



COLOUR OF THE YEAR 2023

**WILD
WONDER™**

FEEL THE MAGIC OF NATURE
IN YOUR HOME

ONE ROOM,
FOUR WAYS
WITH
WILD WONDER™

ON-TREND COLOURS
TO CHANGE
YOUR MOOD

AkzoNobel

Celebrating
20 years
of Dulux Colour
of the Year



Lush Colours



Buzz Colours



Raw Colours



Flow Colours



Heleen van Gent, Creative Director, AkzoNobel's Global Aesthetic Center

INTRODUCING
DULUX COLOUR OF
THE YEAR 2023

WILD WONDER™

(Winter's Silence 50YY 49/191)

"The **seeds of inspiration** for this year's colour story were planted at our Trend Forecast in 2021. It's an event we host every year, inviting international design experts to share their insights with us about where the world is heading, so we can respond with **colours that will resonate** in 2023.

With the natural world at the top of the global agenda, we've put **nature at the heart** of our story this time. Not only have we chosen a Colour of the Year inspired by nature – Wild Wonder™ – each of our four new palettes reflects the different ways that **nature teaches and nurtures** us. The earth is the source of everything, bringing us solace, inspiration and a myriad of blueprints for living. Our 2023 story is about helping you **capture the magic** of nature and bring it into your home."

Heleen van Gent

“OUR COLOUR OF
THE YEAR CAN
HELP YOU FEEL
IN TOUCH WITH
THE NATURAL
WORLD”

Heleen van Gent



1 WORKSPACE, 4 WAYS

Built around Wild Wonder™, each of our four new colour palettes tells its own story about the magic of nature, and each brings a very different look and feel to a room...

RAW COLOURS

AN ENRICHING SPACE

Mellow shades of harvested crops, these colours reflect the wonder of nature's raw materials. They can bring a sense of richness and creativity to a room.



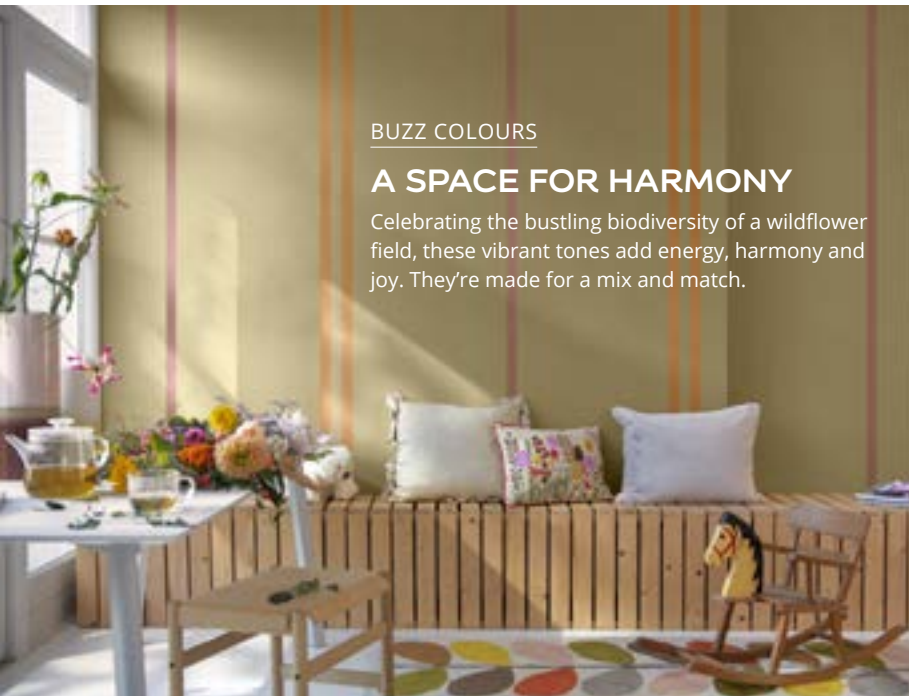
Winter's Silence
50YY 49/191

Century Brown
80YR 19/177

BUZZ COLOURS

A SPACE FOR HARMONY

Celebrating the bustling biodiversity of a wildflower field, these vibrant tones add energy, harmony and joy. They're made for a mix and match.



St. Charles Street
90RR 28/245

Southern Tip
70YR 27/404

Winter's Silence
50YY 49/191



FLOW COLOURS

A SPACE FOR BALANCE

Inspired by the rhythms and tides of the natural world, these soft and fluid seashore tones can bring a sense of balance to our busy lives.

Blueberry Mash
14BB 55/113

Silver Trophy
30BB 53/012

Winter's Silence
50YY 49/191



Generous Grey
38RR 15/026

Winter's Silence
50YY 49/191

LUSH COLOURS

A SUPPORTIVE SPACE

Taken from the healing tones of nature in gardens, forests and woodlands, these greens and browns can help our homes feel part of the natural world.

Find out how to achieve these looks and paint effects at [dulux.in](https://www.dulux.co.uk)

1 BEDROOM, 4 WAYS

Combining Colour of the Year, Wild Wonder™, with our easy-to-use colour palettes and simple paint effects, you can create just the feeling you need...

RAW COLOURS

WARM & ENRICHING

This palette is ideal for a bedroom, creating a comfortable and cocooning feel and a warm backdrop that works naturally with the sunlight.



Winter's Silence
50YY 49/191

Wright Stone
10YY 30/106

LUSH COLOURS

CALM & SOOTHING

The soft greens of the Lush palette are subtle and comforting, creating the perfect calm and supportive feel for a bedroom.



Mouse Tail
52GY 24/050

Winter's Silence
50YY 49/191

Awakening Feel
82YY 67/046



BUZZ COLOURS

BRIGHT & JOYFUL

Buzz colours are begging to be used together. Experiment with stripes and bring in a patchwork of pattern for a joyful and harmonious scheme.



Winter's Silence
50YY 49/191

Coastal Beige
90YR 51/109

St. Charles Street
90RR 28/245



Zeppelin
30YY 46/036

Fossil Grey
30YY 56/060

Wright Stone
10YY 30/106

FLOW COLOURS

BALANCED & TIMELESS

A perfect mix of warm and cool shades, this palette brings a sense of equilibrium to a room, creating a space that feels comfortable, whatever the season.

Find out how to achieve these looks and paint effects at [dulux.in](https://www.dulux.in)

IDEAS FOR LUSH COLOURS

Made up of tones inspired by woodlands and forests, Lush colours bring an instant connection with nature, creating a calm and comforting backdrop in any room.

#1 STUDY AREA

CALMING CONTRAST

By offering a subtle connection with nature, this soothing palette can help ease feelings of stress in a home office, and act as a natural counterpoint to our digital lives.



Bohemian Blue
30BG 10/111

Mouse Tail
52GY 24/050

Winter's Silence
50YY 49/191

#2 BEDROOM

RELAXING RETREAT

The soft greens and neutrals of the Lush palette, combined with Wild Wonder™, can create a calming and restorative space for sleep.



Kaki Daylight
20GY 46/067

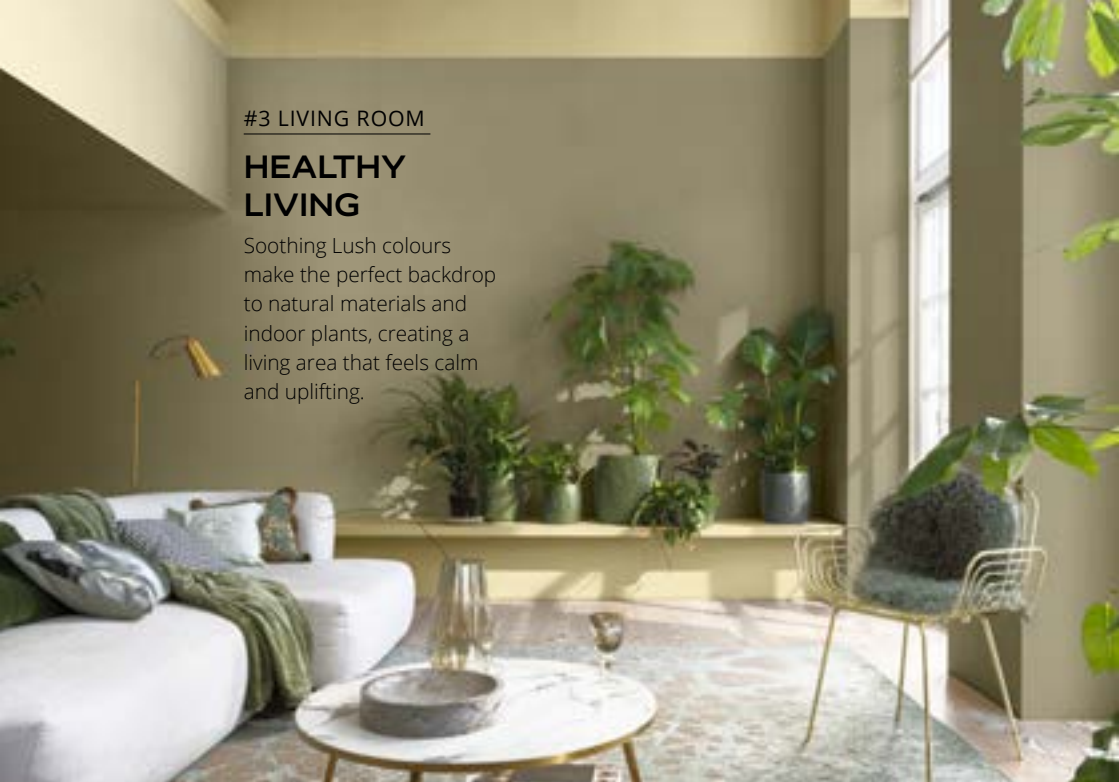
Winter's Silence
50YY 49/191

Silver Mauve
70RB 50/062

#3 LIVING ROOM

HEALTHY LIVING

Soothing Lush colours make the perfect backdrop to natural materials and indoor plants, creating a living area that feels calm and uplifting.



Khaki Green
60YY 33/130

Winter's Silence
50YY 49/191



Winter's Silence
50YY 49/191

Kaki Daylight
20GY 46/067

Awakening Feel
82YY 67/046

#4 KITCHEN

OUTSIDE INSIDE

Offering an echo of the landscape, Lush colours bring a fresh, warm feel. By combining these tonal greens with Wild Wonder™, you can create a unified and calming scheme.



Find out how to achieve these looks and paint effects at [dulux.in](https://www.dulux.in)

IDEAS FOR RAW COLOURS

Taking inspiration from the wonder of nature's materials and designs, our Raw palette helps to create a warm, enriching feel, wherever you use it.

#1 KITCHEN

CREATIVE COLOUR

The darker tones of the Raw palette bring rich natural colour to a room without overpowering it – perfect for creating a bit of drama in your home.



Rosemont Hall
30YR 16/162

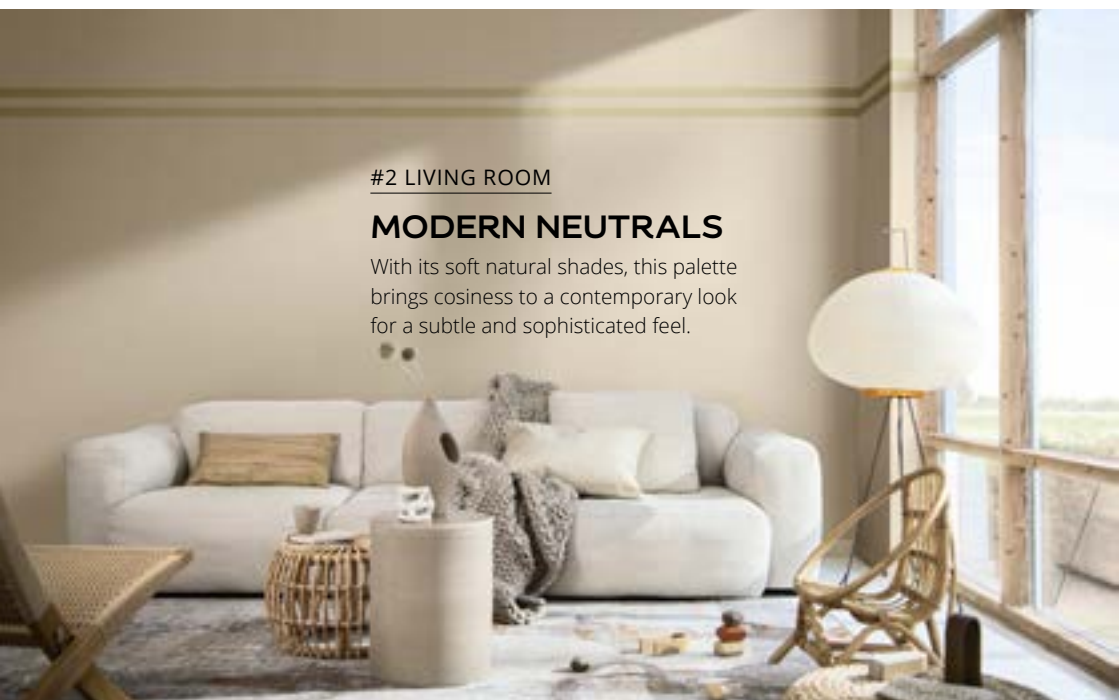
Winter's Silence
50YY 49/191

Century Brown
80YR 19/177

#2 LIVING ROOM

MODERN NEUTRALS

With its soft natural shades, this palette brings cosiness to a contemporary look for a subtle and sophisticated feel.



European White
30YY 67/084

Winter's Silence
50YY 49/191



#3 BEDROOM

NATURAL COMFORT

Inspired by the warm tones of harvested crops, Raw colours are ideal mixed with Wild Wonder™ and natural materials for a comfortably rustic feel.

Winter's Silence
50YY 49/191

Brownington Court
90YR 36/203

Grey Mauve
50YR 47/057



#4 STUDY AREA

TWO-TONE INSPIRATION

Combining soft, natural Raw colours with Wild Wonder™ can build a warm and enriching backdrop to a home office – the perfect springboard for a bit of creative thinking.

Winter's Silence
50YY 49/191

Quiet Hideaway
81YY 81/016

Taupe Twist
47YY 62/143



Find out how to achieve these looks and paint effects at [dulux.in](https://www.dulux.in)

IDEAS FOR BUZZ COLOURS

Reminding us of the bustling biodiversity of a wildflower field, these upbeat tones can bring a joyful and harmonious feel to all parts of your home.

#1 KITCHEN

BRIGHT & BREEZY

Fizzing with positivity, upbeat Buzz colours can bring a blast of energy to a room – perfect for creating an inviting kitchen.



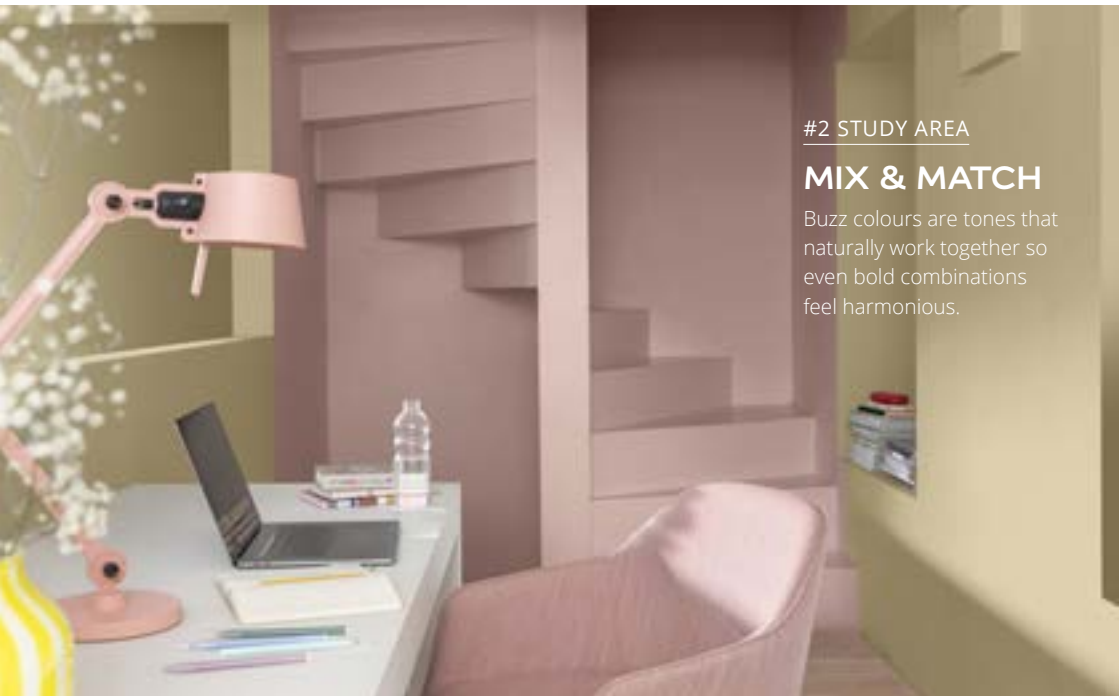
Scottish Green
45YY 51/365

Winter's Silence
50YY 49/191

#2 STUDY AREA

MIX & MATCH

Buzz colours are tones that naturally work together so even bold combinations feel harmonious.



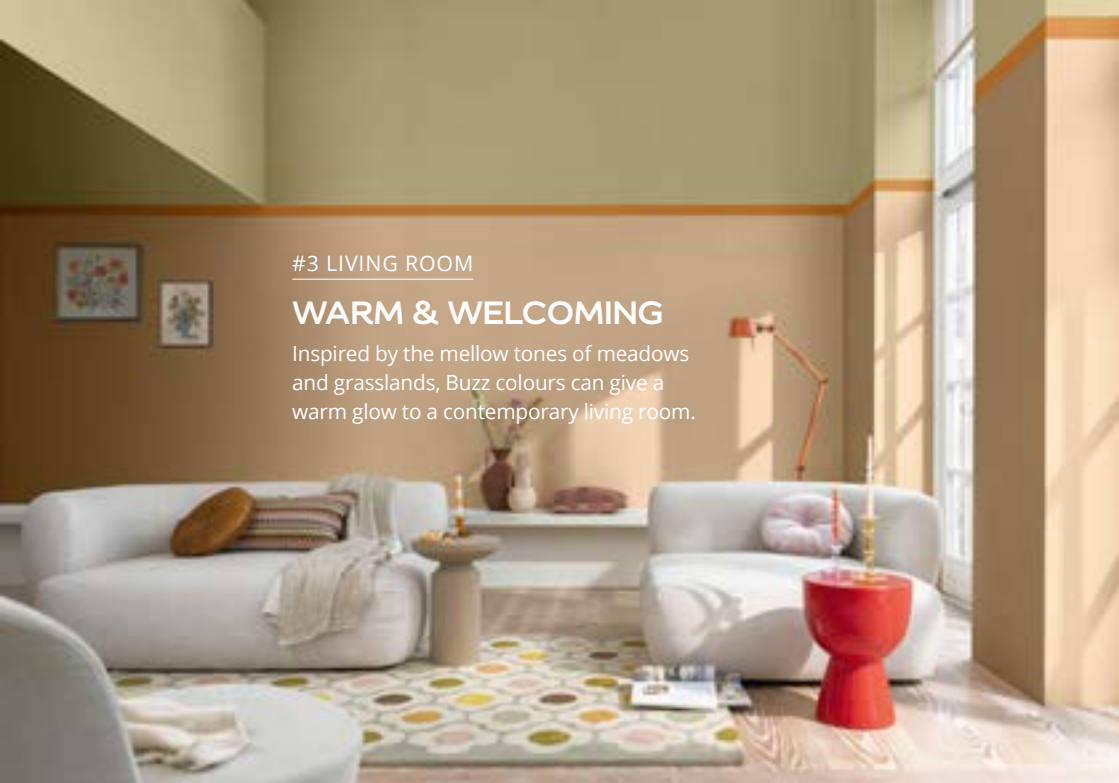
Winter's Silence
50YY 49/191

Wood Carving
30YR 49/097

#3 LIVING ROOM

WARM & WELCOMING

Inspired by the mellow tones of meadows and grasslands, Buzz colours can give a warm glow to a contemporary living room.



Winter's Silence
50YY 49/191

Southern Tip
70YR 27/404

Park Loop
00YY 48/171



Your Sanctuary
50YR 64/045

Scottish Green
45YY 51/365

Winter's Silence
50YY 49/191

#4 BEDROOM

MEADOW MAGIC

Warm and subtle harvest tones, our Buzz palette can bring an element of joy to any room.



Find out how to achieve these looks and paint effects at [dulux.in](https://www.dulux.in)

IDEAS FOR FLOW COLOURS

Reminding us of the rhythms and tides of life, our Flow palette – made up of fluid seashore tones – can bring a sense of balance to your home.

#1 KITCHEN

DARK & LIGHT

The Flow palette balances light neutrals with darker shades, so you can create a colour-block effect that feels fluid. It's the ideal way to zone different areas in a kitchen.



Blueberry Mash
14BB 55/113

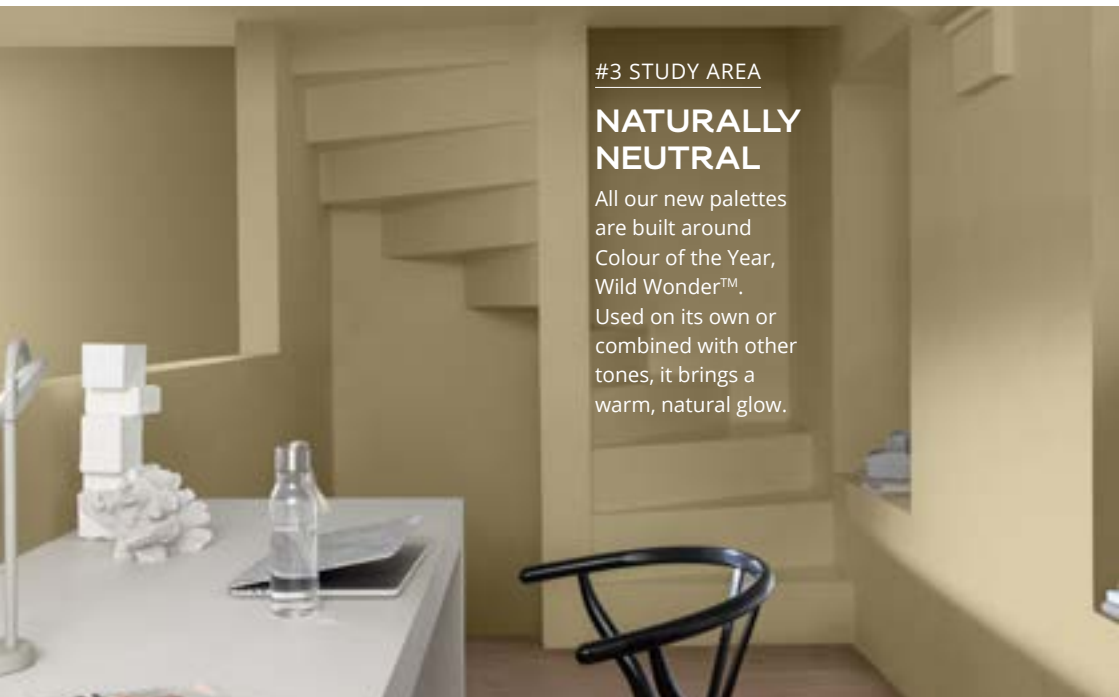
Winter's Silence
50YY 49/191

Faded Denim
10BB 55/065

#3 STUDY AREA

NATURALLY NEUTRAL

All our new palettes are built around Colour of the Year, Wild Wonder™. Used on its own or combined with other tones, it brings a warm, natural glow.



Winter's Silence
50YY 49/191

#2 LIVING ROOM

WARM & COOL

Warm, neutral Flow colours make the perfect subtle but cosy backdrop for a modern living room.



Winter's Silence
50YY 49/191

Zeppelin
30YY 46/036

Ghost Grey
17GY 68/005



Ghost Grey
17GY 68/005

Brooding storm
87BG 27/077

Winter's Silence
50YY 49/191

#4 BEDROOM

FORMAL & FLUID

Even a smart, chequerboard effect can feel fluid when it's painted with Flow colours. These timeless, seashore shades bring instant balance in a bedroom.



Find out how to achieve these looks and paint effects at [dulux.in](https://www.dulux.in)

WITH YOU AT EVERY STEP

Feeling inspired to bring the magic of nature into your home with Dulux Colour of the Year 2023 and its complementary colours? Here's how to start a transformation...
#colourstartshere

1. START WITH THE VISUALIZER APP

Here's our own little bit of magic: with its augmented-reality technology, our free app lets you pick a colour and see it come to life in your living space.





2. CHOOSE YOUR PAINT TYPE

Next, you need to decide on your paint finishes. We have a wide selection to suit every surface, from walls to woodwork and metal. All of our paint has unrivalled depth of colour and will keep your interior looking beautiful for longer.

To find your nearest Wild Wonder™ retailer outlet, visit dulux.in



3. GET CREATIVE

Once you've chosen your colours, found the right finish and are ready to paint, your colour story can really begin. At dulux.in, you'll find lots of inspiration and ideas, along with expert tips and easy-to-follow, step-by-step advice to help you bring your walls to life. Whatever type of decorating project you're planning, we're here to help you capture the magic of nature and bring it into your home.





FEEL THE MAGIC

with Wild Wonder™,
Dulux Colour of the Year 2023



Feeling inspired? Find out more about Wild Wonder™ at [Dulux.in](https://www.dulux.in)