

COLOUR OF THE
YEAR 2021

CHERISH

2020 has taught us many hard lessons. In the face of uncertainty, while seeking respite 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.

asianpaints

**Colour of
the year 2021**
Cherish

Ivy League
7585





DECOR DETAIL

With a view of the courtyard outside reflected on the mirror, this quiet corner feels thoughtful and pleasant.



IVY LEAGUE
7585



A new book,
an old home,
a new colour,
an old memory,
a warm cup of tea
and a place
in the sun.



EMPORIO NXT
VINTAGE EFFECT
SHABBY CHIC
NX05 COCONUT
NX06 MINT GREEN



IVY LEAGUE
7585





Nurture your creativity and embrace new ways of working as the gentle shade of Cherish brings you to a place of clarity and presence.





WOODTECH
EMPORIO PU
PALETTE
TRANQUIL 0371



FURNITURE DETAIL

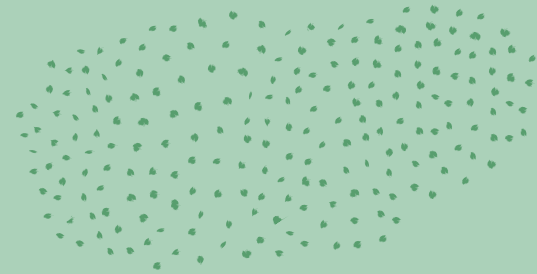
The clean lines of a minimalist kitchen are softened by the curved details of the cabinet and complemented by the white of the marble.



Celebrating banter as well as silence, this contemporary kitchen adds joy to life.



TIPS TO CREATE THE CHERISH LOOK



EMBRACING OPPOSITES

Ft. Leo Green Sofa
by Adrenalina

Embracing yin and yang, this sofa marries the sturdiness of an iron frame with the tenderness of colour.



THOUGHTFUL AND PRESENT

Ft. Royale Green Magnetic Board
by Hollyhock (Natty)

Both aesthetic and functional, this board has a small brass shelf at the bottom to store little knick-knacks.



LITTLE JOYS

Ft. Muslin Quilt
by House of Ekam

Show yourself some love. This super soft muslin quilt is perfect for a snuggle and it's reversible – a bang for the buck.



MAGIC AND WONDER

Ft. Bandar Log
by Toile Indienne

Add colour, flair and character to your space with wallpapers and fabrics inspired by Mumbai's rich Art Deco heritage.



CHERISH THE MOMENT

Ft. The Now Cube
by White Light Elements (Natty)

Carefully place interesting objects that kindle your curiosity, much like The Now Cube that brings us back to the present moment through simple play.



SPECKLED WITH MEMORIES

Ft. Christmas Kulhars
by Indus People

These limited-edition sage green ceramics speckled with gold petals mix new memories with old rituals and create something just a little bit special.



ROMANTICISE THE NOW

Ft. Terrazzo Plates
by Nestasia

Mix-and-match the vintage and the contemporary, like these terrazzo tableware in teal and blue that make the simplest of meals a fun event.

JAIPUR GEMINI

WALLPAPER OF THE YEAR 2021

2021 is the year in which we remind ourselves that life is precious and every moment is a chance to celebrate it. Our Wallpaper of the Year, therefore, is the exquisite and timeless Jaipur Gemini.

The past flows into the present through the stately stripes of Jaipur Gemini that reminisces royal hunting tents and their lavish decorations. Its fusion of chintz gardens running wild with ornate elements from palace architecture, turns a home into a palace.

Strength and positivity emanate from this radiant design reminding us that life hurries on so we must slow down and breathe in the beauty around us. There is much to love – a continuing life enriched by so many treasures left by those who have come before added to the ones we create – and the poetic wonder of it all.

**“Elegance is not
about being
noticed. It is about
being Remembered.”**

Giorgio Armani

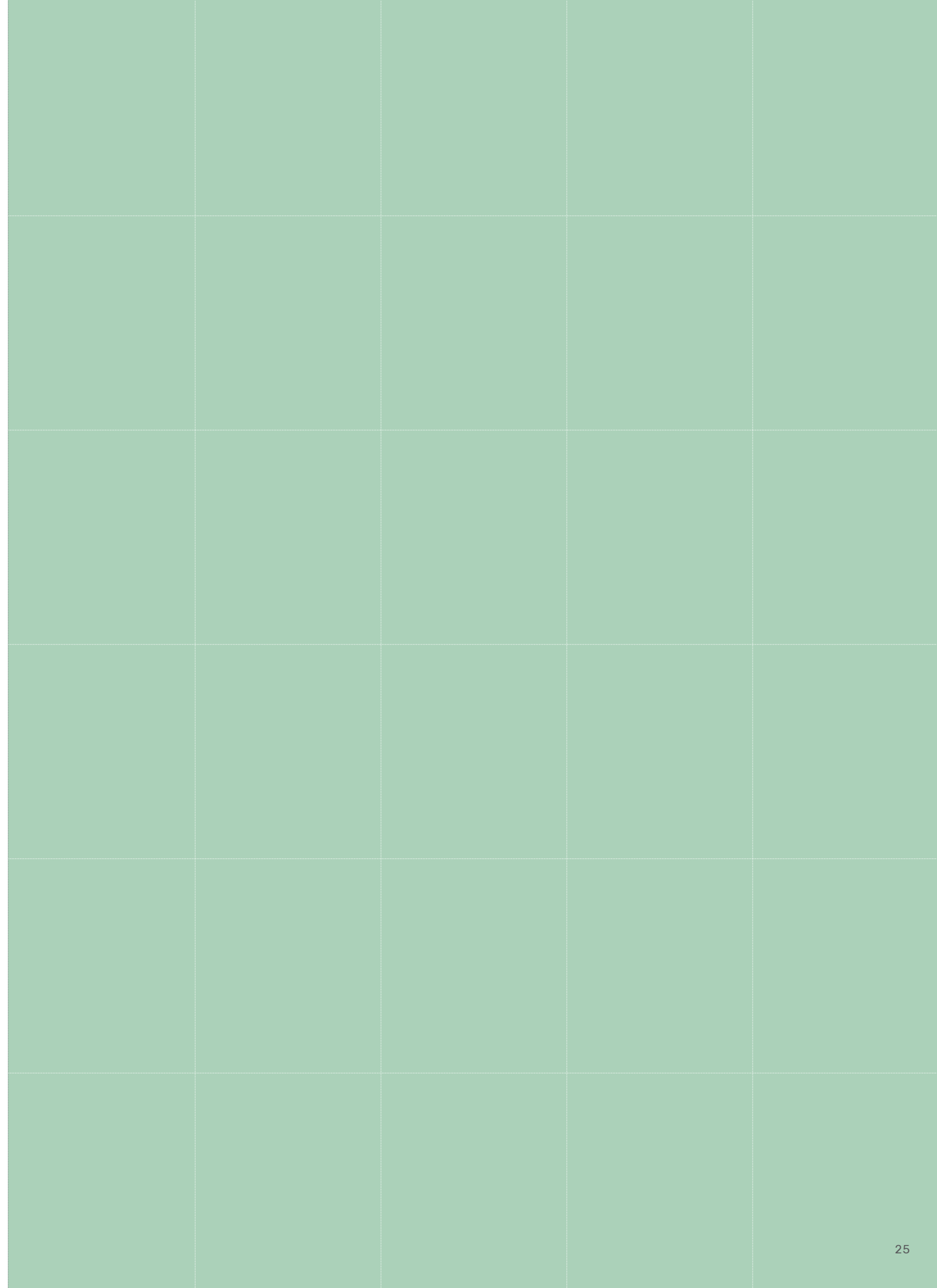


JAIPUR GEMINI
W150Z680S75





JAIPUR GEMINI
W150Z680S75





TRENDS FOR THE YEAR 2021

Look out for our:

- Trend Stories
- Colour Forecast
- Decor Applications
- Colour Swatches

HABITAT

Coexistence in an interconnected world



A HOME NEW WORLD

Recalibrating the home ecosystem

FELICITY

Adding value, eliminating frills



Z FUTURES

Coming of age of the Gen WE



01

COLOUR TREND

HABITAT

Coexistence in an interconnected world



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 that 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, education and our fundamental habits. We find new ways to coexist with the world around us and respond collectively with solutions that present a healthier and more balanced future.

COLOUR TREND 01



COLOUR & MATERIAL FORECAST


TREND 01 | HABITAT

Coexistence, Humility, Compassion

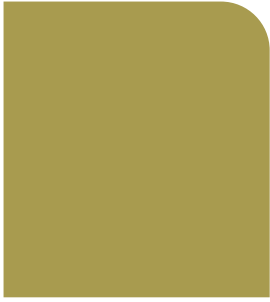
The palette for Habitat stems from a state of humility and seeking a balance with nature. The warmer intermediate spectrum represents a feeling of compassion, while the subtle grey overlay gives a murky, mature tone to the colours.

Earthy shades of **Willow Song**, **Deccan Earth-N** and **Mossy Ground-N** take inspiration from forests, moss-laden barks, stones and weathered materials. **Basra Pearl-N** bridges the absorbing nature of these shades and the optimism of **Crème Anglaise-N** and **Malhaar-N** – shades that hint at sunlight and water, without which life couldn't exist.

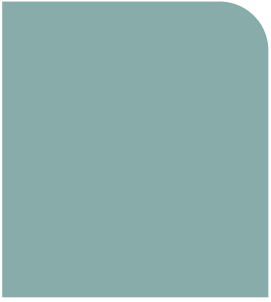
Materials that age gracefully and have a low impact are befitting of Habitat. **Rammed Earth**, steadily regaining popularity over the years, exhibits these qualities and fits the Indian context. **Recycled Stone Tiles**, unique building material made from recycling quarry stone dust or construction demolition waste, reimagine the value of waste. Environment-friendly **Tencel™** and experimental **Biodegradable Textiles** pave the way for us to change how we produce and perceive textiles. The coarse grains of **Royale Play Teodorico Travertine** display a stone-like poise, while the folksy patterns of the **Desert Legend wallpaper** from Nilaya Sand Tales add a touch of optimism.




Crème Anglaise-N | 9887



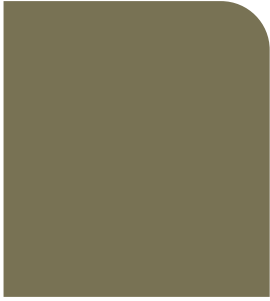
Mossy Ground-N | 9858



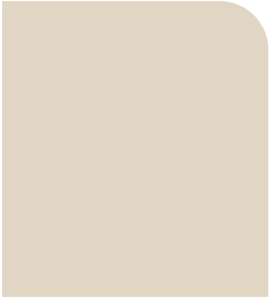
Malhaar-N | 9744




Deccan Earth-N | 9920




Willow Song | 8477




Basra Pearl-N | 0974




Royale Play Teodorico Travertine
Herbal Pack 8602



Nilaya Sand Tales
Desert Legend - W145Z358N75



Biodegradable Textiles



Recycled Stone Tiles

C COLOURS

T TEXTURE

M MATERIAL

P PATTERN

Curved forms like arched doorways and highlight walls feel gentle and empathetic compared to harsh straight edges.

An open plan with ample natural light and minimal use of resources, depicts aspects of wellness architecture.

Ledges and niches carved on the walls from earth and clay utilise existing materials.

DECOR DIRECTION

TREND 01 | HABITAT

Habitat is not just about lifestyle but the lifecycle. It's about design that's empathetic yet innovative and spaces that use natural materials, optimise outdoor lighting, and encourage natural ventilation thus reducing the overall carbon footprint.



BASRA PEARL N
0974





MOSSY GROUND-N
9858

The flowing lines
of Rammed Earth
add intensity to this
modern courtyard.



STYLE TIP
*A modestly styled space
lets simplicity and the
richness of materials
speak for themselves.*





An outdoor tropical garden that embraces nature induces a sense of inner balance.



DECCAN
EARTH N
9920



Water adds a calming effect to this garden, cooling the ferocity of an afternoon sky.



NILAYA SAND TALES
DESERT LEGEND
W145Z358N75



WILLOW SONG
8477

Folksy patterns of the Desert Legend wallpaper by Nilaya Sand Tales add a touch of optimism to this solemn space.

FURNITURE DETAIL

The Chandigarh chair remains an icon of modernism cherished till date for its austerity.

