

The Age of True Lies and the 2021+ colour trends

LAUNCHING NCS COLOUR TRENDS 2021+, LIMITED EDITION

After last year's success with our Limited Edition we are now excited to launch a second and more exclusive edition of the trend book – NCS Colour Trends 2021+. Featuring in-depth insights about the colour trends for coming years and its drivers. Complete with colour movements from today and onwards, trend stories, unique image collections and international relevant colour palettes, which makes the trends applicable cross industry.

The NCS Colour Trends 2021+ comes in a pearlescent cover, one of the effects that is important for the colour palette for 2021+. This year the Trend 2021+-package also includes a separate colour trend fan deck with pocket-sized NCS QL1 samples to bring with you on the go.

THE COLOURS

The colour directions of 2021+ are very clear. Emphasised and pushed by a new era of search for truths. The colours are neutral and pale, combined with dark but warm hues and highlighted with red as an important chromatic accent. As we want to use colours to reflect our mood, one colour or nuance is simply not enough, making colour blocking even more prominent 2021.

The NCS Colour Trends 2021+ gives you the most important colours and relative combinations of colours to keep track of. In this trend forecast they are presented in four different groups of trends; Virtual Relativity, Bio-Depth, Seeds and Honesty.

THE DRIVERS

As the world is undergoing huge global changes; from the climate to political, economic and cultural transformations, it challenges the essence of us humans. 2021 will be a year of relative uncertainty. Simultaneously we seek the real truth, which challenges the new norm of accepting the untrue, making 2021 the Age of True Lies!

As uncertainty and times of change have consequences for our behaviour, it directly affects the way we react in our design and colour preferences. Pushing an era of great focus on humanistic design, but also controversial and contradictory designs.

In NCS Colour Trends 2021+, the four dominating trends are identified based on the most important drivers of today, both independent and interdependent. Reflecting an escape from reality, mysticism, connectivity to our roots and a collective power of inclusivity.

LIMITED EDITION

100 Limited Editions of NCS Colour Trend 2021+ will be released on February 4th, exclusively sold in NCS Colour's Online Shop.

MEDIA CONTACT

Elin Askfelt

CEO

elin.askfelt@ncscolour.com

ABOUT NCS COLOUR

NCS Colour® is a global provider of universal colour communication solutions. For more than 40 years, NCS Colour has revolutionised how the world communicates colour and continues to do so. Based on NCS - Natural Colour System®, NCS Colour offers premium quality solutions such as physical references, digital applications and colour training to industries ranging from Coatings, Automotive, Architecture and Interior design. Founded in Sweden and with its headquarter in Stockholm, NCS Colour has sales in over 80 countries worldwide. The NCS System forms an international ASTM standard.

NCS COLOUR AB
ncscolour.com





