greens

While we all talk of feeling better after a country walk or a spot of gardening, the positive benefits of being in nature aren't just anecdotal. There's increasing evidence that spending time in a natural environment actively benefits our wellbeing. Studies of Japanese 'shinrin-yoku' (forest-bathing) have confirmed the calming effects of nature therapy³, while psychologists worldwide have witnessed its positive effects on mental health and sustainability. Access to nature has been found to improve sleep and reduce stress, increase happiness and decrease negative emotions⁴.

The biophilic movement, introduced in the 1980s, brought these benefits inside with designs that incorporated natural light, plants, organic materials and nature-inspired shapes. The colour green itself, pulling our thoughts back to the natural world, also seems to promote these

healing feelings. Experts in neuroaesthetics – a branch of neuropsychology that studies how design and colour can impact the brain – are finding growing evidence that something physiological is going on here. Greens really are good for us.

People have registered the positive effect of green instinctively for generations. It's believed to be one reason why theatre owners created 'green rooms' to help actors decompress before a show. The exact derivation of the term is open to question but some say green was thought to soothe performers' eyes after exposure to bright stage lights⁵.

True or not, there is some scientific basis for this explanation because green is, generally, the easiest colour for the human eye to see. It sits in the middle of our visual spectrum which means we don't need to make much effort to focus on it. It's for this reason, too, that green is used for traffic lights and signage – it stands out and won't be missed.

Beautiful but deadly

Much as people wanted to replicate this calming colour, historically green was very difficult to reproduce. Natural dyes, such as nettles or lichen, quickly turned brown, while malachite – a vibrant green stone first used as a colouring agent by the Ancient Egyptians, can easily turn black. By the 18th century, synthetic dyes were emerging but – ironically for this healing colour – they were some of the most poisonous around.

In 1775, Carl Wilhelm Scheele discovered a formula for green that was popular with painters because it had better tinting power than other copper-based pigments. There was one significant downside, however: it emanated arsenic. There's compelling evidence to suggest that Napoleon was poisoned by his own



F5.09.61
40YY 38/107

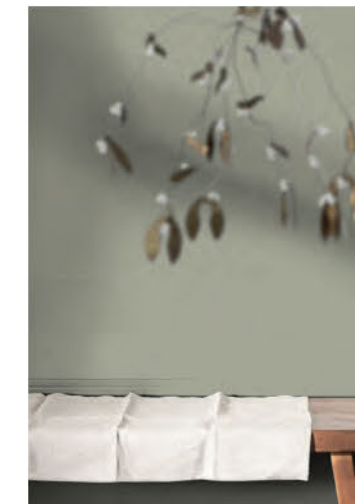
COTY 2027
J0.10.60
12GY 39/101

57

"I'm grateful for everything
that's green."

Audrey Hepburn, British actress, 1929-1993

A palette of greens is one of the most soothing colour combinations around. Echoing the shades of the landscape, a mix of sages, olives, forest and mossy greens can elevate every room in your home. These harmonious tones sit happily together, work beautifully with sunlight and look good with all natural materials – wood, stone, rattan, bamboo. Bring a little of the outdoors indoors. #GoGreen



Photos: Left, top, top right: Unsplash



COTY 2027
J0.10.60
12GY 39/101

FN.01.81
30YY 72/018



our glow colour story

G0.05.70
46YY 53/062

E4.22.49
00YY 26/220

COTY 2027
J0.10.60
12GY 39/101

Sentiment #1

A touch of the real warms the heart

We might be deluged with likes, reactions, followers and messages but digital validation isn't delivering what we crave. It's the real things that resonate: a hug, a painting, touching grass. To lighten our hearts, we need to surround ourselves with everything we love...

"Neurological research has shown that looking at a real painting... activates the brain differently than looking at a reproduction of the same painting. The viewer's emotional response is ten times stronger..."

Research by Mauritshuis museum, The Hague. Cited by Lee Bofkin, Trend Forecaster

What makes us human? As the digital world and AI develop exponentially, it's a question that has suddenly become top of mind. Of course, we don't want to reject new technology but we need to work out how to harness it to help humanity – in all its diversity – flourish. Each of us is a complex bundle of emotions and memories – a tapestry of biology and biography that makes us who we are. To be truly ourselves and to feel rooted, we need to tighten the threads that bind us, find connection rather than division, and understand the value of being human. At home, we can celebrate authentic things – ancient crafts, stories handed down through generations, real art. By surrounding ourselves with everything we love, we can create a warm space that reflects the essence of us; somewhere that makes our hearts glow.



Photos: Unsplash



Clay, terracotta, stone—these have been the building blocks of home for generations and their colours feel authentic, familiar and comforting. Our Glow colour story combines these warm earth tones with uplifting lilac and the ethereal Colour of the Year to encapsulate cosiness.



Let there be light! Glow colours and Soulful Sage™ can maximise the sunshine.



Photo: Unsplash

Soulful Sage™ is a natural fit in the kitchen. Sitting harmoniously amid natural materials such as marble and wood, this warm, greyed-off green can add softness to any cooking space.



Make the most of the
natural light with radiant
Glow colours



E4.22.49
00YY 26/220

G0.05.70
46YY 53/062

COTY 2027
J0.10.60
12GY 39/101



Photo: Unsplash



Photo: Unsplash

A palette of earth tones can work in any setting – urban or rural, traditional or contemporary. Here, a rustic dining space is given a lift with pale clay, warm browns and the ethereal Colour of the Year, Soulful Sage™.



COTY 2027
J0.10.60
12GY 39/101

D6.19.41
70YR 18/184

E7.03.76
10YY 64/048

D0.31.44
50YR 21/318

sunshine and shadow on
browns and greens: it's
nature's light show

"Glory be to God for dappled things"

Gerard Manley Hopkins, English poet, 1844-1889





Use earthy Glow colours to give your home a soft, heart-warming feel that's cosy and contemporary.

'Evoking sun-baked bricks and nourishing soil, earth tones help us feel rooted and settled.'

Heleen van Gent



our light colour story



CF
27

COTY 2027
JO.10.60
12GY 39/101

D5.05.45
62YR 22/051

EN.02.71
10YY 54/034



Sentiment #2

Offloading clutter is good for the soul

Convenience food, fast fashion, the latest Instagram must-buy – our lives are packed with the shiny trappings of consumerist society but, instead of satisfying us, they're making us sick. We need space to gather our thoughts and declutter – mind, body and soul.

“Clutter acts like visual noise, constantly reminding us of unfinished tasks and overwhelming our minds. When we clear physical clutter, we make space for mental clarity, allowing us to breathe easier and feel more in control.”

According to *The New York Times*, we're drowning in 'slop' – a word the publisher coined to encapsulate the kind of low-quality content that can flood the internet and our social feeds. That it's recently been named 'word of the year' by dictionary publisher Merriam-Webster suggests that it's not just media hyperbole. We really are feeling suffocated by stuff. In our consumer-driven culture, it's easy to experience a sense of overload – both digital and material, and to lose sight of the things that really matter. Increasingly, we're seeing people seeking ways to switch off, pare back and lead simpler lives. Home is perfect place to forge a solution, giving us the chance to declutter in more ways than one. By sweeping away the excess, we can let the simple things shine. We can clear our heads, cleanse our souls and feel healed.

Airy and understated, these neutral browns, greys and blues make the perfect backdrop for a simple, visually uncluttered scheme in any home. Our Light colour story combines these quiet, pale tones with darker shades and Soulful SageTM for a pared-back, healing feel.

“It is not how much we have
but how much we enjoy
that makes happiness.”

So said 19th-century preacher Charles Spurgeon and his words
still ring true today. Paint your home with shades from our
cleansing **Light** colour story and let the simple things shine.

Photo: Unsplash



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30BB 53/012

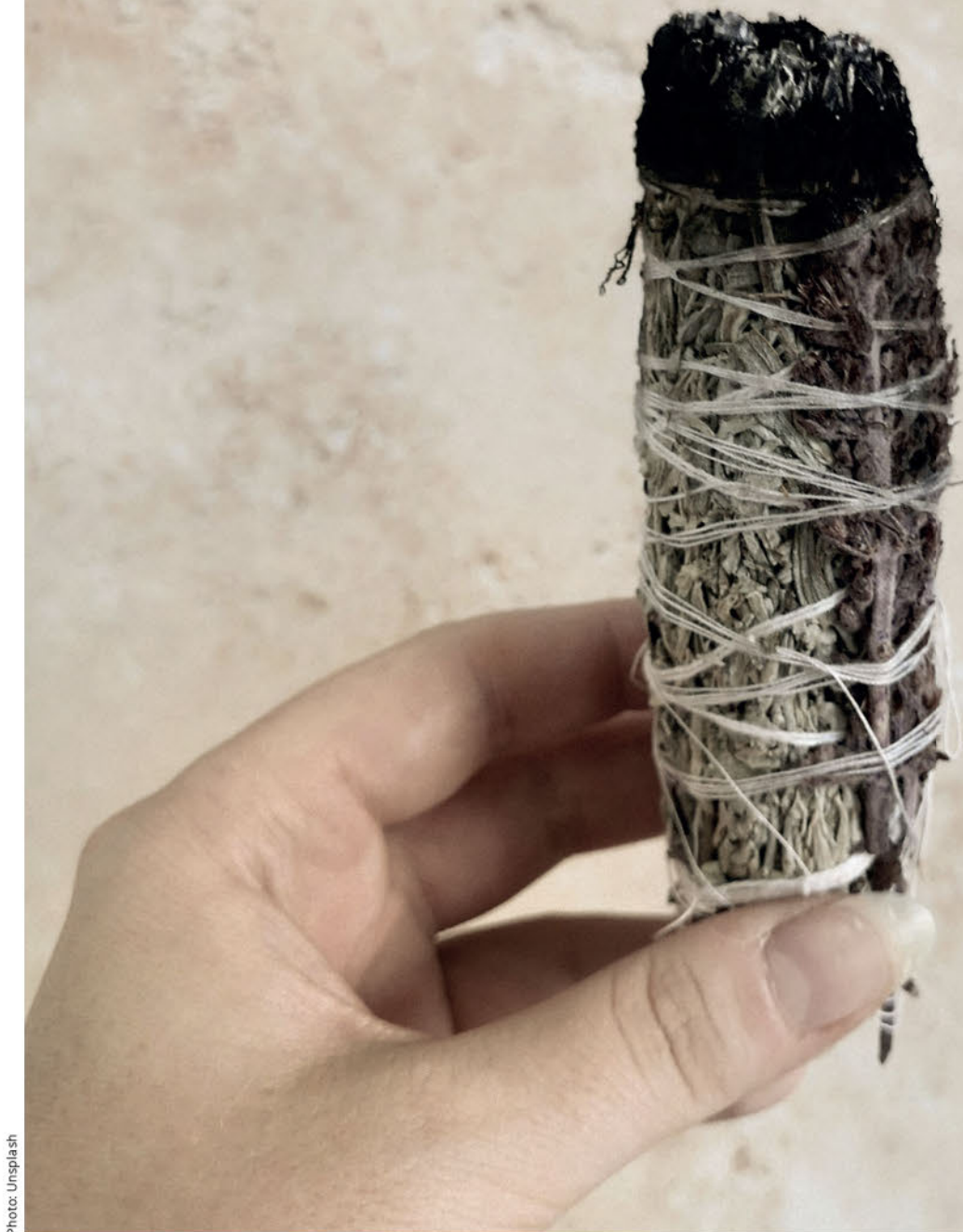
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COTY 2027
J0.10.60
12GY 39/101



indulge in a little herbal healing

All-the-rage sage can bring a wealth of sensory associations to your home



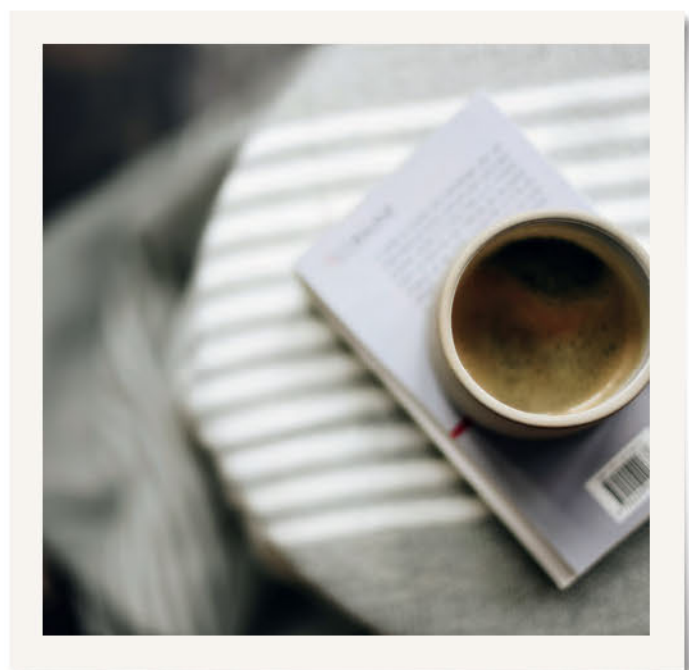


Photo: Unsplash

Natural, greyed-off greens bring a fresh feeling – just what you need in the kitchen. Here, Soulful Sage™ adds a splash of colour to a modern cooking space.



FN.01.81
30YY 72/018

COTY 2027
J0.10.60
12GY 39/101



Our 'Light' colour story encapsulates every sense of the word. Used with Soulful Sage™, these subtle tones can make any space feel elegant and bright.



soft, soothing and chic – sage can shine centre-stage

A versatile neutral, it also makes
a great support act.



COTY 2027
J0.10.60
12GY 39/101



FN.01.81
30YY 72/018

COTY 2027
J0.10.60
12GY 39/101



Photo: Unsplash

Soothing **Light** colours are just what you need in the bedroom to give a clean, uncluttered feel. Here, a soft blue feature wall defines the sleeping area, while the ceiling, painted in **Soulful Sage™**, gives the room personality without overcomplicating it.



COTY 2027
J0.10.60
12GY 39/101

TN.01.71
30BB 53/012

FN.01.81
30YY 72/018

EN.02.71
10YY 54/034

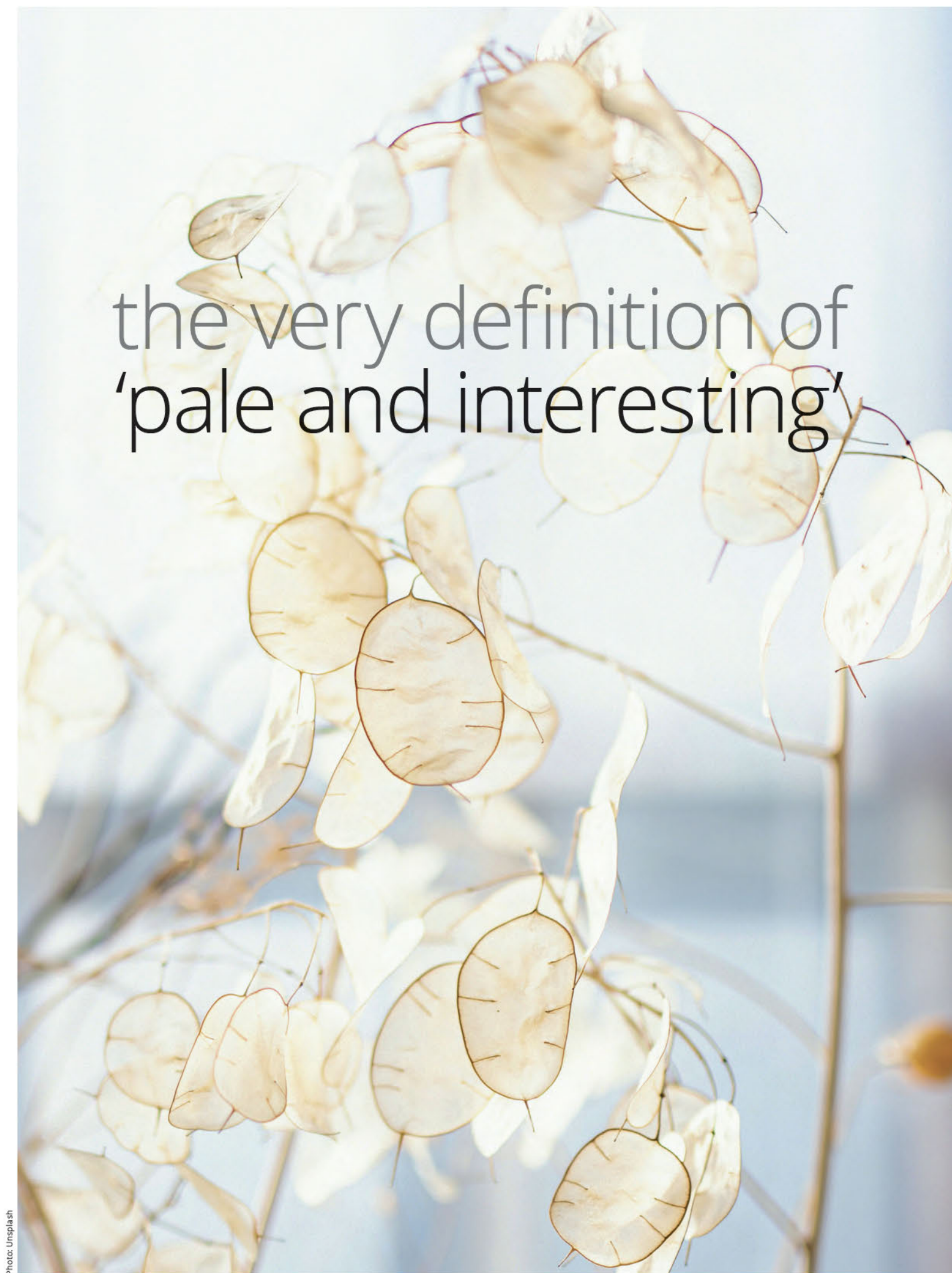


Photo: Unsplash



Our understated Light colour story has a cleansing feel.
Use it to brighten your home... and your mood.

‘With a weightless, airy quality, these shades can tone down visual clutter and create calm.’

Heleen van Gent





our lift colour story

CF
27

G0.05.75
54YY 63/072

COTY 2027
J0.10.60
12GY 39/101

F2.50.50
20YY 27/426

F9.20.61
47YY 40/227

Sentiment #3

Having space to dream lifts the spirits

We might be bombarded with information and ideas but our imaginations need space to breathe. By letting our minds wander and reconnecting with our senses, we can open ourselves up to beauty and inspiration, and welcome a little wonder into our lives.

"Emotion is the engine behind luxury's new branding. Far from hedonist escapism, this kind of indulgence targets the psyche. When it's most successful, it burrows deep, evoking nothing short of wonder."

R Daniel Foster, Forbes, March 2005

In his new book *Awe*, American social psychologist Dacher Keltner explores the science of this most elusive human emotion. He's trying to quantify that frisson we feel when we experience something awe-inspiring: the sight of the Grand Canyon; the touch of polished stone; the sound of a transcendental choir. Somehow otherworldly, 'wonder-ful' things can trigger our imaginations, help us think big thoughts and boost our mood. By cultivating awe in our everyday lives, we can – according to Keltner – appreciate what is most humane in our human nature. Our forecasters, too, recognised this need for wonder and sensory design as a key global trend. Home, our very own blank canvas, is the perfect place to foster the feel-good. In our living spaces, we can create an environment that lights up the senses, sparks our creativity and lifts our spirits.



Photos: Unsplash



A mix of yellowy ochres and soft pinks, with the ethereal Colour of the Year Soulful SageTM, our Lift colour story is optimistic and uplifting. These positive tones can help you create an inspiring, light-hearted feel and fill your home with a little bit of wonder.



G0.05.75
54YY 63/072

F7.20.43
45YY 20/168

B8.06.68
10YR 50/101

F9.20.61
47YY 40/227

COTY 2027
J0.10.60
12GY 39/101

L0.10.60
79GY 36/106



Upbeat or offbeat...
Lift colours make
the perfect
backdrop for your
personal style.



Who said
your home
should be
plain to
be practical?
Get creative
with a
combination
of joyful Lift
colours and
bring some
wonder
to your walls.

Pink and
green should
always
be seen –
it's the ideal
combination
for a fun,
joyful feel.



Photos: Unsplash





F7.20.43
45YY 20/168

B8.06.68
10YR 50/101

COTY 2027
J0.10.60
12GY 39/101

F9.20.61
47YY 40/227

Uplifting and ethereal, our **Lift** colour story provides the perfect palette for a light, inspiring space.



F9.20.61
47YY 40/227

G0.05.75
54YY 63/072

COTY 2027
J0.10.60
12GY 39/101

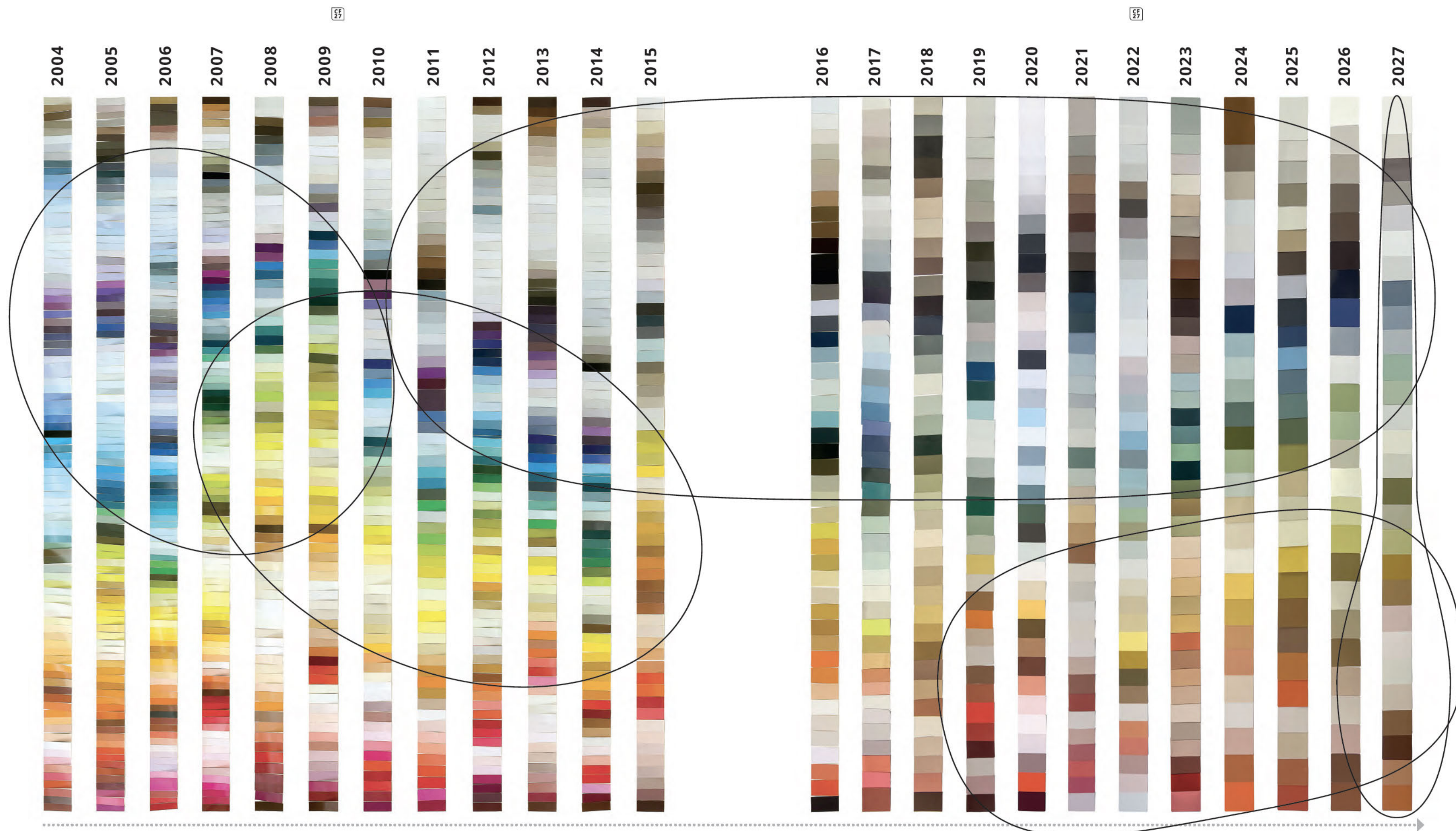


Our joyful Lift colour story is inventive and inspiring.
Use it to spark your imagination and raise your spirits.

'These contrasting tones can be used in multiple ways to create a warm, light-hearted feel.'

Heleen van Gent





colours through time

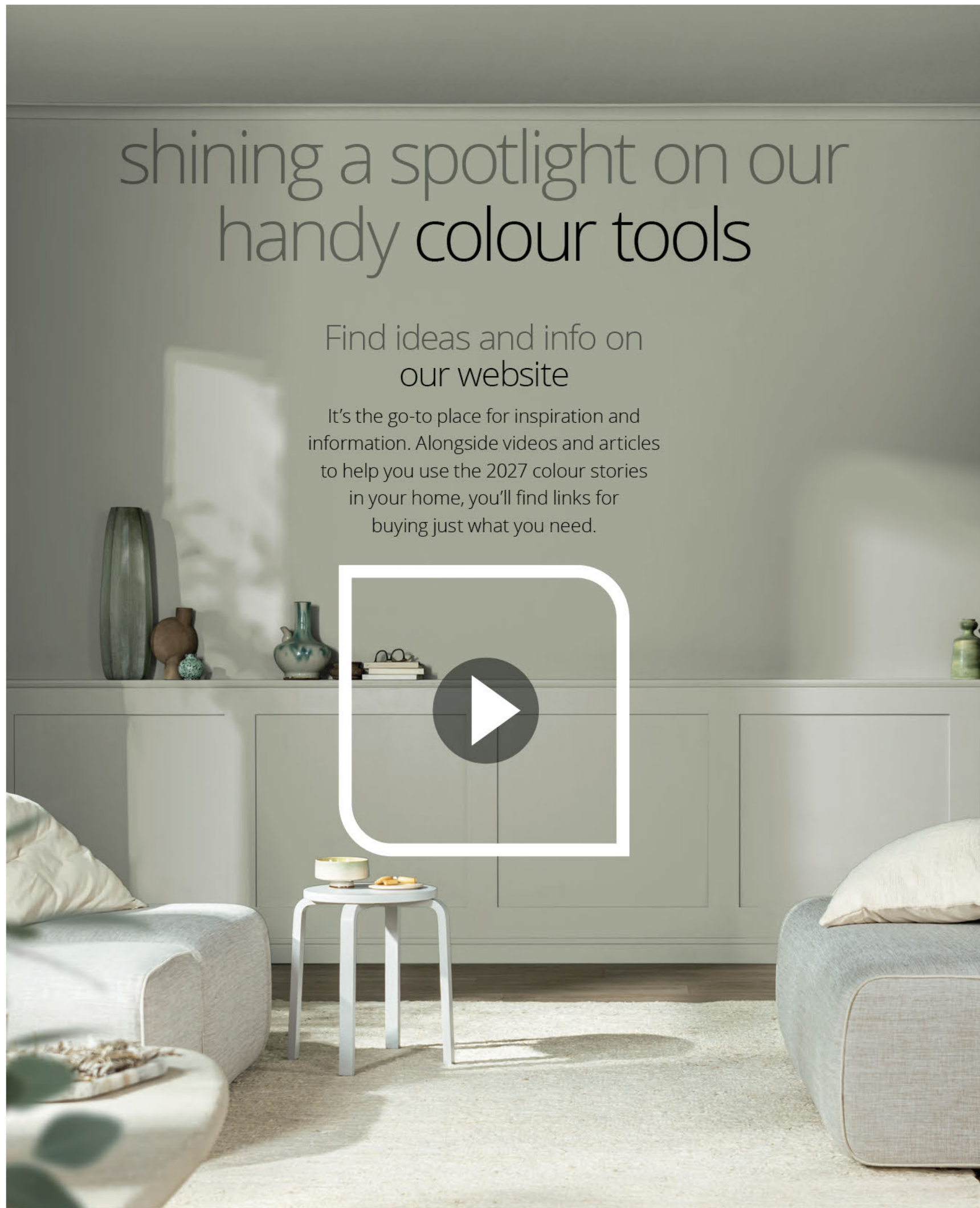
A snapshot of colour trends: complete colour palettes 2004-2027

Responding to the mood of the moment, our Colour of the Year Soulful Sage™ also marks an evolution from what has come before. Over three decades of colour analysis for ColourFutures™, we've seen subtle shifts in colour choice amongst our consumers. In the early 2000s, **cooler tones** were favoured, then **yellows** took the lead. More recently, we've seen **warm earthy tones** predominate, and that looks set to continue. As life becomes ever more digitised, so we want to maximise a natural, human feel in our homes.

shining a spotlight on our handy colour tools

Find ideas and info on our website

It's the go-to place for inspiration and information. Alongside videos and articles to help you use the 2027 colour stories in your home, you'll find links for buying just what you need.



Dip into our treasury of resources to discover how Soulful Sage™ and the new 2027 colour stories can transform your home.

Try before you buy with the colour tester

Light, space, wall surface – all influence how a colour will look on your walls, so it's always a good idea to try it out in situ. Pick your favourite shades, order testers from the website and get painting.



one room, four ways

To help you inspire consumers to transform their homes with our Colour of the Year 2027 and three new colour stories, we've created a library of images – all free to use for media via the AkzoNobel Brand Center. Living room, bedroom, kitchen, workspace – the key rooms are covered, and we show each transformed in different ways with our distinctive 2027 colour stories. Alongside the **Glow**, **Light** and **Lift** spaces, we've included an all-green scheme to show just how transformative the story of sage can be. We've also provided 'before' shots, so you can see the blank canvas and tell a complete 'before and after' colour story.



THE STORY OF SAGE

This year, the key visual of our campaign features a living room painted from head to toe in Soulful Sage™. As well as demonstrating how a wraparound colour scheme can unify a space, it also shows the transformative power of this ethereal paint colour. Compare the stark 'before' image with the sage painted room, which feels warm, healing and sensory. Offering different colour combinations, built around Soulful Sage™, our three new colour stories can conjure up a variety of moods.



BEFORE



THE GLOW COLOUR STORY



THE LIFT COLOUR STORY



THE LIGHT COLOUR STORY



Thank you from AkzoNobel and the Global Aesthetic Center

As we launch another inspiring Colour of the Year campaign, we're well aware of the many people we need to thank for being part of its creation. We're blessed to have an amazing team of experts working alongside us, who help develop our ideas and bring the campaign to life. In no particular order, we'd like to pay tribute to the editorial team with whom we wrote the story and designed these pages; the photographers, decorators and stylists

with their boundless creativity; the homeowners who kindly allowed us to shoot in their living spaces. We'd also like to thank all our colleagues in the background, without whose support we wouldn't be able to achieve anything. We hope you enjoy sharing our 2027 colour story with your audiences and inspiring everyone to 'live lightly' with the Colour of the Year, Soulful Sage™. #HelloLightness! #GoGreen! #ForEverGreen

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