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COLOURNEXT

Trend Report

SAMPLE REPORT

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COLOUR
NEXT 21

RESEARCH | TRENDS | FORECAST

Introduction

The ColourNext Trend Report dives deeper to chronicle the context and catalysts for each of the forecast trends. The report captures their manifestation in society and in various areas of design like spaces, communication, food, apparel and lifestyle. With an enhanced narrative of the trends and their application, this report will be a valuable input for everyone designing products, spaces or even communication aimed at the Indian consumer.

This report also presents the Colour of the Year, Wallpaper of the Year and Décor Directions for each trend, giving readers a complete overview of ColourNext as a whole.

A trend uninterpreted remains just that — an unexplored possibility, an idea ahead of its time, a path less taken. But when keen minds imagine, decode and interpret trends, they become beautiful concepts, products, even objects d’ art! And we believe that this report will be an invaluable guide in that journey.

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Jaipur Gemini

HABITAT

Coexistence in an interconnected world

Habitat is a story of coexistence and humility – of pausing and observing the world around us and having transformed in this moment of stillness. There is no “back to normal” for we can’t unsee our lopsided past. It’s time for a systemic rethink of how we exist and coexist with the world.

In this moment of reality check, we’ve witnessed nature rejuvenate with a vengeance and had time to reflect on the impact of our actions. Humbled by the enormity of the visible and invisible world, this change in our perception of the world – as a network of interconnected systems – forces us to systematically change our lifestyle, industries, economy, education and our fundamental habits. As we find new ways to coexist with the world around us, what lies ahead is a path of restoration and healing, of responding collectively with solutions that present a healthier, more optimistic and balanced future.



OUR ECONOMY & ECOLOGY, AND OUR BEHAVIOUR.

Status Quo is a NO. The Climate Debate, Cleaner Fuels and Green Economy, agriculture, architecture, education and social reforms, all of which would take decades to go from activism to action have been catalysed by the pandemic. Burnout, chronic stress and anxiety are being studied as the next epidemic that will affect people in the aftermath of the pandemic.

As we've paused, we've had time to reflect on our consumption-driven society. Globally, the world carbon emissions dropped by 7% in 2020 thanks to our forced lockdown.* The "new normal" as we like to call it, will no longer be okay for brands with questionable ecological practices or those who continue to work in the biased, discriminatory ways of the pre-covid world. Bottom lines are not the only way brands will be judged by consumers.

Burnout, chronic stress and anxiety are being studied as the next epidemic that will affect people in the aftermath of the pandemic.

* Source: "Covid pandemic drove a record drop in global carbon emissions in 2020", CNBC <https://www.cnbc.com/2020/12/11/covid-record-drop-global-carbon-emissions-2020.html>



Photo by Maksym Kaharlytskyi for Unsplash.com

Preventive Tech &
Health Monitoring Apps

The pandemic put acute pressure on medical staff, frontline workers and medical infrastructure globally. **To ease some of this pressure, an array of remote health monitoring devices and apps have been launched that provide people with safe monitoring at home.** The previously unknown pulse oximeter became a household item in 2020. The new Apple Watch has branded itself as a healthcare device that also monitors the heart rate and sends irregular rhythm notifications.

Closer to home the startup Dozee has grown its user base and found appreciation, claiming to be "India's only contactless health monitor that silently tracks your heart, respiration, sleep patterns, stress levels, cardiac contractions, apnea and more while you sleep." Dozee's latest awards and funding make it one of the top healthcare innovations of 2020 in India. The role of preventive tech and innovation in healthcare is crucial and will continue to grow in future.

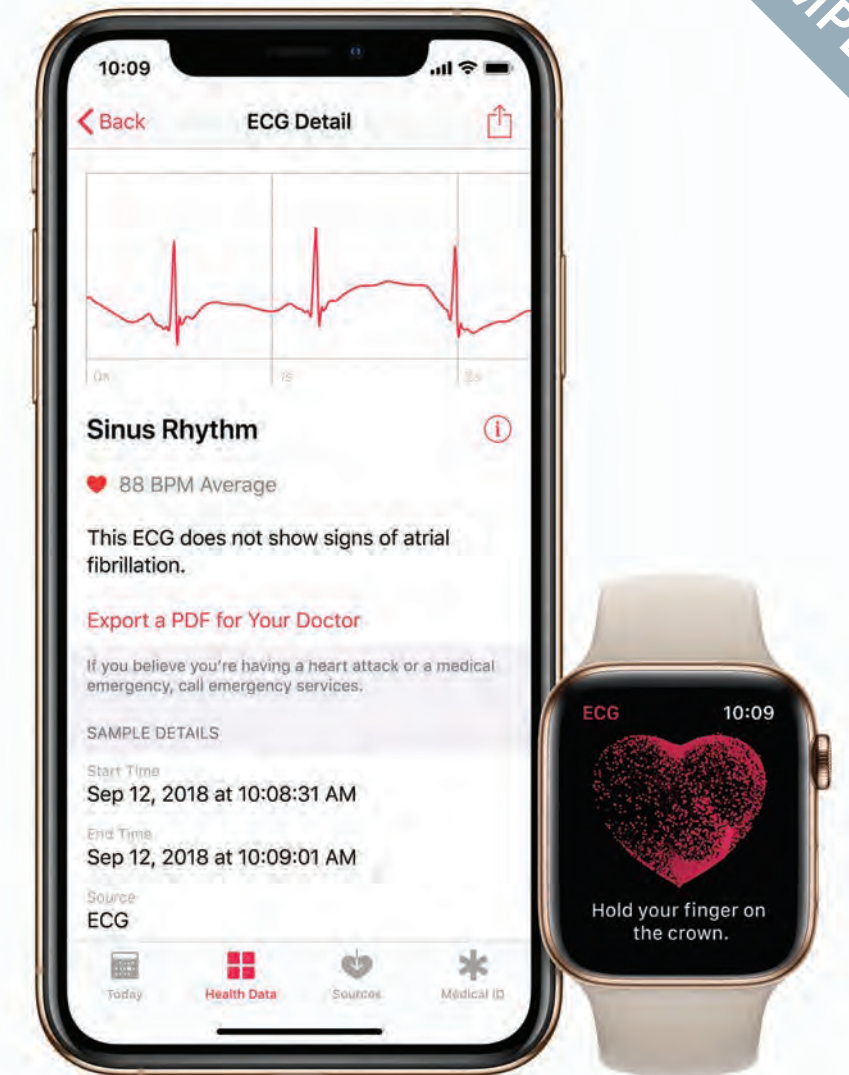


The most convenient way to monitor health

- 1 Just place under the mattress
- 2 Connect to WiFi
- 3 Sleep

Dozee absorbs micro-vibrations produced by heart, respiration and body movements and converts it into biomarkers

"Irregular rhythm notifications use the optical heart sensor to detect the pulse wave at the wrist and look for variability in beat-to-beat intervals when the user is at rest. If the algorithm repeatedly detects an irregular rhythm suggestive of AFib, your patient will receive a notification and the date, time and beat-to-beat heart rate will be recorded in the Health app."
(Image source: <https://www.apple.com/in/healthcare/apple-watch/>)



Dozee is "India's only contactless health monitor that silently tracks your heart, respiration, sleep patterns, stress levels, cardiac contractions, apnea and more while you sleep." Source: <https://www.dozee.io/>; images courtesy Dozee

COLOUR OF THE YEAR 2021

CHERISH

2020 has taught us many hard lessons. In the face of uncertainty, while seeking refuge is our most natural response, there’s also a need to be present in the ‘now’ and mine the best it has to offer. For there is always something worth treasuring in this moment, and the next moment, and the one after that.

Nurturing, humble and fresh, Ivy League 7585 restores that sense of balance which we dearly seek. A colour that’s neither too warm nor cold, its mint green nudges growth while a hint of blue heals us and revitalises our mood. Ivy League brings our restless mind to a place of hope as we imagine a better world and a balanced self.

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**Colour of
the year 2021**
Cherish

Ivy League
7585

JAIPUR GEMINI
W150Z680S75



LIKE WHAT YOU SEE?

If you're designing space, products, or communication aimed at the Indian consumer, the ColourNext Trend Report is perfect for you.

Buy a copy of the full Trend Report online and get a complimentary Swatch Kit of Colours and Wallpapers for the 2021 trends on www.asianpaints.com/colournext

A comprehensive forecast of colours, materials, textures and finishes, along with social stories and lifestyle applications, the Trend Report brings together the best of our research strength and market expertise.

Inside the Trend Report, you'll find

TREND STORIES

backed by research

SOCIAL TRIGGERS

What catalyses these trends?

LIFESTYLE MANIFESTATIONS

How do we experience these trends in everyday life?

DESIGN MANIFESTATIONS

Design and decor works that exemplify each trend.

COLOURS, MATERIALS, FINISHES & TEXTURES

Tools that help create a mood-board.

DÉCOR DIRECTIONS

Decor Shots of styled spaces that help you visualise the trend as a whole.



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