

by Pam Kershaw

Dulux forecasts colour themes for 2023

REVIVE, Connect and Balance reflect new relationships with our homes

Many Australians' relationships with their homes have changed since the Covid-19 pandemic, with forced work-from-home rules now becoming the preference for numerous employees who want to cut the commute and enjoy more flexibility in their daily lives.

Pandemic shock has left many with an overwhelming desire to live more simply and authentically, taking stock of what we surround ourselves with, how we spend more time in our homes and how we create space for more meaningful connections.

The Dulux Colour Forecast 2023 reflects this desire to bond with the environment, communities and the people we love, with warming, earth-drawn neutrals, natural textures and an array of uplifting brighter hues.

The Dulux annual forecast is based on year-round research into the latest global and local trends predicted to influence Australian design and lifestyles.

The new forecast - led by Dulux Colour and Communication Manager Andrea Lucena-Orr in conjunction with Dulux Colour

Forecaster and Stylist Bree Leech – has been informed by seminars, including Future Laboratory London and Colour Hive, Milan Design Week, trend reports and editorials, fashion catwalks, product and design launches, engagement with global and international brands, and customised research through Dulux's extensive networks in the UK, Italy and France.

"Colour forecasting for interiors is an evolution," says Lucena-Orr. "While fashion is an important influencer, the shifts in interiors are more subtle and nuanced. The palettes we can expect to see in our homes in 2023 are predominantly warm and nurturing, with nature continuing to be a key driver of trends. Brighter hues continue, however, they are deeper than last year.

"We have all reacted to the upheavals of the last couple of years in different ways – from people who crave lightness and whimsy to those who seek order and reassurance. The three palettes in the Dulux Colour Forecast 2023 reflect these differing needs," she says.

Kitchens the focus of many homes

With more time being spent in the home, and the kitchen a key element of open-plan living, Dulux's new colour palettes encourage consumers and kitchen manufacturers to move away from the standard white kitchen.

"Be brave" could be excellent advice to consider when incorporating more colour and life in the room where people cook, congregate and often enjoy casual dining.

The Dulux Revive palette is an instant mood lifter for a busy, joyful kitchen. It's filled with playful, uplifting brighter colours, such as rose pink, breezy blue, sunshine yellow, emerald, violet and burnt orange.

"It's just what many of us need after the gruelling last couple of years," says Lucena-Orr.

Dialling the brightness back, but still with an emphasis on warmth, the Dulux Connect palette features earthy tones of moss, wasabi, sandstone, muddled yellow-green and burnt charcoal.

These shades are about fostering relationships with the outdoors, and could work beautifully in a kitchen where the home is surrounded by city or country gardens.

"This palette speaks of calm, comfort and an honest approach to living, and brings in many of the pastimes we experienced during lockdown, including cooking. Muddled yellow-green

Photos: Dulux®

Photographer:
Anson Smart

Stylist: Bree Leech

Dulux colours:
Cabinets - Dulux
Moorland.

Ceilings/Walls - Dulux
Vivid White™





has something of a nostalgic, country-house feel, cinnamon is grounding, whilst rich, purple-brown adds an indulgent and contemporary twist," she says.

For those who now crave the reassurance of structure and rules, Dulux Balance is a refined palette of serene marine blues, gentle greens and accents of deep garnet that evoke the beauty and fluidity of the ocean and shoreline.

"Post-pandemic, not everyone is craving indulgence, risk and change," says Lucena-Orr.

"Balance is very much inspired by a 'less is more' philosophy, with minimal detailing and a restrained approach to decorating. Instead, the focus is on immersive colour with an elegant, understated feel that would work beautifully in an inner-city apartment or a terrace home."

Sustainability

This will be another important focus in the year ahead, with Dulux's enviroO₂™ an excellent environmental choice.

"Ninety per cent of our lives are spent indoors," Lucena-Orr says. "Research shows that there is between two and five times more pollution indoors than outdoors, including airborne particles, formaldehyde, household odours and gases, ozone and carbon dioxide."

Dulux's enviroO₂™ is the only major paint brand with a Global GreenTag™ certification. It contains a very low level of volatile organic compounds (VOC), which are known to impact indoor air quality.

This paint also has very low emissions – <1g/L VOC* - making it less harmful to health and the environment. ►



► With a new and improved formula, Dulux's enviroO₂™ is available in acrylic sealer undercoat, ceiling, interior matt, water-based enamel semi-gloss and interior low sheen. Dulux's enviroO₂™ has good washability and scrubability for easy cleaning in busy areas.

* Very Low VOC untinted and when tinted with Dulux Decorama tinters. VOC content is calculated in accordance with APAS Australian Testing Standards. Visit www.apas.gov.au for further information.

New Fast Finish range

A new Dulux range that is attracting a lot of interest is FASTFINISH™. Designed for trade painters wanting to save time and reduce labour requirements, the range is optimised for spray application. Surfaces can be recoated immediately, so there is no downtime between coats. The finish is very high premium.

"Customers have been really impressed with the way the product doesn't run or sag, which has always been a major issue with water-based enamels," says Lucena-Orr.

"It's a game-changer, allowing customers to save time - not just because surfaces can be recoated immediately - but also because spraying becomes much simpler. There's no need to set and re-set equipment between coats, the product sprays at a lower pressure which is kinder on tools, and there's no more sagging.

"The range is very low VOC, extending Dulux's goal of using more sustainable and environmentally friendly products, something our trade customers tell us clients are requesting more often."

FASTFINISH™ features the following products: Dual purpose Undercoat & Ceiling Flat, Dry Fall Ceiling, Level 5 Prep Coat, Water Based Enamel Gloss and Water Based Enamel Semi-Gloss.

For more information visit www.dulux.com.au/collections/professional-fastfinish ■

Photos: Dulux®

Photographer: Lisa Cohen

Stylist Bree Leech

Kitchen artwork: Petite Fille by Jean Paul Mangin

Dining artwork : Pines by Matilda Dumas, Studio Gallery

Dulux Colours:

Kitchen: Cabinets Dulux Lexicon® Quarter, Panelling Dulux Perplexed, Right Wall Dulux Paper Brown

Dining: Dulux Namadji®

Kitchen shelving: Dulux Casper White Quarter

Cabinets/bulk head: Dulux Domino