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# COLOUR LOOKBOOK

The interior design trends  
to know for 2024

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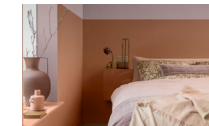


# PREPARE FOR THE YEAR AHEAD

## A decorator's guide to the 2024 colour trends

What requests are you going to get in 2024? Which colours should you be dipping into? What paint effects do you need to master? We reveal all in this guide.

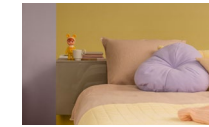
If you're a decorator who keeps an ear to the ground for interior design trends, discover what's going to be shaping the decorating world – and your projects – according to our colour experts. Having this know-how in tow will not only give you greater confidence in your colour choices, but also help you resonate with clients and outsmart competitors.



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WARM  
NEUTRALS



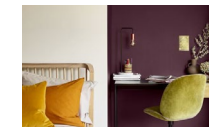
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# WARM NEUTRALS

Create a place where they belong

In 2023, we put nature at the heart of our colour story. For 2024, we're leaning into colours that bring a sense of belonging to living and working spaces. Earth tones lend themselves well to this idea. They provide a palette of warm neutrals that are ideal for creating spaces where everyone can feel at ease, especially when life feels fragile and complicated.

Brown, beige, and cream are wonderfully warm neutrals. But why stop there? Consider statement neutrals like [Auburn Embers](#) and [Copper Glow](#). When paired with [Sweet Embrace™](#), a pink toned neutral and the new Dulux Colour of the Year, these earthy tones can help you to carve out special places for your clients.



Sweet Embrace™

Copper Glow™

## Dulux Colour of the Year 2024: Sweet Embrace™

A gentle, blossom pink that brings a sense of stability, calm and friendliness to any space.

Explore our [Sweet Embrace™ guide](#).



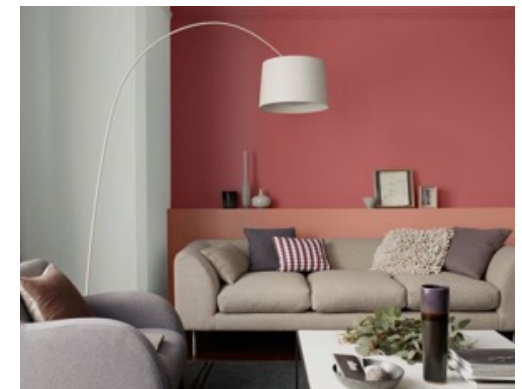
Sweet Embrace™

Fireside Embers



Woven Hemp

Brave Ground™



Copper Blush

Auburn Embers



# A SIMPLE SPACE

## Finding calm amongst the chaos

As the outside world gets increasingly noisy, you might find that your clients are craving peace and quiet at home. If you're tasked with turning the volume down in a room, use calming colours to create a serene sanctuary.

While deep hues have been popular in the past, our experts have found that more people are going to gravitate towards refreshing blues and greens in 2024.

Shades from nature's palette feel instinctively calm and grounding. Dulux Trade paint colours like [Tranquil Dawn™](#) and [Teal Voyage](#) are great at aiding relaxation and simplifying a space.



Moon Cloud

Tranquil Dawn™



Teal Voyage

Coastal Grey



White Mist

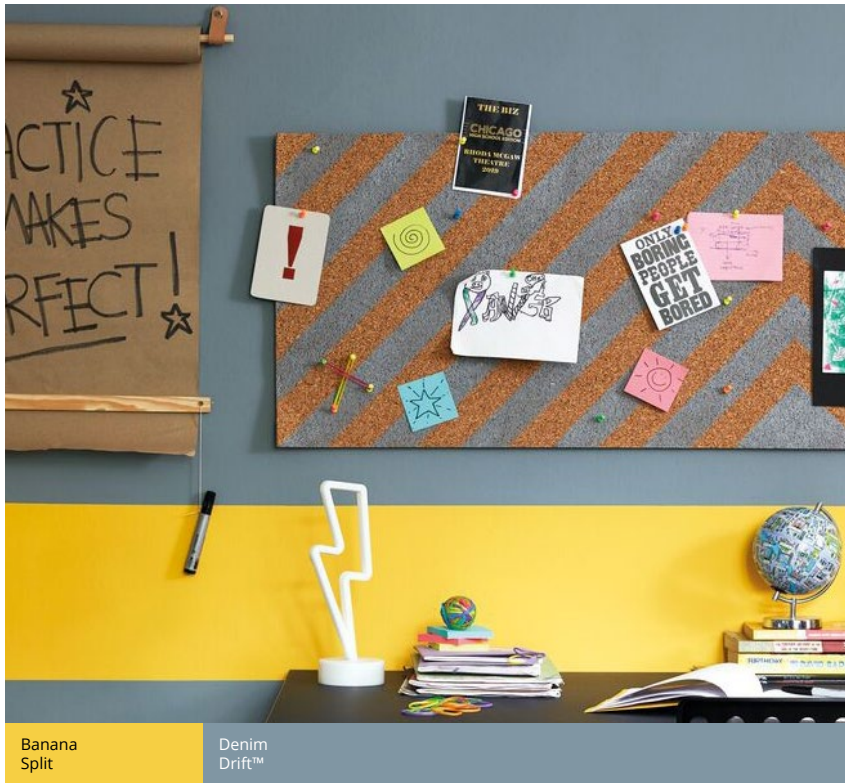
Tranquil Dawn™



Sweet Embrace™

Tranquil Dawn™





Banana Split

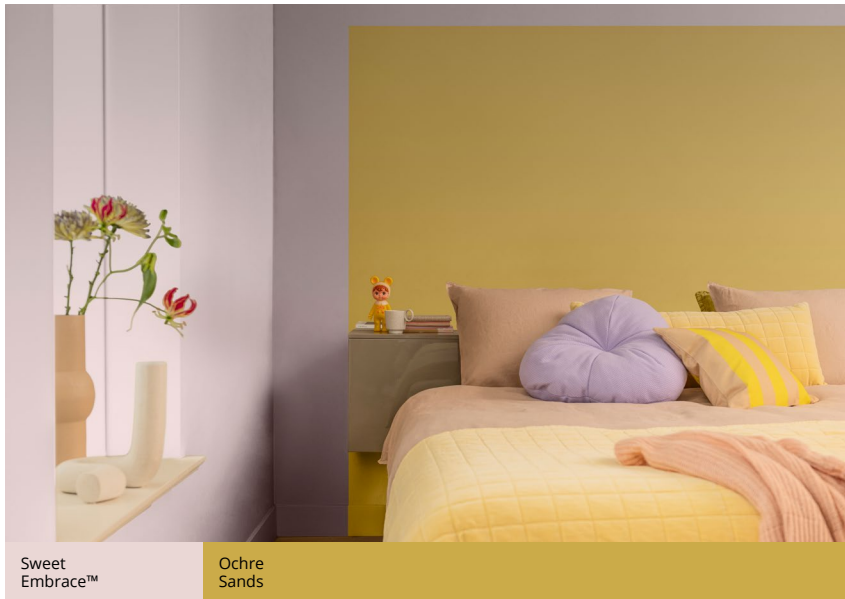
Denim Drift™

# JOYFUL INTERIORS

## Play with colour

Vivid hues, bold patterns, and loud shapes – get ready to bring the joy to your interior projects. From grown-up bedrooms to dynamic workspaces to secret hideouts, support your client's creativity and encourage bold colour choices this coming year.

Banana Split, Dusted Fondant, Denim Drift™. There are so many fun-loving shades to play with. Uplifting bright yellows are a go-to happy hue. But for a more modern colour combination, team them with cheery violets that sit opposite on the colour wheel. See how they put a smile on everyone's face!



Sweet Embrace™

Ochre Sands



Golden Sands™

Timeless



Dusted Fondant

Banana Split

Chic Shadow



# PINK: THE NEW NEUTRAL

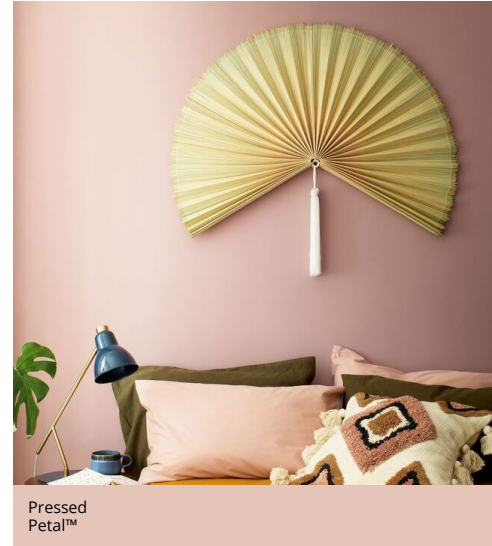
## A colour takeover

It's official: pink is everywhere. In wardrobes, in homes, and it should be on your radar, too. While hot pinks will crop up here and there, it's blush and earthy pinks that are going to become staples in people's surroundings. Versatile and easy to live with, think of them as the new neutrals.

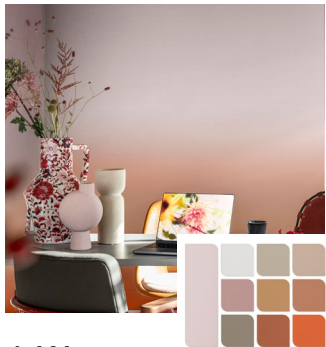
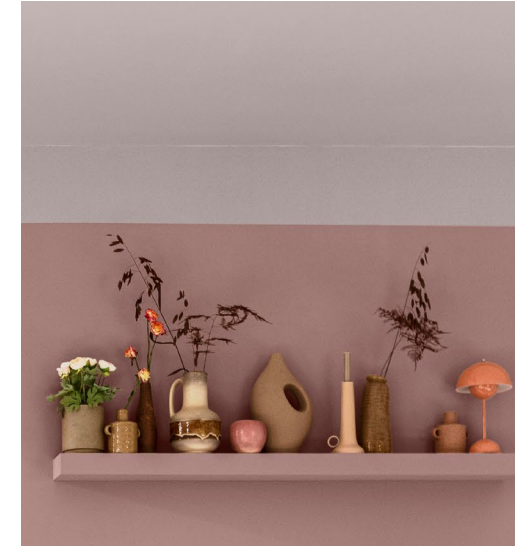
Dulux Colour of the Year for 2024, [Sweet Embrace™](#), is a gentle blossom tone that's leading the way for other subtle pinks. When combined with its three complementary colour palettes, see how this new neutral provides calm and comfort in any room.



Blush Pink

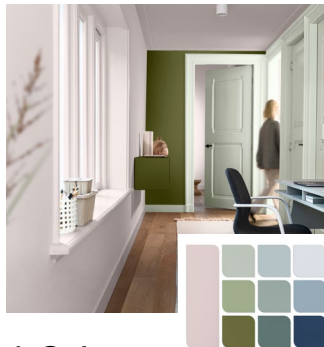


Pressed Petal™



### A Warm Colour Story

This family of earth tones can be used to create spaces that feel warm, familiar, and embracing.



### A Calm Colour Story

Recalling the shades of woodlands and seascapes, these calming blues and greens are ideal for quiet spaces.



### An Uplifting Colour Story

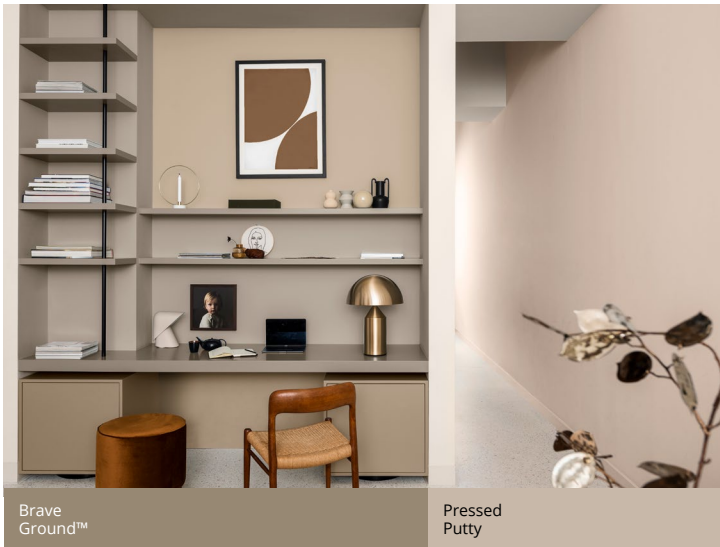
Dreamy and upbeat, these modern lilacs and ochres add energy to a space for a creative and inclusive feel.



Sweet Embrace™

Pink Sandstone





Brave Ground™

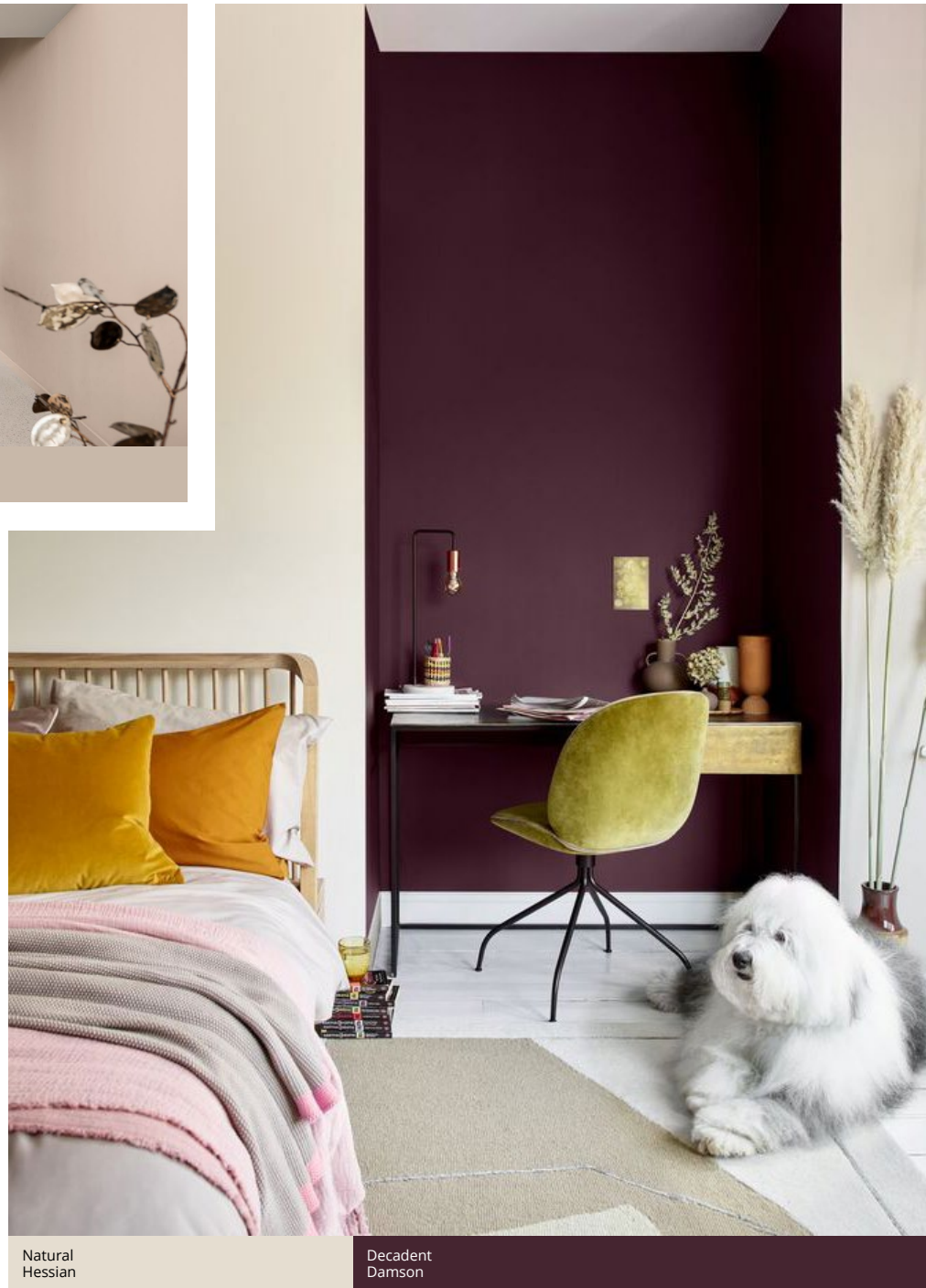
Pressed Putty

# HOME OFFICES

## Going from part time to full time

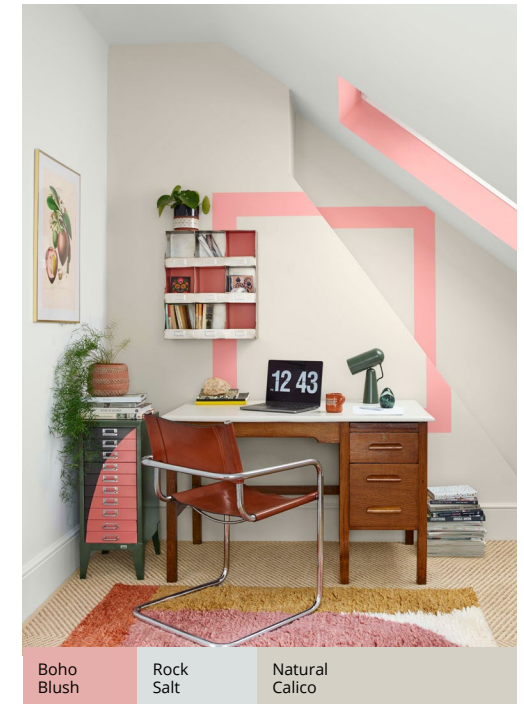
Think the demand for home offices is going to be slowing down soon? Think again. For 2024, the emphasis is on making workspaces a permanent fixture in the home. Knowing how to create a dedicated place to work, which blends seamlessly with existing rooms, will stand you in good stead.

From stress-reducing shades to mood-boosting hues, explore the [Dulux Trade colour range](#) to find the right work-friendly colour palette. Then, use these shades to cleverly define separate desk areas and study zones. Whether it's statement backdrops or two-tones walls, you'll improve your client's productivity and drive business at the same time!



Natural Hessian

Decadent Damson



Boho Blush

Rock Salt

Natural Calico



Wild Wonder™

Old Time Olive





Emerald Glade



Pressed Petal™



Coral Charm

Decadent Damson

Fresh Foliage



White Mist

Village Maze

# COLOUR ZONING

For hard-working homes

Put simply, colour zoning is where you carve out certain areas of a room with blocks of colour. Interior design experts swear by it, and this coming year, you might too.

Colour zoning is particularly helpful in multi-layered or multi-generational homes that need to work harder. When decorating a do-it-all space, like a bedroom doubling up as a study or an open plan kitchen, colour zoning brings focus to where your client needs it most. Impactful shades like [Emerald Glade](#) or [Pressed Petal™](#) really leap out against pale or white walls.





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# CHANGE STARTS HERE

For more information and advice, explore our sustainability hub page [here](#).

Make a positive impact

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Homeowners are becoming increasingly eco-conscious. If you want to take a more sustainable approach to your work, here are a few simple ways to get started.

Switch to water-based solutions. By choosing paints that have lower VOCs (Volatile Organic Compounds), you're reducing your impact on the environment without compromising on the quality of finish. Dulux Trade Diamond Matt, Dulux Trade Vinyl Matt and Dulux Trade Supermatt are all 99% VOC-free\* solutions, making them also BREEAM and LEED compliant.

Look for paints with longer maintenance cycles, like those in the Dulux Trade Diamond range. They'll keep your colour choices looking great for longer. You can also recycle any branded empty paint cans at Dulux Decorator Centre stores and dispose of your waste in a responsible way.

Read more about our [sustainability commitments](#) and how we can help you make a positive impact and build your relationships with clients.



# WITH YOU EVERY STEP OF THE WAY



Dulux Academy Skills Development Consultant, Nicola Holmes, gives her top tips to help with selecting colour.



Elevate your skills in colour, wallpapering, and craft techniques like marbling, wood graining, and spraying at the Dulux Academy. Led by industry experts, our comprehensive programs offer practical insights and a spectrum of possibilities to enhance both personal and professional aspirations. Visit [duluxacademy.co.uk](http://duluxacademy.co.uk) to find out more.



## 1 Start with visualisation

When picking a colour, inspiration can come from anywhere, this could be; flooring, wallpaper, curtains or even a vase. With the **Dulux Visualizer** you will be able to find out the closet colour match as well as a selection of colours that work with the starting colour. Even better you can them use the app to see this colours come to life in a living space, the **Dulux Visualizer** within our **Dulux Trade Paint Expert App** uses augmented reality technology to enable you to see the colour come to life before it has even been painted on the walls.

## 2 Get creative

Why limit your customers walls to just one colour when a custom design awaits? Consider your walls as canvases, open to a variety of colour options.



## 3 Test your colours

Once your customer has made a shortlist of their favourite shades and finalised their palette, the best way for them to see exactly how the colour will look is a colour sample pot. These can be ordered online or collected in store.



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# WE'RE HERE TO HELP

From paint specification to colour support

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If this guide has got you thinking about your upcoming projects, we're here to help you get started. Whether it's providing professional advice for colour matching or paint specification, get in touch with our team.

Call us on **0333 222 7070** or visit [duluxtradepaintexpert.co.uk](https://duluxtradepaintexpert.co.uk) for more information.

Did you find this useful?

Follow us on social media for more tips on how you can succeed in 2024.

