



Wood Vibes

Industrial Wood Coatings

LIFESTYLES

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We live coatings. We know color.

In addition to being an innovator and recognized global manufacturer of coating systems, Axalta is a trailblazer in color and design trends for the wood industry. Our worldwide team of color specialists and our experts in advanced forecasting, inspire us to formulate the next generation of coatings colors.

Axalta Wood Vibes is a series of collections that focus on home interior color trends, including wood finishing trends. Our goal is to enliven every room - inspiring our clients through color and delivering the latest trends to the market.

We believe color adds excitement, beauty, and personality to everything we do, including wood. Our passion for color is our daily motivation, and we're proud to be your color expert for every surface in home décor.

Colors bringing you home

Home Fashion - Color Trends 2024

At Axalta Building Products, one of our goals is to support your effort of translating current and future trends into commercially viable paints, stains, and finishes for your customers. This edition of Wood Vibes assembles some of the most impactful current trends into four unique lifestyles:

In 2024, these trends seek a comfort level and quiet ease. Colors evoke feelings of nostalgia and a desire to preserve and protect our collective natural world. The shift towards casual living continues with a need for multi-functionality, while Inspiration comes from nature, and patterns, prints and florals provide interest.

For detailed information on colors referenced in Wood Vibes, please visit: [Axalta Wood Vibes](#)

Organic Luxe

Cool Modern

Fresh Air

Rich Contemporary

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Organic Luxe

Inspired by rural and agrarian environments, Organic Luxe features simple living design elements. Its minimalistic palette offers a spa-like feel interpreted with a certain rawness. Textures are dry and weathered, tempered with softness. Plaster finishes are trending, and there is a luxury feel from warm tints.





COLORS

- Warmed neutrals
- Inspirations from natural materials
- Dry/close-to-the-wood finishes
- Desaturated colors
- Smokey paints
- Finishes inspired by nature
- Warm beige with muted black
- Deep wood finishes with complexity
- Subtle color



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Organic Luxe

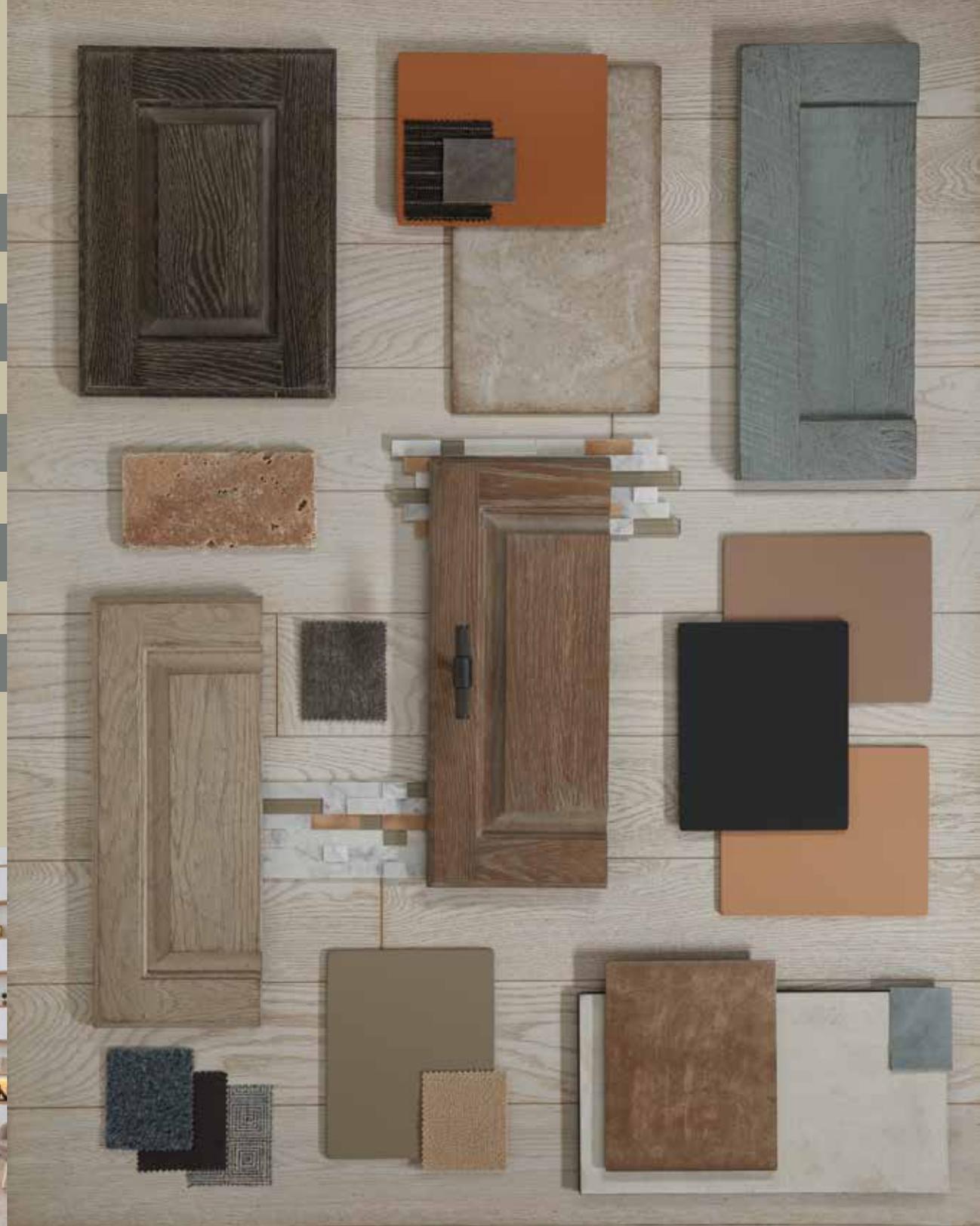
Earth tones inspire

Hardware features low sheen

Black with subtle texture

Muted/softened black

Slightly warmed neutrals





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COLORS

Soft hints of warmth in finishes
Grey accents cool browns & muted black
Tinted neutrals
Subtle hints of blue and green
Contrasting light & dark creates drama
Black-and-white signals luxury
Occasional reflectivity
Versions of white





Cool Modern

Inspired by urban living and mid-century modern design, Cool Modern features the use of enhanced neutrals where elegance is occasionally added through reflective surfaces. Drama is created with moodier tones such as soft grey paired with cool brown. Colors blend, but may not match. Technology brings vibrancy to this minimalistic lifestyle. Finishes that are glazed, somewhat dry, and inclusive of texture lend a casual feel.



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Cool Modern

Muted black

Cool browns with clean finishes

Use of traditional woods

Textured white

Black with subtle texture

Natural burl with a smoky feel

Tints of white, blue, & gray

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Rich Contemporary

With color and design influences from the 1970's, the Rich Contemporary lifestyle is eclectic, vibrant, and yes, rich. Mixed materials come into play, including bamboo, wicker, leather, and velvet. With mid-century modern design inspirations, nostalgia plays a role among a range of deeper tones creating an earthy interpretation of bold.





COLORS

Warmer tones
Emphasis on traditional woods:
Walnut, cherry, oak and pine
Warmed brown tinted finishes
Deeper browns
Black is key
Spice-influenced tints



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Rich Contemporary

Warmed stain colors

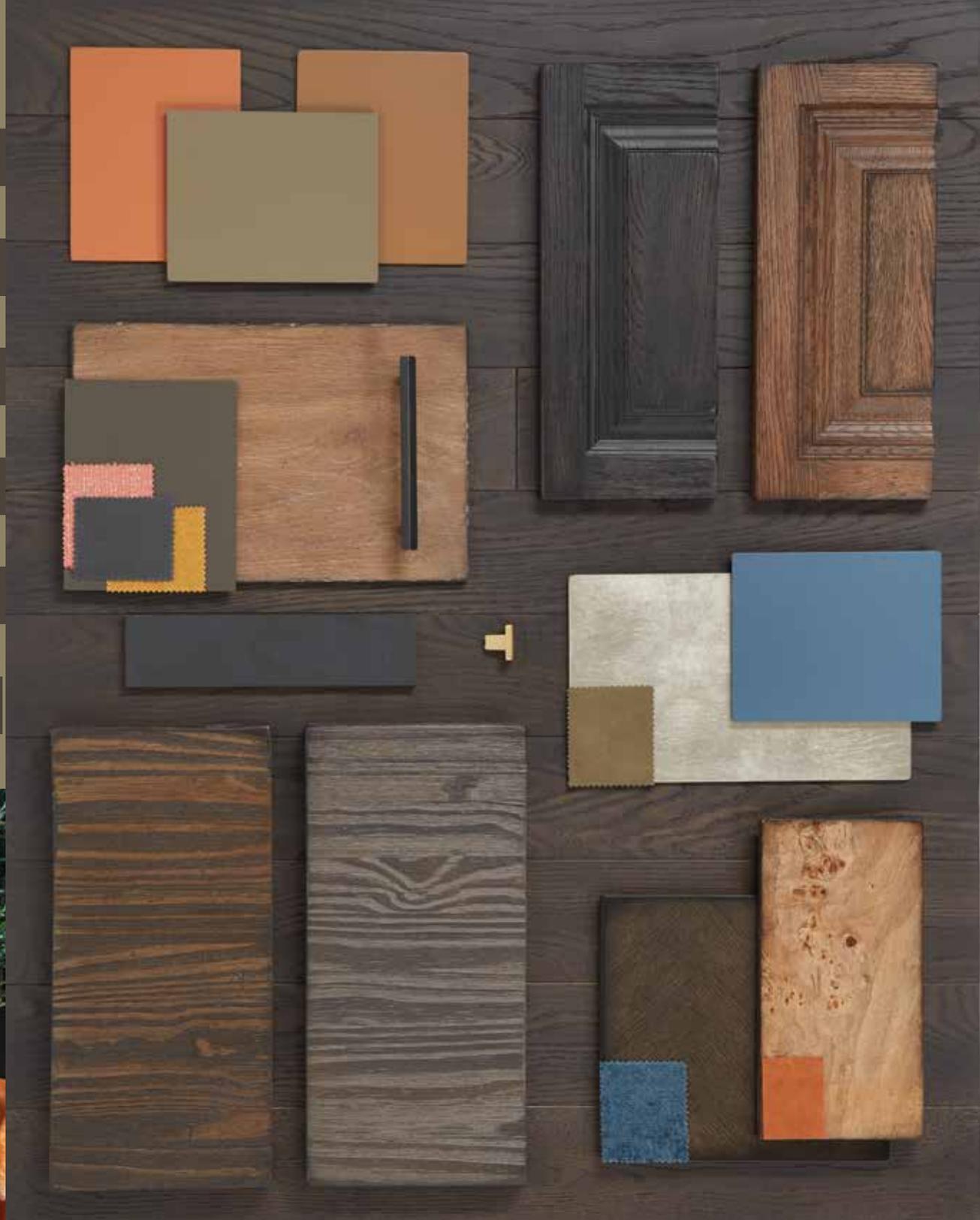
Clear and cool black stain

Softened golds, rubbed bronze

Rich blues

Herringbone patterns

Deeper wood tones





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COLORS

Light to medium dry wood finishes
Fresh & clean earthy neutrals
Aged and worked finishes
Whites and off-whites, less gray
Softened blues and greens
More expressive paint colors





Fresh Air

More traditional than other lifestyles, Fresh Air pulls its influence from water and the natural world. Patterns, prints, and a mix of materials, including wovens, bamboo, and rattan, provide natural inspiration. Brighter paint colors come into play that add an expressive feel in what is often a more colorful palette.



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Fresh Air

Natural materials

Neutral colors are fresh

Cool whites & soft golds

Light to natural tones

Textures with subtle glaze

Shades of blue & green



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