

2009 Top Interior Colors

Color is on the move. The bold, saturated hues that have dominated palettes for the past few seasons are yielding to more complex, toned-down shades. Our eyes are ready for respite, says Jordan. Colors are dustier, with intriguing new undertones. And there's a new MVP in the palette: gray. "Grays play an ever-increasing role, cooling down our interiors and becoming the new neutral in both commercial and residential spaces"

Affluence has a new face. Today's young, green-minded customers are savoring life's luxuries but bringing their consciences with them. The new luxury palette reflects botanical hues, evoking eco-tourism in exotic destinations, and natural flower and root dyes to tint the finest silks and cashmeres. "Mineral" hues, such as mother of pearl and warm metallic shades, combine earthy sensibility with refined taste. For these new affluents, green has definitely outgrown its rustic roots, and ethical indulgence is the ultimate status symbol.

Juicy Fruit. Red gets a mouthwatering new look with a hint of orange zest. Sherwin-Williams' Enticing Red invokes lush tropical flowers and fruit, with a Latin American accent.

All Grown Up. The sweetness of pink acquires new nuance and sophistication, with shades ranging from brights with subtle infusions of orange or violet, to dusty and romantic.

New Appeal. Orange transitions in '09, from the crayon-bright intensity of seasons past to more elegant and restrained shades. We still savor the spice hues inspired by global influences, but Tigereye tones it down slightly with just a touch of yellow.

Mellow Yellows. Yellow has been a recent star on fashion runways, and the sunny shades are now brightening interior palettes, from the soft Daffodil of spring blossoms to the ripened maize of Gambol Gold. Energetic, green-influenced yellows, like the lime-infused Eye Catching, are a hit with Gen Y and others who want to make a bravura statement.

Grassroots Movement. Greens are on the move, acquiring muddier, more yellow-based shadings than we've seen in the recent past. Grandiose and Lemon Verbena bring grayed-down gravitas to the mix, while elegant Alexandrite, a gemstone-infused green, contributes a touch of blue.



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Natural Wonders. Today's neutrals are grounded in the environment, with hues inspired by wood, stone and natural fibers, such as Wool Skein, Mesa Tan and Umber. Wood tones have a new yellow influence, and metallic browns have taken on gray.

Gorgeous Grays. Grays themselves range from cool Zircon to warm Keystone, inspired by the juxtaposition of high-tech steel and decades-old urban concrete.

Purple Reign. Violets and plums continue their regal influence in '09, although they're more red-based than in '08. Plummy and Plum Dandy add smoky new shadings to the royal mix, and look especially fresh when combined with neon greens, pinks, grays and blacks.

Liquid Assets. Water is essential - to life and to the palette. Our growing awareness of this vital natural resource keeps blue in the color forefront. Dignity Blue offers a deep Mediterranean take, while Quench Blue and Aqua-Sphere suggest the Caribbean Sea. Celestial adds a clean, fresh blue with just a droplet of violet.



Wool
Skein
SW6148

Mesa Tan
SW7695

Umber
SW6146



Quench
Blue
SW6785

Aqua-Sphere
SW7613

Dignity
Blue
SW6804



Zircon
SW7667

Keystone
Gray
SW7504

Gauntlet
Gray
SW7019



Celestial
SW6808

Plummy
SW6558

Plum
Dandy
SW6284

* Color swatches provided by the Sherwin Williams resource library.