

Consciousness is driving the 2020+ colour trends

NCS COLOUR TRENDS 2020+ LIMITED EDITION

In celebration of the NCS System 40th anniversary we are launching a limited edition of NCS Colour Trends 2020+ in a unique format. Gain insight about the drivers effecting the trend, how they will affect the colour movements from today, combined with a more in-depth story and unique image collection for each trend.

THE TRENDS FOR 2020+ AND THEIR DRIVERS

Increased consciousness is the most significant driver. It affects all aspects of life; how we live, how we consume, and how we feel as humans.

In NCS Colour Trends 2020+ four dominating trends are identified based on the most important drivers of today, both independent and interdependent. Reflecting a circular approach, integrity, artificial intelligence and being human.

It is an interesting mix of colours that not only reflects a new era that begins from 2020, but the important groups of colours for the years to come.

Translated into NCS Notations, the NCS Colour Trends 2020+ gives you the most important colours to keep track of – presented in four different trends; Evolving Eclecticism, Shades of Incognito, New Masculinity and Human Identity.

200 Limited Editions of NCS Colour Trends 2020+ will be released on May 22nd exclusively on NCS Colour's Online Shop.

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MEDIA CONTACT

Marie Thaarup

Marketing Manager

marie.thaarup@ncscolour.com

ABOUT NCS COLOUR

NCS Colour® is a global provider of colour communication solutions. For over 40 years, NCS Colour has been revolutionising the way the world communicates colour. Based on NCS - Natural Colour System®, NCS Colour offers solutions to industries ranging from Automotive to Coatings, Interior Design and Architecture. Today NCS Colour has sales in over 80 countries worldwide, offices in Stockholm, Berlin and Shanghai and forms the national colour standard in countries such as Norway, Sweden, Spain and South Africa.



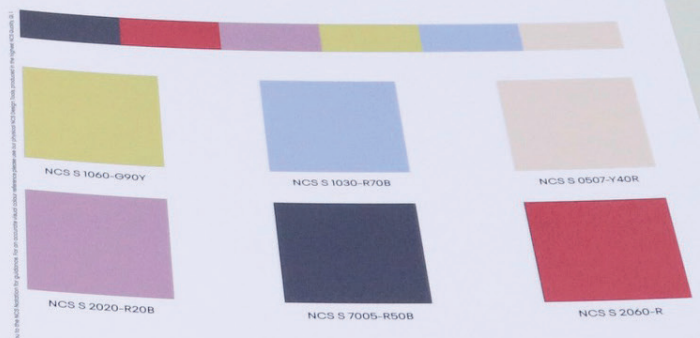


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" A colourful parade of bright yellow and soft pastels that celebrates us humans, and to questioning the traditional stereotypes. "

WOMEN AND MEN no longer stand in sharp contrast to each other. It is a paradigm shift in which there is only one acceptance of who you prefer to be – as a human being.

NEW MASCULINITY is a celebration to us as human beings. A playful trend that mixes soft textiles with hard metals, combined with interior details in different shapes to create a playful yet unexpected interior design. It is a colourful parade of bright yellow and soft reds, purple and blue inspired by the variety among us human beings. A cheerful gender-free style with colours that traditionally are not masculine.

IT IS A HAPPY, positive and optimistic trend and it is the most chromatic colour trend for 2020+ with up to 60 in chromaticness. With yellow as one of the dominating colours, the trend celebrates the new man, the new human being.

It is a balance of the softer pastels with a blackish purple shade, which reflects the idea that men can still celebrate black leather but now with a slight purple tint.

As a bridge between the chromatic colours and the dark colours, there is a beautiful warm beige colour.





New Masculinity

The world today is a place where we refuse to stay put, and it is an era of movements all about equality, human rights and liberation. To be you, whomever you choose to be.

THE SEARCH for equality has created important new movements globally, with the liberation of gender equality as one of the most massive. The new feminism has evolved and, with it, the rise of the new (hu)man, as the new masculinity.

WHILE FIGHTING for our rights as human beings, the traditional stereotypes are being questioned. The new woman is here and, together with a newborn masculinity, all boundaries between masculinity and femininity is gradually being erased.

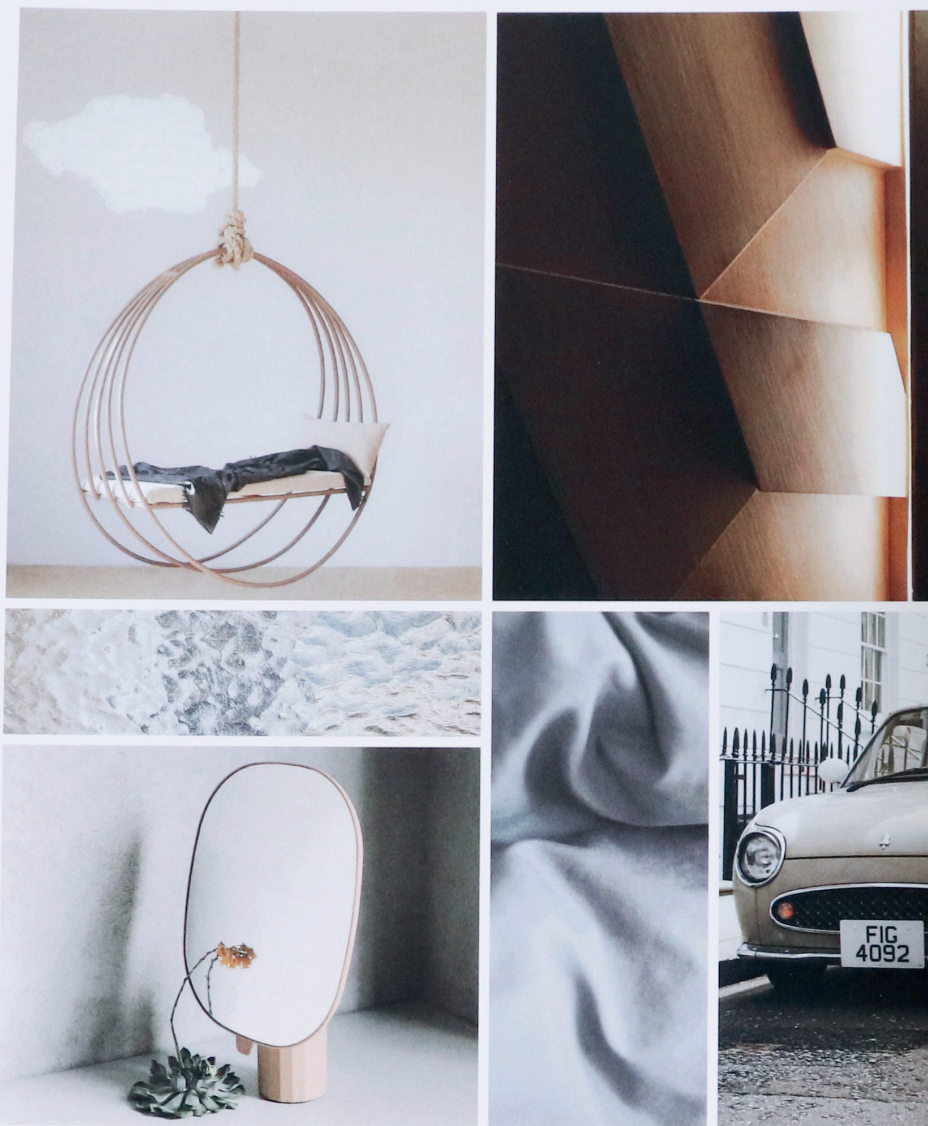
“ A soft gradient of browns and greys inspired by the desire for privacy rather than oversharing online. Big data gathering is making us want to go incognito. ”

SHADES OF INCOGNITO is a sanctuary from the digital way of living and a celebration of the analogue. Escaping into the shadows, this trend represents a new type of veil, mixing light and transparent material such as silk, smoke-coloured glass and linen, as well as creating a tranquil layered colour palette ranging from rich brown to warm beige and light grey.

Shades of incognito's colours represent perhaps the clearest trend area that we are heading for, moving from a longer period of accepting and welcoming high chromatic colours, to moving towards the other extreme, the low chromatic, softer and more neutral colours.

THE MAIN DRIVER influencing this trend is not only the desire for a more extensive personal integrity but also our increased climate consciousness.

All colours have a maximum of 10 in chromaticness, based in very whitish to very blackish shades and hues from opposite sides of each other in the colour circle. They are, per definition, complimentary colours. These similarities and complimentary features make this trend group very tranquil and soothing and therefore appealing to its cause.



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2020+

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