



KEY COLORS **2025 TRENDS**



BALANCE **& ADAPTABILITY**

The 2025 color palette reflects a world navigating dualities—between grounded heritage and futuristic innovation, intimacy and global connectivity, serenity and intensity. With a focus on balance and adaptability, the main palette anchors itself in versatile tones that serve as bridges between evolving trends and timeless aesthetics. It offers a harmonious blend of soothing neutrals, bold primaries, and natural hues that evoke emotional resonance and adaptability across fashion, interiors, and design.

The macro hues expand upon this foundation, diving into thematic narratives that explore distinct aspects of 2025's cultural landscape. Each set of hues, from the ethereal minimalism of Renewed Essence to the vibrant expressiveness of Playful Energy, captures the multifaceted emotions and stories shaping the year. Together, they provide designers and creators with tools to connect with consumers on both a personal and collective level, inspiring creativity in every medium.

MAIN
PALETTE



@smeccea

Arch Daily

Donovan Design Co.

freepik AI

**RENEWED
ESSENCE**

**URBAN
SERENITY**

**VIVID
HERITAGE**

**PLAYFUL
DISRUPTION**

Norr11 Copenhagen

Ganni SS24

Gucci PF25

RENEWED ESSENCE

Onitsuka Tiger 66

Coach

The Frankie Shop

Realtakai

Tao Kei

Chloe SS25

Street Style SS25



Remain SS24

Rotate Berger

Michael Kors FW24.25

URBAN SERENITY

Ahluwalia PF25

Eudon Choi

Bottega Veneta SS25

Pexels



Chloë SS25

Rabanne FW24.25

Pexels

VIVID HERITAGE

Rabanne PF25

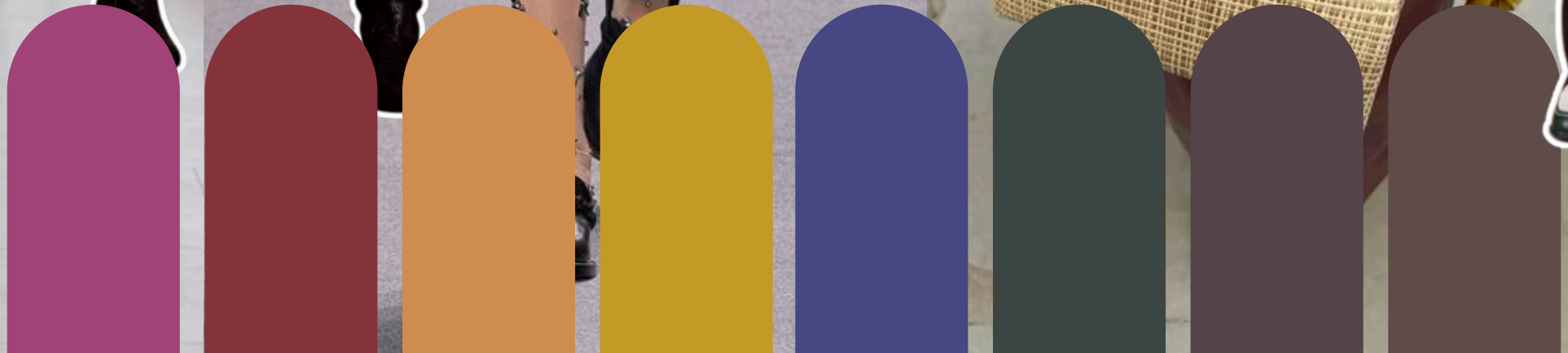
Ashlan Blog

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Pexels

Maison Margiela PF25

Dries van Noten Archive



Craig Green SS25

Pexels



Pexels



Stella McCartney



Bottega Veneta

PLAYFUL DISRUPTION



Ulla Johnson