

# reflection

2023 GLOBAL COLOR & DESIGN TRENDS





2023 GLOBAL COLOR & DESIGN TRENDS

**Overarching Theme for the Year | Reflection**

Design trends have always been a reflection of cultural movement. So much of what comes next is a direct mirroring of what transpired in the recent years and even the past decade. The driver of our 2023 forecast is the idea of reflection - reflecting on what matters to us most, our relationship to the planet and even the way we engage with others.

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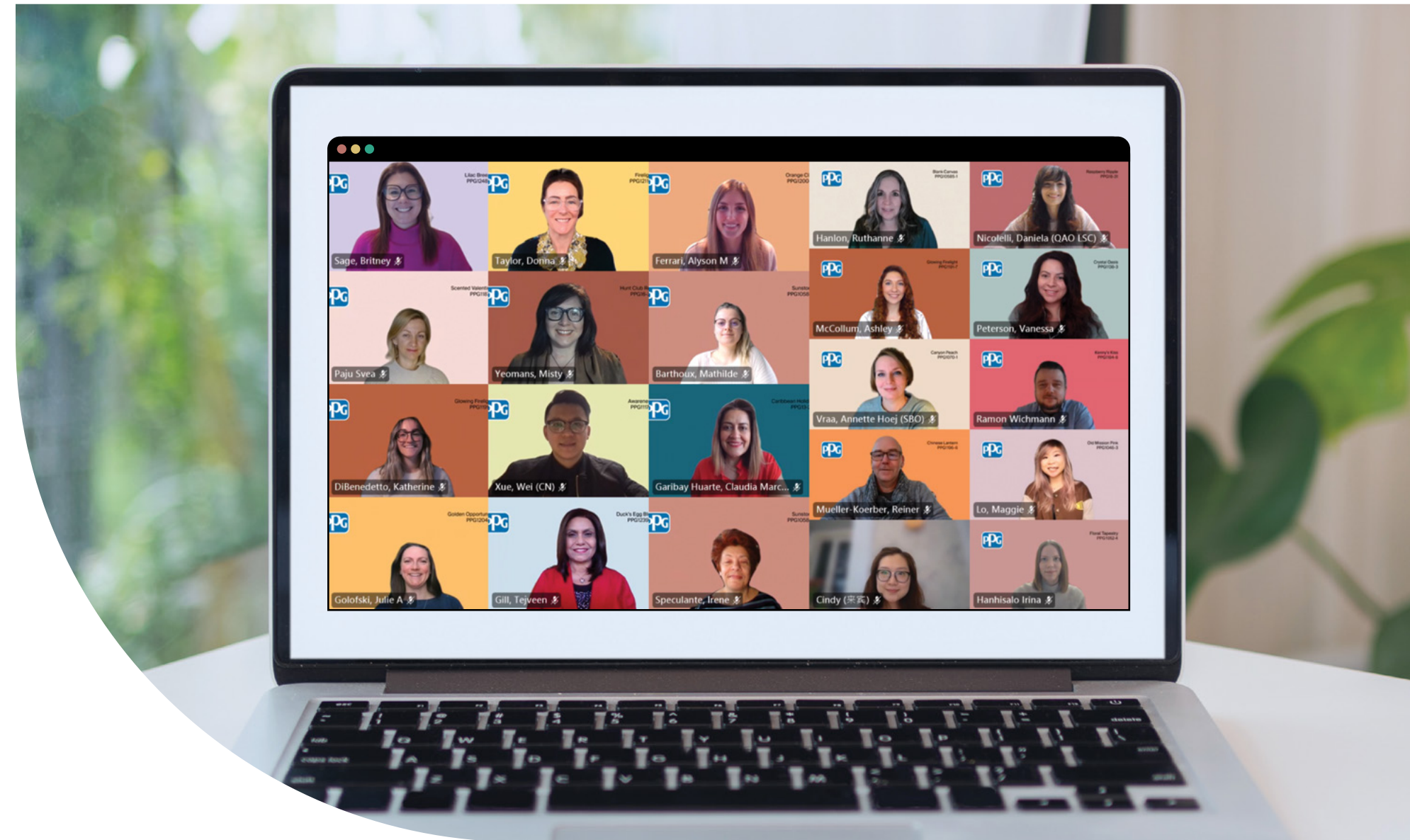


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At PPG (NYSE:PPG), we work every day to develop and deliver paints, coatings and specialty materials that our customers have trusted for nearly 140 years. Through dedication and creativity, we solve our customers' biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 75 countries and reported net sales of \$16.8 billion in 2021. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets.

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1 PPG Place Building, Pittsburgh, PA



## OUR UNIQUE APPROACH TO COLOR AND FORECASTING

There is a uniqueness to PPG's forecasting expertise in that we use a fact-based approach to identify color direction for more surfaces than any company in the world. From automotive to architectural; consumer electronics to aerospace; industrial to packaged goods, the benefit is that every industry informs the other.

Our annual forecasting workshop is the culmination of months of research and customer intel that provides a truly global, validated palette of color direction. Despite hosting a fully virtual event, we preserved and enhanced the integrity and collaborative nature of our exclusive process.

Our color stylists analyze exterior and interior commercial and residential colors, styles and textures in advance, and produce hospitality market insights for architects and builders to create spaces for luxury, comfort and impact.



# INTRODUCING 2023 COLOR OF THE YEAR

ENCHANTING | REJUVENATING | VERSATILE

Vining Ivy has been showing up in our trend research as a hue for contemporary environments and designs. It can also be considered quite traditional, classic or elegant and perfectly marries a touch of the past and a taste of the future.

**VINING IVY**  
PPG1148-6









INTRODUCING 2023  
**STAIN OF THE YEAR**

WARM | WELCOMING | NURTURING

This beautiful mid-tone stain has a soothing, cinnamon-like warmth with a friendly, nurturing quality that feels quite welcoming. Chestnut Brown compliments trends of warm minimalism and earthy hues. It is both retro and elegant.



**CHESTNUT  
BROWN**







Photo by Nico Marques



Photo by johnellisphoto.com



THE FULL PALETTE



COLOR OF THE YEAR  
VINING IVY PPG1148-6



ESSENTIAL NEUTRALS



The color codes refer to Voice of Color fandeck for Sigma Coatings and Univer brands. The aesthetic aspect of the colors in the set photos reproduced here may present differences with respect to the color applied. We therefore recommend checking color effect on the Voice of Color fandeck.

INTRODUCING 2023  
**DESIGN TRENDS**

SERENITY

A design theme that reflects on our relationship with ourselves and our need for sanctuary and calm.

ORIGIN

A design theme that expands on our evolving relationships with the environment.

DUALITY

A design theme that celebrates the dynamics of our relationships with each other and how we show ourselves to the world.

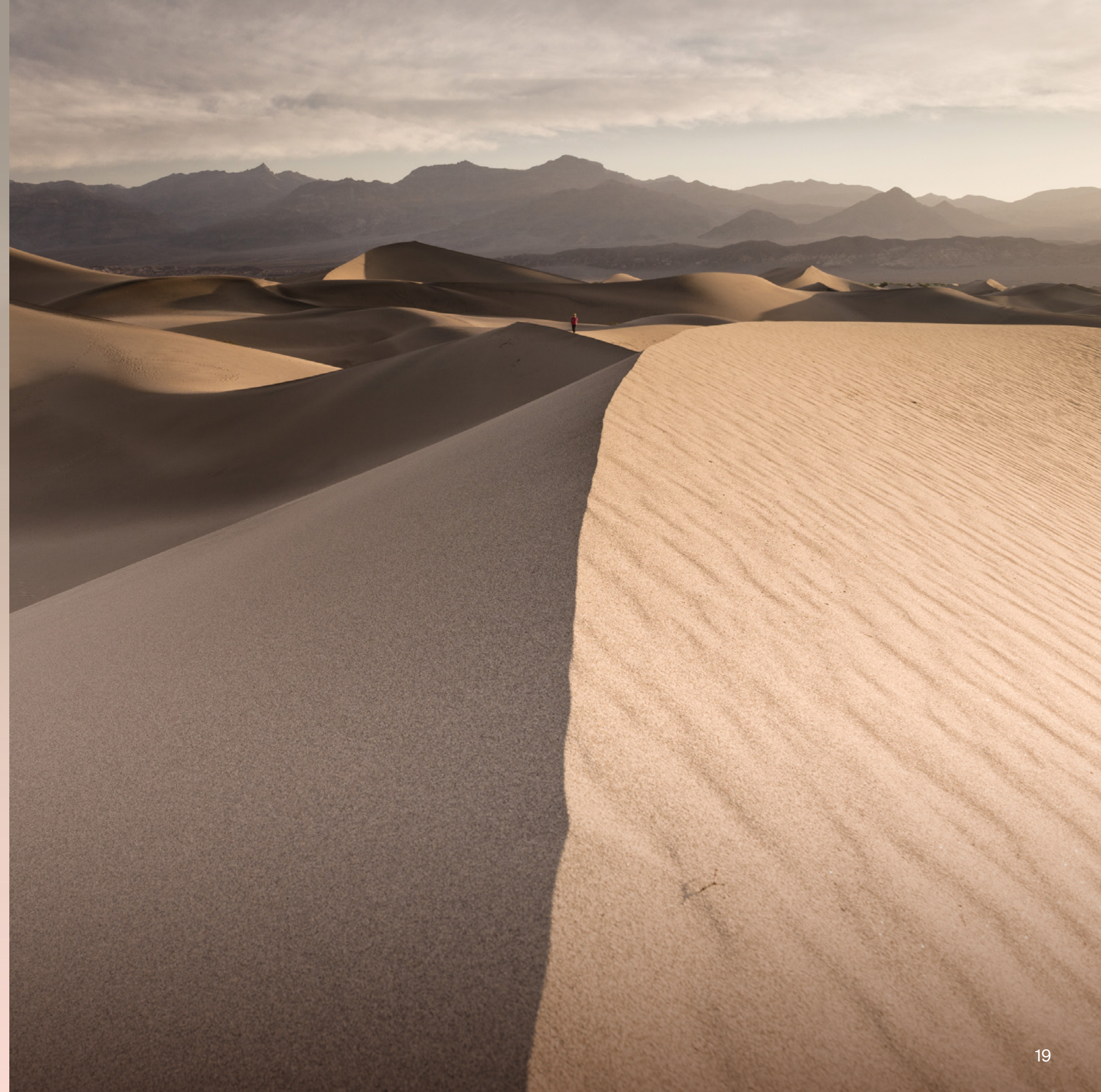
serenity

ORIGIN

DUALITY



serenity





# serenity

A graceful palette of milky pastels, watery tones and warm neutrals.

gentle / peaceful / tender / soothing / renewing

## CONSUMER'S MOOD:

With increasing uncertainty in the world, consumers seek to simplify their lifestyles, prioritize the important things in life and take precedent to find internal peace.

NEW CHALK  
PPG1006-1

FINE FABRIC  
PPG1085-1

CONTOUR  
PPG1070-3

FROZEN ROSEMARY  
PPG1125-3

RIVER SALT  
PPG1139-1

WRITING TABLE  
PPG1077-4

SYNCHRONICITY  
PPG1021-2

HEAVENLY  
PPG1053-2

SUMPTUOUS SUEDE  
PPG18-04

CHILDHOOD MEMORY  
PPG1040-2

COLOR OF THE YEAR  
VINING IVY PPG1148-6

SPARROW FEATHER  
PPG1017-5

WINTER COCOA  
PPG1000-4

EARTH ROSE  
PPG1056-5

GOTHIC AMETHYST  
PPG1046-5

FLUX  
PPG1042-5

1

QUIET

Combining the styles of quiet design and warm minimalism, this design aesthetic focuses on creating a mental reset.

calm / modest / neutrals / minimalist / contemplative

SYNCHRONICITY  
PPG1021-2

WINTER COCOA  
PPG1000-4

SUMPTUOUS SUEDE  
PPG18-04

EARTH ROSE  
PPG1056-5



2

PLAYFUL

With a gently playful and lightly romantic spirit, this design ambiance has a sanctuary vibe with an optimistic lift.

romantic / poetic / chalky / dreamy

HEAVENLY  
PPG1053-2

SUMPTUOUS SUEDE  
PPG18-04

RIVER SALT  
PPG1139-1

CHILDHOOD MEMORY  
PPG1040-2



3

TRANQUILITY

A design approach that optimizes tranquility and ease, where rippling patterns and minimalist palettes reference bodies of water.

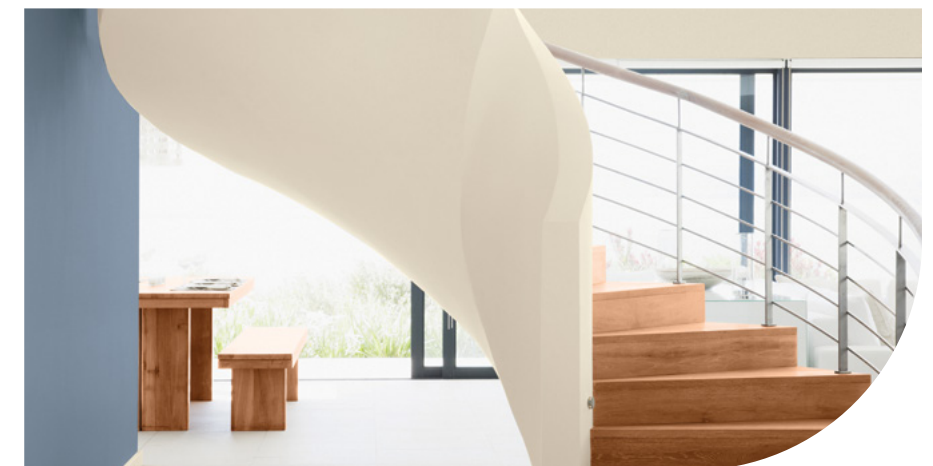
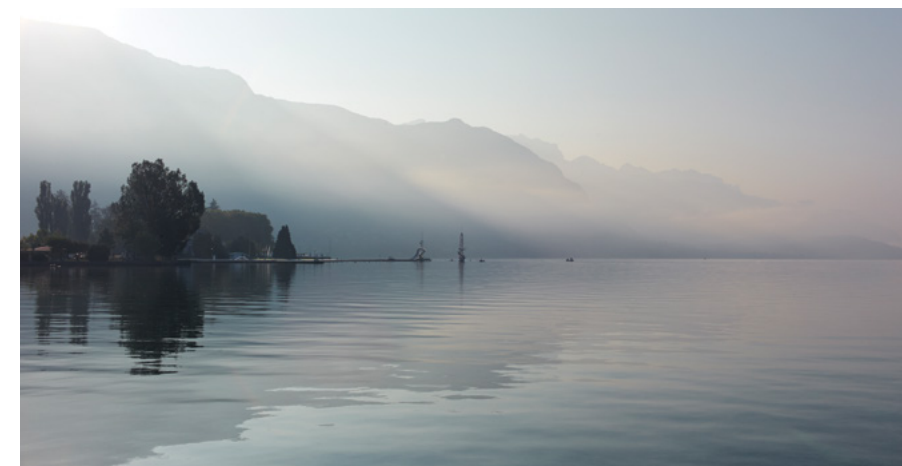
escapist / ethereal / watery / clean

FROZEN ROSEMARY  
PPG1125-3

SYNCHRONICITY  
PPG1021-2

GOTHIC AMETHYST  
PPG1046-5

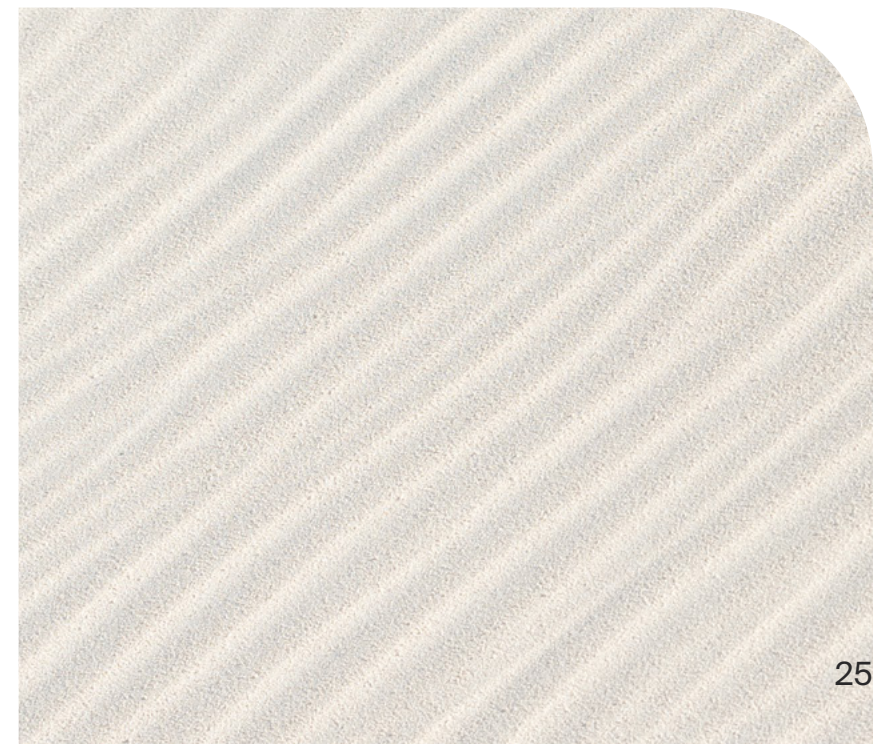
FLUX  
PPG1042-5





# serenity | MATERIALS

Materials, finishes and textures work in harmony to create environments that evoke calmness.  
sediment / smooth / warm / plush / matte / stone / cozy / rippled / wavy





# serenity | COMMERCIAL ENVIRONMENTS

Pink and peach tones bring gentle warmth to commercial environments, while moody blues and muted purples evoke water references.

FLUX  
PPG1042-5

CHILDHOOD MEMORY  
PPG1040-2

CONTOUR  
PPG1070-3

FINE FABRIC  
PPG1085-1

EARTH ROSE  
PPG1056-5



Photo by Nico Marques



Photo by johneillisphoto.com





# serenity | RESIDENTIAL INTERIORS

A peaceful home is a driving force in contemporary interior design. To accomplish this, generously apply warm neutrals with slight accents of color.



COLOR OF THE YEAR  
VINING IVY PPG1148-6

RIVER SALT  
PPG1139-1

WRITING TABLE  
PPG1077-4

FROZEN ROSEMARY  
PPG1125-3





# serenity | RESIDENTIAL EXTERIORS

Inspired by minimalism, residential exteriors of all types are leaning into a head-to-toe color application of soft, muted neutrals.

SYNCHRONICITY  
PPG1021-2

WRITING TABLE  
PPG1077-4

WINTER COCOA  
PPG1000-4

CONTOUR  
PPG1070-3





# serenity | CONSUMER PRODUCTS

Neutral home environments are punctuated with soft and milky pastel products in matte finishes - or made more subtle with tone-on-tone hues.

FLUX  
PPG1042-5

COLOR OF THE YEAR  
VINING IVY PPG1148-6

RIVER SALT  
PPG1139-1



# serenity | TECHNOLOGY

Wellness inspires technology trends, activating a soft tech look where tender pastels and neutrals abound.



CONTOUR  
PPG1070-3

EARTH ROSE  
PPG1056-5

NEW CHALK  
PPG1006-1



# serenity | AUTOMOTIVE & MOBILITY

Watery blue and earthy brown ceramics or tinted-clear coat finishes camouflage the mechanical world in our natural environment.

FLUX  
PPG1042-5

FROZEN ROSEMARY  
PPG1125-3

SUMPTUOUS SUEDE  
PPG18-04



# serenity | AEROSPACE

Soft and soothing palettes offer anxious travelers a feeling of greater security and tranquility.

FINE FABRIC  
PPG1085-1

SYNCHRONICITY  
PPG1021-2

CONTOUR  
PPG1070-3





# ORIGIN





# ORIGIN

The earthy and the cosmic intercept in this well-balanced palette.

grounding / connected / magical / authentic / communal

## CONSUMER'S MOOD:

As we are more captivated by the beauty of the natural world, consumers find a source of wonder, a sense of safety and a desire to push into unfamiliar territories.

BRAMBLE PATCH  
PPG1172-7

TANNED HIDE  
PPG1071-3

STONEHENGE GREIGE  
PPG1024-5

LIMESTONE BLOCK  
PPG1102-2

CRUSHED CINNAMON  
PPG1063-6

MIDNIGHT GLADE  
PPG1134-7

NORCIA TRUFFLE  
PPG1005-7

MOSTLY METAL  
PPG1036-7

FOXFIRE BROWN  
PPG1069-6

ELEPHANT PARADE  
PPG10-06

COLOR OF THE YEAR  
VINING IVY PPG1148-6

DARK WATER  
PPG10-01

COOL CLAY  
PPG1071-5

WINDING WATER  
PPG1149-4

BLACK LILY  
PPG1048-7

WARM HAY  
PPG1108-5



1

**NATURE**

An aesthetic approach where nature determines architectural lines and boundaries.  
rooted / raw / collective / crafted / biocentric

MIDNIGHT GLADE  
PPG1134-7

COOL CLAY  
PPG1071-5

FOXFIRE BROWN  
PPG1069-6

DARK WATER  
PPG10-01



2

**ANCIENT**

A design spirit that blends brutalism and nature together to create a mood of protection, while feeling ancient or other-worldly.  
archaic / artifact / brutalist / cultural / legacy

LIMESTONE BLOCK  
PPG1102-2

MIDNIGHT GLADE  
PPG1134-7

STONEHENGE GREIGE  
PPG1024-5

MOSTLY METAL  
PPG1036-7



3

**COSMIC**

A styling shift inspired by our growing interest in the more cosmic exploration of natural environments.  
galactic / eternal / magical / enchanted / atmospheric

TANNED HIDE  
PPG1071-3

DARK WATER  
PPG10-01

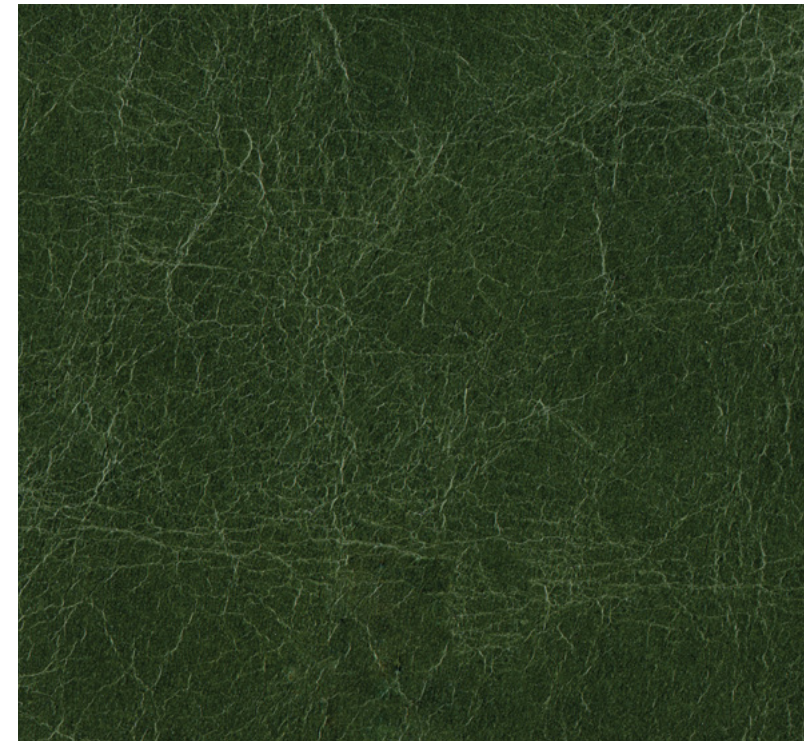
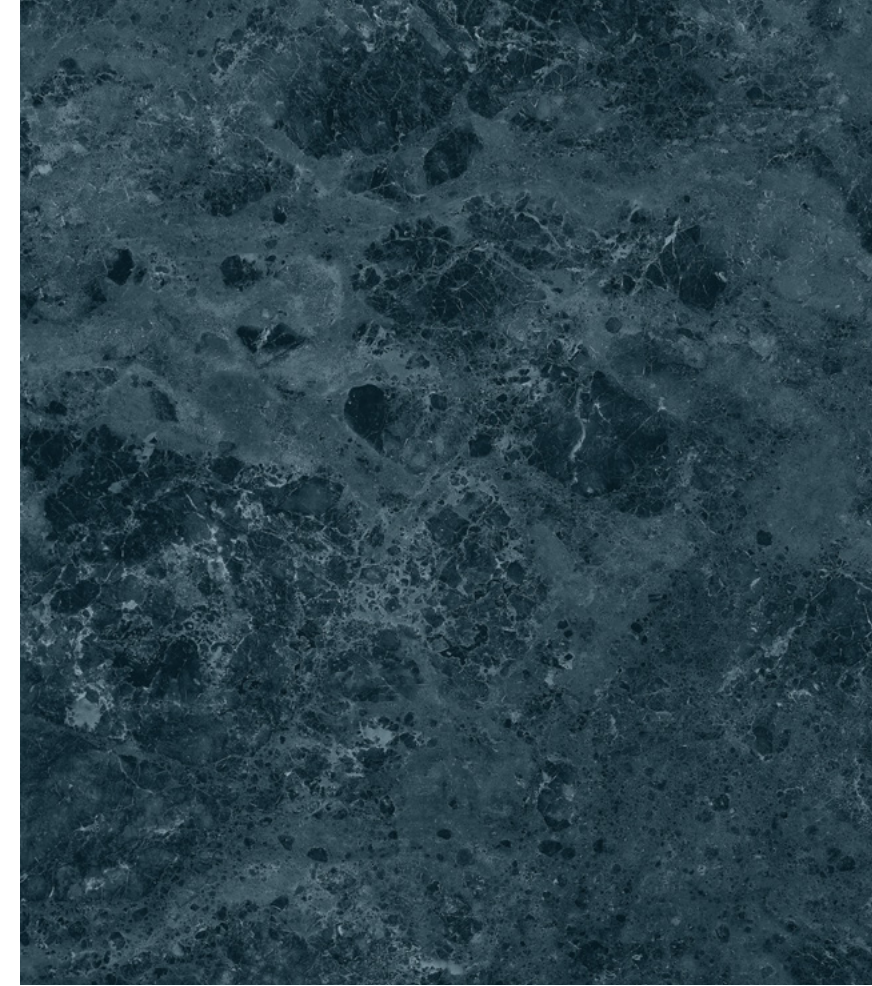
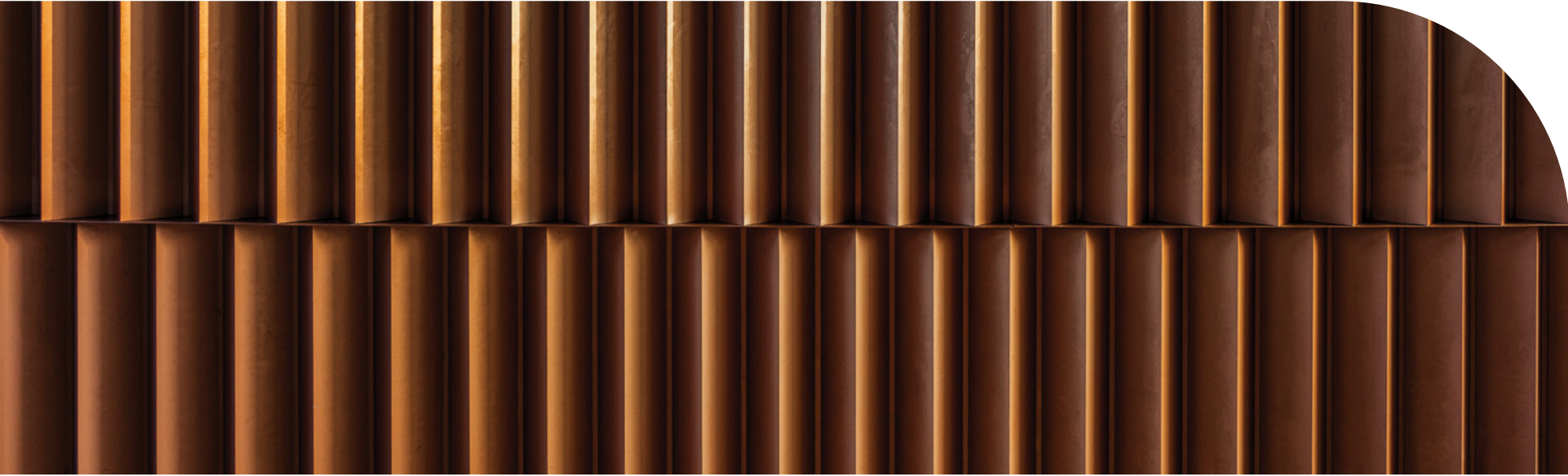
BRAMBLE PATCH  
PPG1172-7

NORCIA TRUFFLE  
PPG1005-7





Materials, textures and finishes reference organic and inorganic matter for a balance of worldly and transcendent style.  
raw / fibrous / carved / grown / earthen / clay / moss / mineral / weathered





Nature's dark, earthy tones add an embellishment and abundance not typically seen in contemporary biophilic design schemes.

MIDNIGHT GLADE  
PPG1134-7

CRUSHED CINNAMON  
PPG1063-6

MOSTLY METAL  
PPG1036-7







## ORIGIN | RESIDENTIAL INTERIORS

Stone and marble, in natural hues, join mid-tone woods in bringing warmth to clean contemporary spaces.

MOSTLY METAL  
PPG1036-7

LIMESTONE BLOCK  
PPG1102-2

NORCIA TRUFFLE  
PPG1005-7





Connectedness to the earth and to the community is the focus of architectural design direction for single-family and multi-family homes, where stone and soil hues dominate.

LIMESTONE BLOCK  
PPG1102-2

STONEHENGE GREIGE  
PPG1024-5

COOL CLAY  
PPG1071-5





# ORiGiN | CONSUMER PRODUCTS

As if pulled or mined from the earth, consumer products and home accents can be inspired by metal, minerals and clay.

NORCIA TRUFFLE  
PPG1005-7

FOXFIRE BROWN  
PPG1069-6

BRAMBLE PATCH  
PPG1172-7



# ORiGiN | TECHNOLOGY

From inorganic rocks to abundant foliages to clay and soil, earth's landscape inspires the hues, materials and finish choices in uptrending tech design.

WINDING WATER  
PPG1149-4

BLACK LILY  
PPG1048-7

MOSTLY METAL  
PPG1036-7





# ORiGiN | AUTOMOTIVE & MOBILITY

For the outdoor adventurer, automotive palettes draw in more saturated natural tones.

WINDING WATER  
PPG1149-4

MOSTLY METAL  
PPG1036-7

COOL CLAY  
PPG1071-5



# ORiGiN | AEROSPACE

Just like our commercial and residential spaces, aerospace design is crafted through palettes and materials that help travelers feel more grounded and connected to the planet.



BRAMBLE PATCH  
PPG1172-7

FOXFIRE BROWN  
PPG1069-6

COLOR OF THE YEAR  
VINING IVY PPG1148-6



# DUALITY





# DUALITY

Contrasts abound in this extroverted palette of brights, clean pastels and strong neutrals.

bold / disruptive / adaptive / generous / blended

## CONSUMER'S MOOD:

Leaning heavily into a sense of escapism and recreating the world according to one's own rules, consumers break codes, blend the traditional with the contemporary and merge reality with fantasy.

CRUMB COOKIE  
PPG18-01

SIGHTSEER  
PPG1210-3

PETAL WHISPER  
PPG1248-4

CITRUS SACHET  
PPG1198-3

BERRY BUSHEL  
PPG1188-6

CHOCOLATE DUST  
PPG14-13

CLOUDY SLATE  
PPG0996-4

CRYSTAL OASIS  
PPG1138-3

FLOWER FIELD  
PPG1166-5

IGNITION  
PPG1228-5

COLOR OF THE YEAR  
VINING IVY PPG1148-6

STARLESS SKY  
PPG0995-7

DARK JUNIPER  
PPG1172-6

HEART'S AFIRE  
PPG13-14

GEORGIAN LEATHER  
PPG1200-5

FLORENTINE LAPIS  
PPG1244-7

## 1

### META-BASED

Immersive real-world experiences and alternative meta-based realities inspire extraordinary approaches to design.

digital / augmented / virtual / adaptive / blended realities

PETAL WHISPER  
PPG1248-4

DARK JUNIPER  
PPG1172-6

FLOWER FIELD  
PPG1166-5

FLORENTINE LAPIS  
PPG1244-7



## 2

### OLD-SCHOOL

Intent on blurring the lines between traditional and contemporary, designers recreate old-school glamour for the modern age.

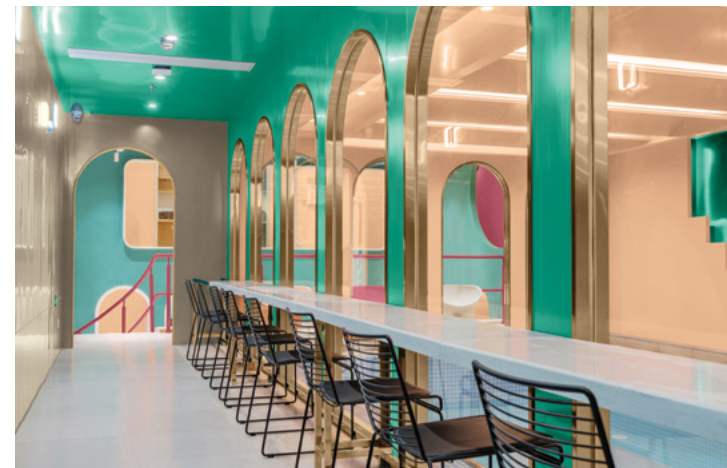
glamour / luxe / 20s / art deco / new wave

CHOCOLATE DUST  
PPG14-13

CITRUS SACHET  
PPG1198-3

HEART'S AFIRE  
PPG13-14

IGNITION  
PPG1228-5



## 3

### NEW CLASS

A new class of creatives are making their mark by dabbling in designs of decades past and playfully blending them together.

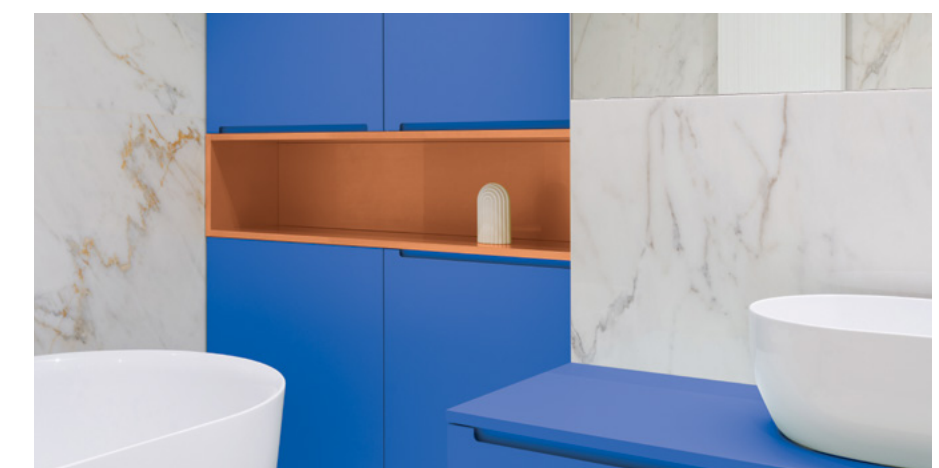
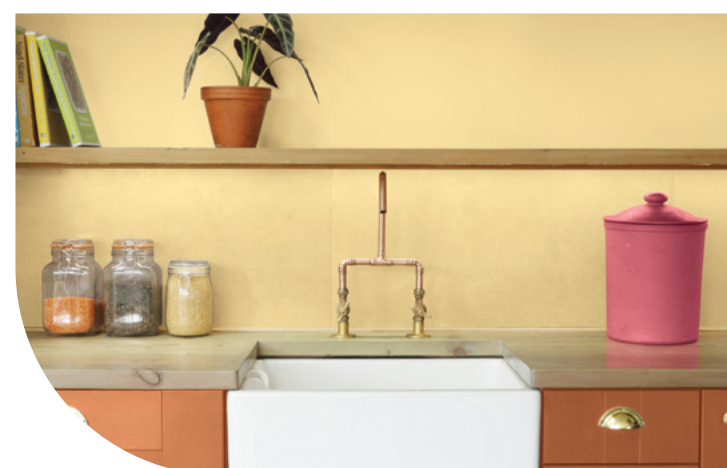
retro-futuristic / playful / 80s / 90s / experiential

SIGHTSEER  
PPG1210-3

BERRY BUSHEL  
PPG1188-6

GEORGIAN LEATHER  
PPG1200-5

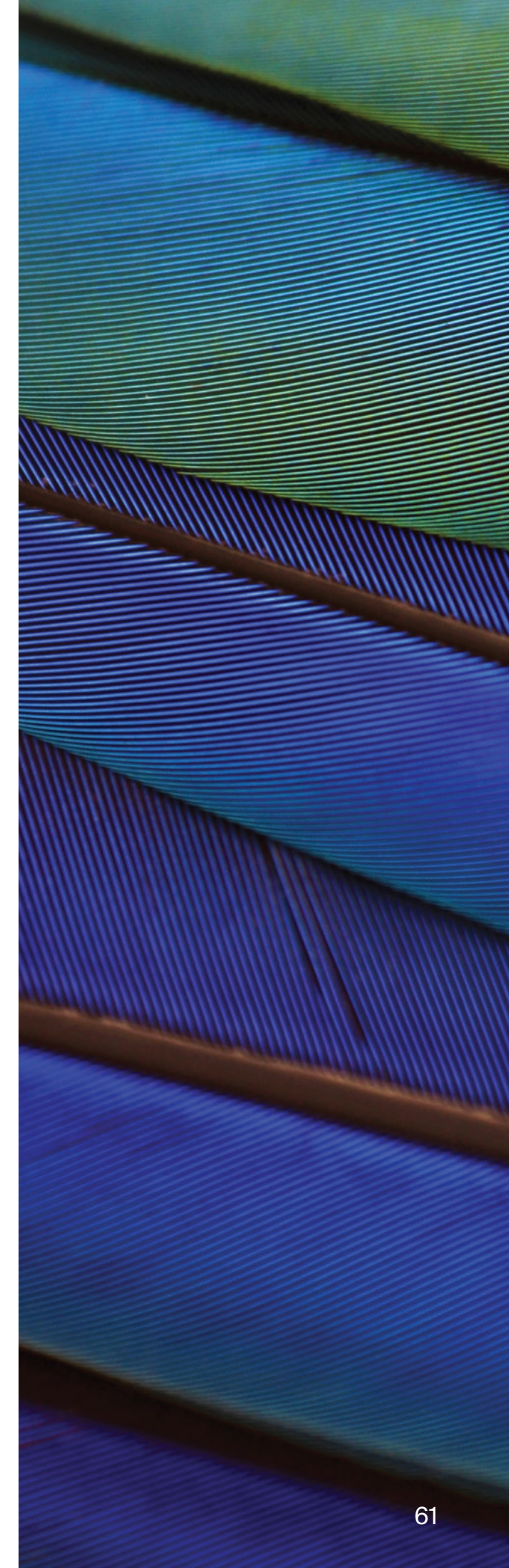
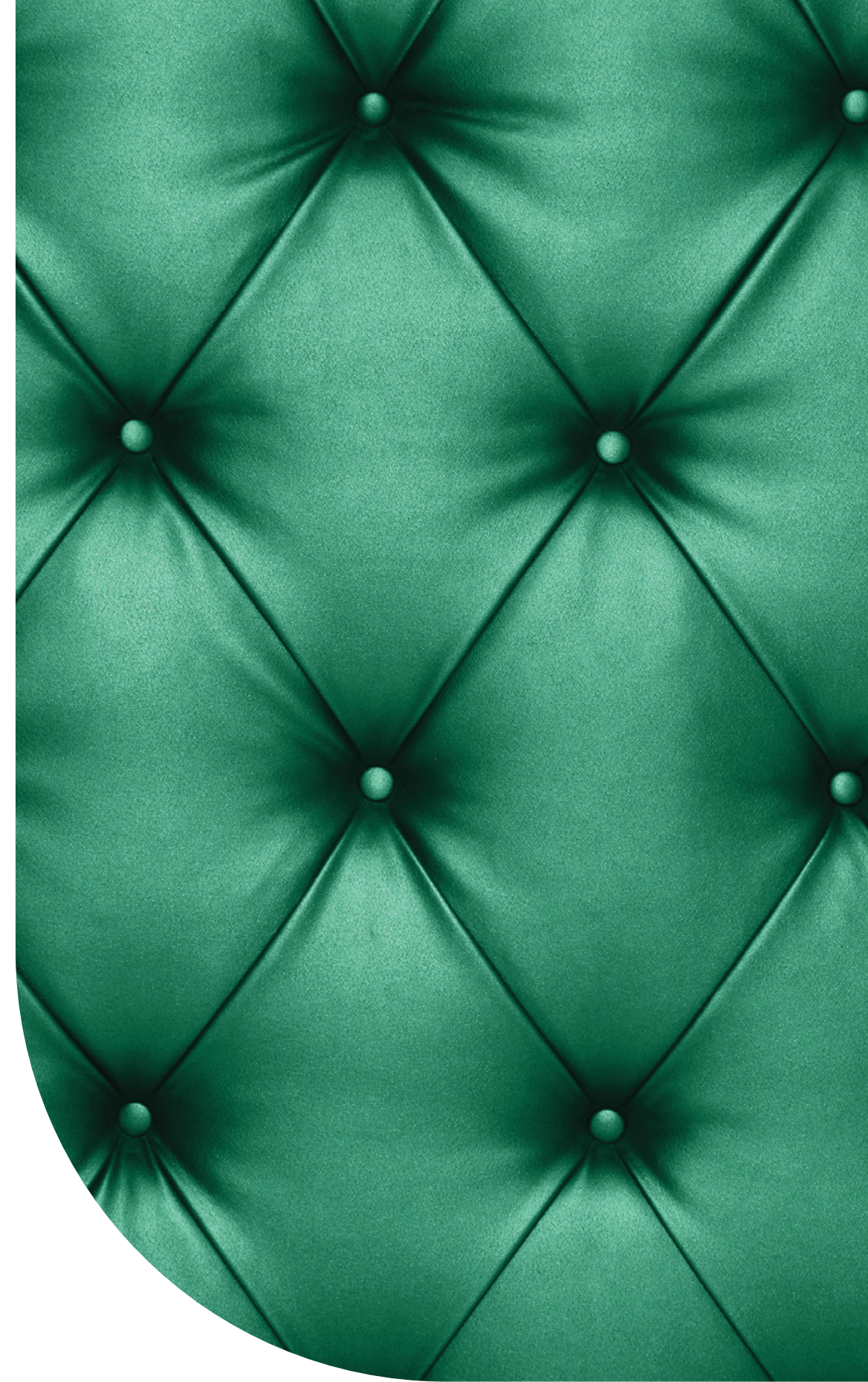
FLORENTINE LAPIS  
PPG1244-7





# DUALITY | MATERIALS

Materials, textures and finishes make bold statements, drawing on both glamorous and fantastical references.  
chrome / polish / lacquer / burl / velvet / silver / gold / mirrored / iridescent





# DUALITY | COMMERCIAL ENVIRONMENTS

Retro-futuristic shapes blended with color blocking creates a playful design spirit that applies well to offices, retail and event spaces.

BERRY BUSHEL  
PPG1188-6

CRUMB COOKIE  
PPG18-01

COLOR OF THE YEAR  
VINING IVY PPG1148-6



Photo by Nico Marques

Inspired by Art Deco, with a contemporary twist, both interiors and exteriors are adapting towards a more glamorous design.



Photo by Nico Marques





# DUALITY | RESIDENTIAL INTERIORS

More grounded than commercial interiors, home interiors use warm neutrals to add elegance and temper dramatic combinations of bold accent colors.

STARLESS SKY  
PPG0995-7

DARK JUNIPER  
PPG1172-6

CHOCOLATE DUST  
PPG14-13



Photo by johellisphoto.com



# DUALITY | RESIDENTIAL EXTERIORS

Residential exteriors find a hint of drama in blending opposites: the traditional with the contemporary, black with white, the round with the square.

CRUMB COOKIE  
PPG18-01

STARLESS SKY  
PPG0995-7

GEORGIAN LEATHER  
PPG1200-5



Photo by Nico Marques



# DUALITY | CONSUMER PRODUCTS

Consumer and home accent products explode with color choices to add a sense of playfulness or amplify the drama. Matte, lacquered and metallic finishes prevail.



HEART'S AFIRE  
PPG13-14

COLOR OF THE YEAR  
VINING IVY PPG1148-6

DARK JUNIPER  
PPG1172-6

IGNITION  
PPG1228-5



# DUALITY | TECHNOLOGY

Technology trends for Duality shift gears and take on a "return of the gadget" approach that is reminiscent of 90s tech gear.



CRYSTAL OASIS  
PPG1138-3

PETAL WHISPER  
PPG1248-4

FLOWER FIELD  
PPG1166-5



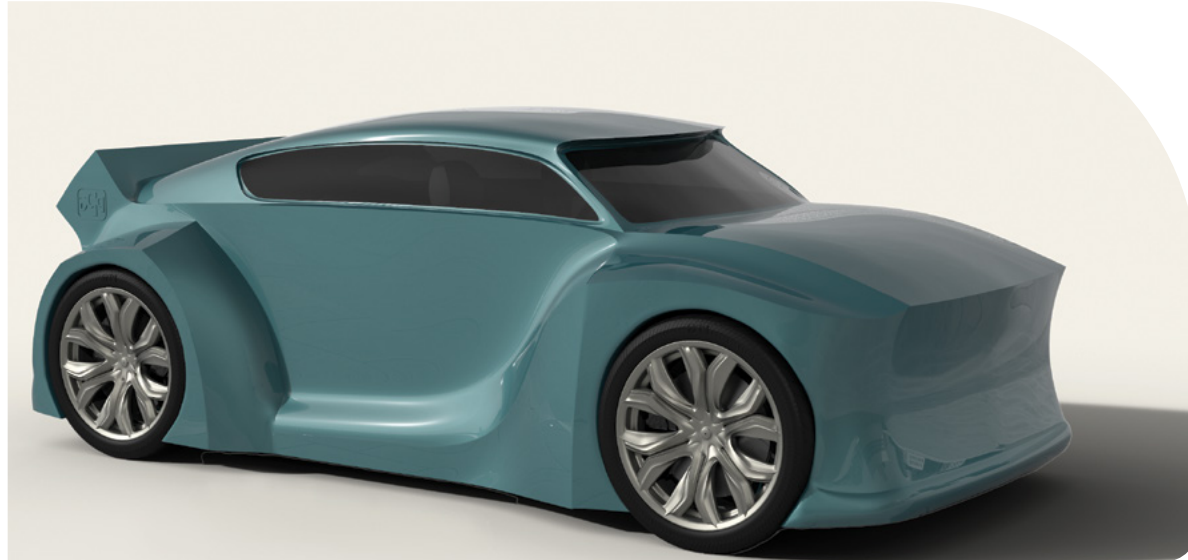
# DUALITY | AUTOMOTIVE & MOBILITY

Duality is quite literal with auto trends. Dual-color exterior combinations are rising as quickly as are large + EV or fast + EV.

COLOR OF THE YEAR  
VINING IVY PPG1148-6

GEORGIAN LEATHER  
PPG1200-5

FLORENTINE LAPIS  
PPG1244-7



# DUALITY | AEROSPACE

The personal aircraft is set to be a growth space over the next decade. Electric hues and dynamic patterns have a "notice me" approach.

CRUMB COOKIE  
PPG18-01

STARLESS SKY  
PPG0995-7

BERRY BUSHEL  
PPG1188-6





COLOR THEMES PER  
**COLOR FAMILY**





CITRUS SACHET  
PPG1198-3

TANNED HIDE  
PPG1071-3

COOL CLAY  
PPG1071-5

CRUSHED CINNAMON  
PPG1063-6



CONTOUR  
PPG1070-3

GEORGIAN LEATHER  
PPG1200-5

FOXFIRE BROWN  
PPG1069-6





SIGHTSEER  
PPG1210-3

WARM HAY  
PPG1108-5

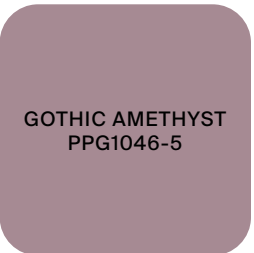
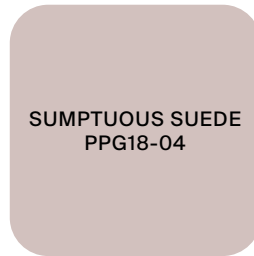




COLOR THEMES PER COLOR FAMILY | REDS & PINKS









CHILDHOOD  
MEMORY  
PPG1040-2

DARK WATER  
PPG10-01



WINDING WATER  
PPG1149-4

FLUX  
PPG1042-5

FLORENTINE LAPIS  
PPG1244-7



RIVER SALT  
PPG1139-1



FROZEN ROSEMARY  
PPG1125-3



CRYSTAL OASIS  
PPG1138-3



IGNITION  
PPG1228-5



MIDNIGHT GLADE  
PPG1134-7





COLOR THEMES PER COLOR FAMILY | BEIGES



Photo by Nico Marques





COMMERCIAL WHITE  
PPG1025-1

COTTON TAIL  
PPG0998-1

LIMESTONE BLOCK  
PPG1102-2



FINE FABRIC  
PPG1085-1

CRUMB COOKIE  
PPG18-01

NEW CHALK  
PPG1006-1

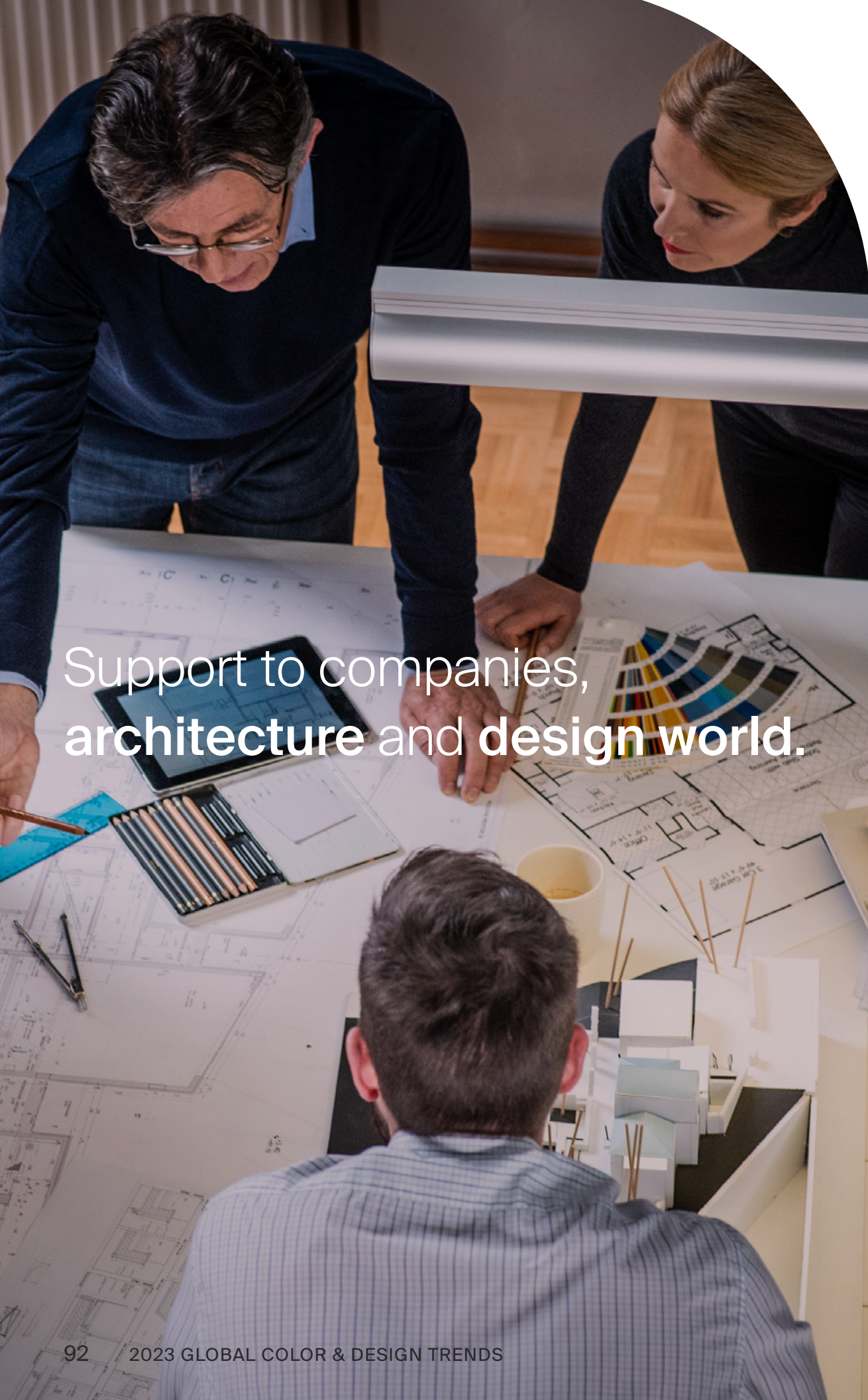
GARLIC NECKLACE  
PPG18-09



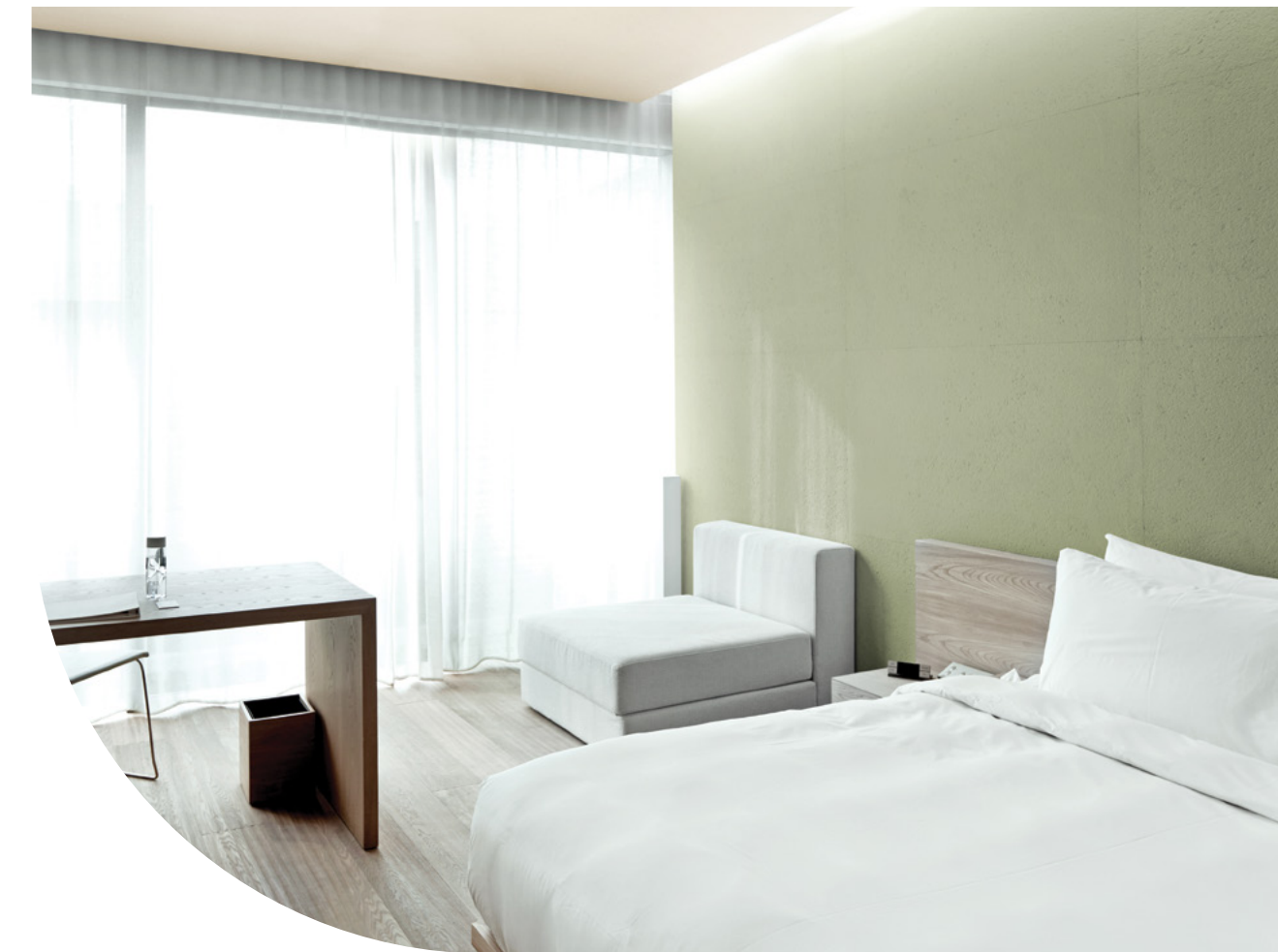
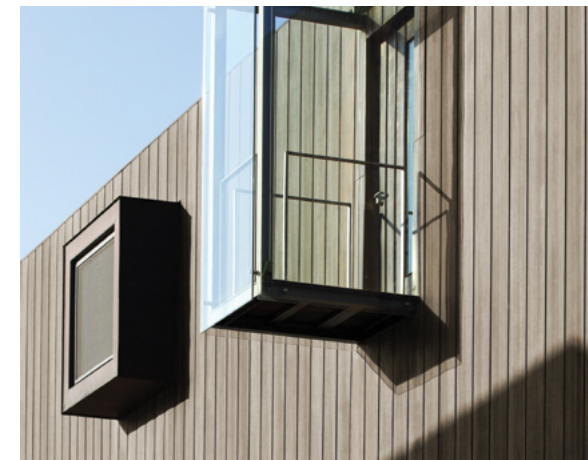


- HALF DOME  
PPG0994-3
- CLOUDY SLATE  
PPG0996-4
- ELEPHANT PARADE  
PPG10-06
- MOSTLY METAL  
PPG1036-7
- KNIGHT'S ARMOR  
PPG1001-6
- STARLESS SKY  
PPG0995-7





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