

Burch



2024 Color Trend Forecast



The Burch Design Studio presents its 2024 Color Forecast, a creative exploration of the transformative power of color in interiors. This year, they examine five unique palettes through the contrasting lenses of minimalism and maximalism, challenging your perception of how color can shape our spaces, influence our moods, and reflect our personalities.

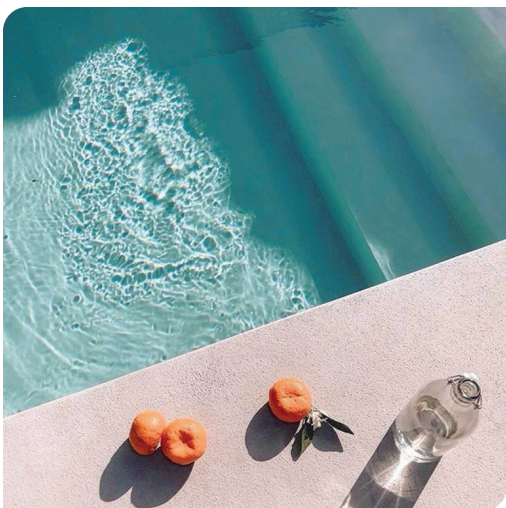
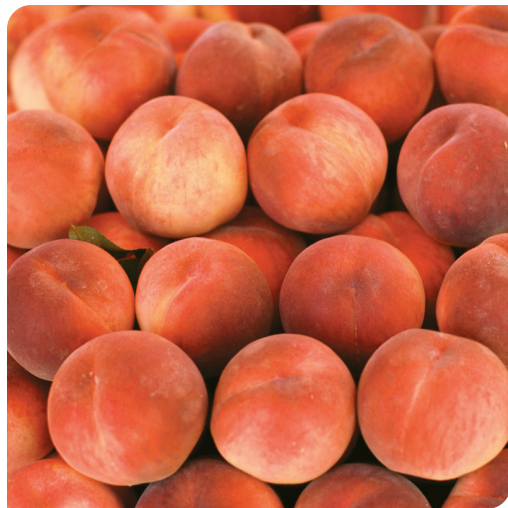
Minimalism's principle states less is more - and the adage that true luxury does not equate to opulence but instead embraces timelessness in every part of its design. By carefully curating each element within a space, you are embracing the elegance of simplicity. The Quiet Luxury and Montauk palettes provide excellent examples of this minimalist aesthetic.

Maximalism is for those who believe in making a statement and living life in high definition. This aesthetic champions a bold and unapologetic celebration of vibrant color and daring design. Refer to Tutti Fruitti, Shangri-La, and Dark Academia for a master class on using color as the main character in your space.

Whether you find beauty in restraint or think there's no such thing as too much color, Burch's 2024 Color Forecast is poised to inspire and influence your design choices for the year ahead.

TUTTI FRUITI

Mod Mood Burst // Craveable Color // Retro Whimsical





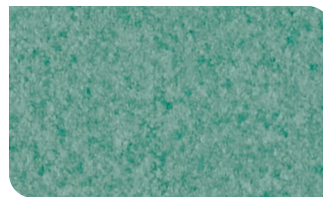
TUTTI FRUITI

Mod Mood Burst // Craveable Color // Retro Whimsicle

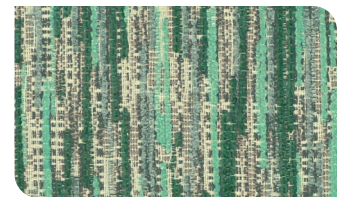
Satisfy your color craving with Tutti Frutti. Freshly squeezed citrus, granny smith greens, and minty blues culminate in a palette capturing the retro spirit and irresistible charm of Palm Springs.



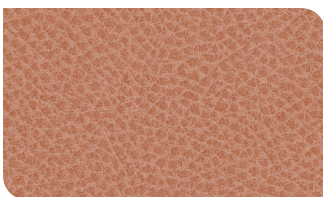
IBIZA BELLINI



MATTE CELESTE



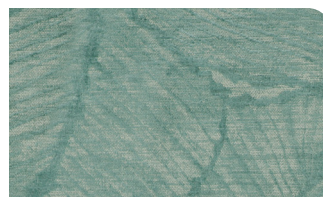
WARWICK JADE



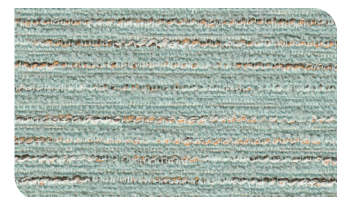
WRANGLER BLUSH



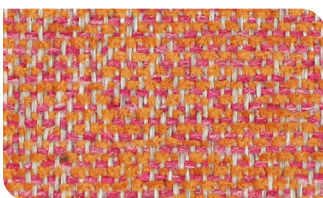
ILLUSION PAPAYA



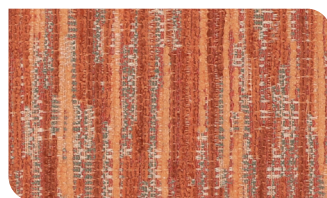
GRAMERCY SPA



INTERMISSION SKY



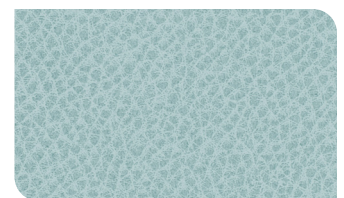
LAGO HIBISCUS



WARWICK CORAL



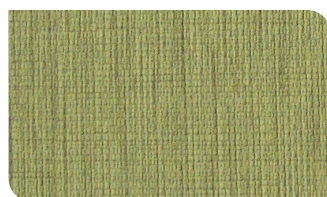
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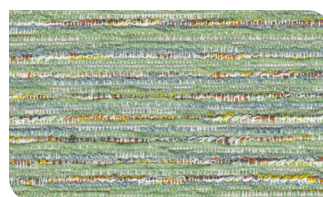
WRANGLER CORNFLOWER



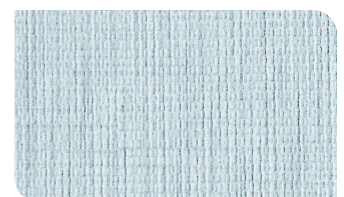
OVIATION BLOSSOM



VELLUM CHIVE



INTERMISSION SEAFOAM

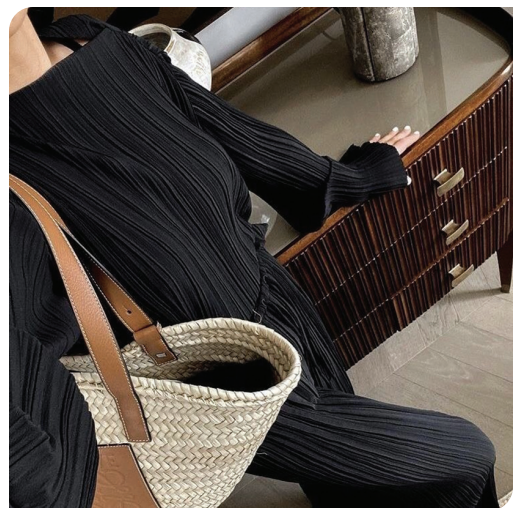


VELLUM ARCTIC



QUIET LUXURY

Capsule Classics // Elevated Edit // Quality Over Quantity

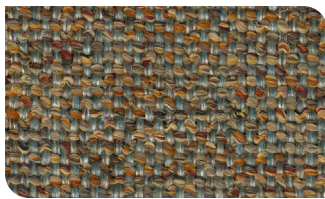




QUIET LUXURY

Capsule Classics // Elevated Edit // Quality Over Quantity

The capsule wardrobe theory meets interior design. Rich and textural neutrals construct a mix and match approach for built in versatility. Quiet Luxury is the embodiment of less is more.



ENSEMBLE MAPLE



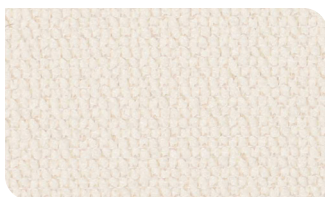
AMBIENT SALT



MATTE BUTTERCREAM



MADRAS TIRAMISU



NEPTUNE PEARL



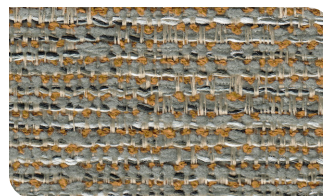
ASTORIA BRICK



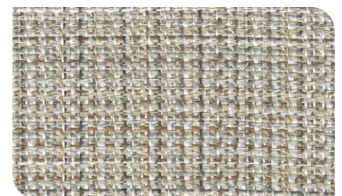
FRONTIER GOLD RUSH



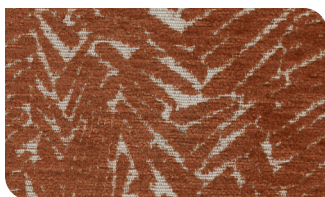
ANTIQUE TORTOISE



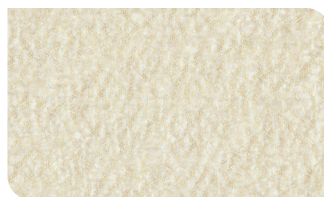
WILDER CAVERN



HOLMES ALMOND



CINEMA SIENNA



SHEARLING MUSLIN



NOOK CACAO



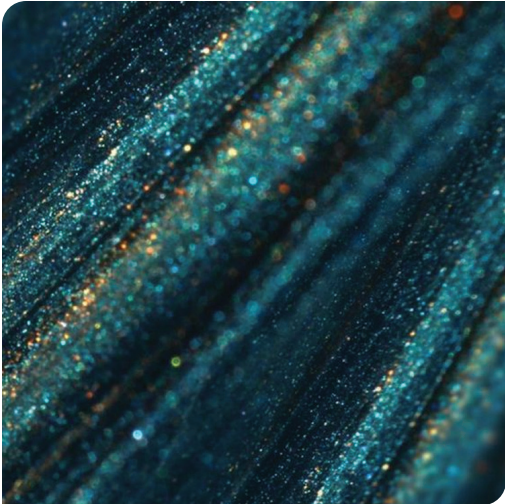
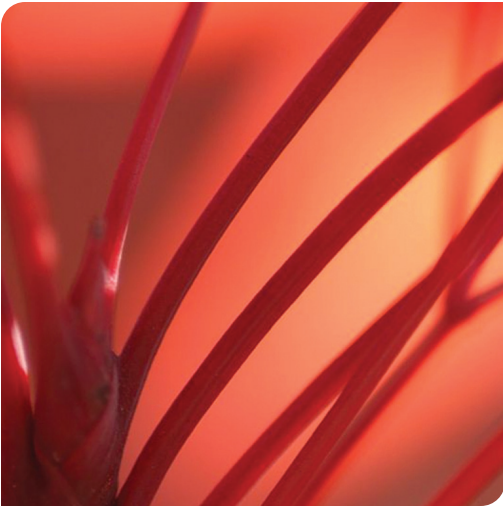
WOOLEN NATURAL



SHANGRI-LA



Haven on Earth // Natural Nirvana // Suite Sanctuary





SHANGRI-LA

Haven on Earth // Natural Nirvana // Suite Sanctuary

Escape everyday reality and check in to Shangri-La, where amenities are abundant and time is a mere concept. Lush tropical tones upgraded with lavish gilded accents create an all-encompassing, luxurious aesthetic.



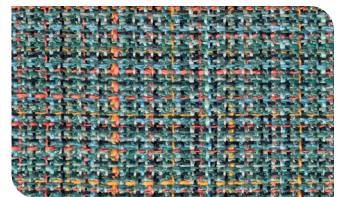
CINEMA MAUVE



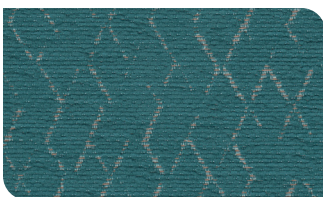
MADRAS MOSAIC



GRAMERCY OCHRE



HOLMES PARADISE



MEZZANINE LAGOON



MEZZANINE MOONLIGHT



MAZE ARTICHOKE



SOLID GROUND KEYLIME



HITHER LUNAR



ASTORIA AQUARIUS



TRITON BOARDWALK



TULUM SUNSET



DASH STRATUS

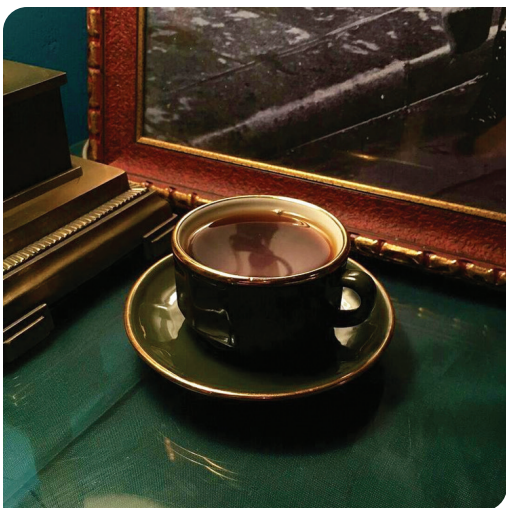
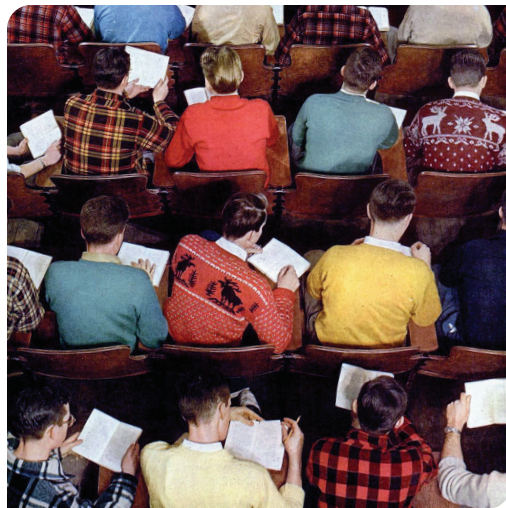


MEZZANINE ROSE



DARK ACADEMIA

Collegiate Cool // Social Scholar // Nostalgia 101

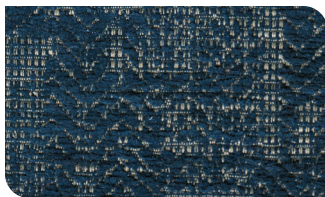




DARK ACADEMIA

Collegiate Cool // Social Scholar // Nostalgia 101

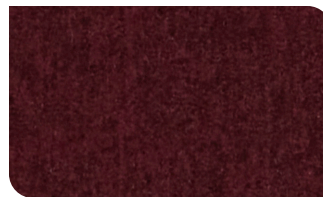
Primary colors take the lead in this deeply nostalgic homage to collegiate days. Dark Academia's navy, ivy, burgundy, and gold blend perfectly with dark wood and brass accents, creating a scholarly vibe. Earn extra credit for mixing patterns, especially plaids, tweeds, and herringbones.



FRONTIER RIVER



MADRAS MOROCCAN



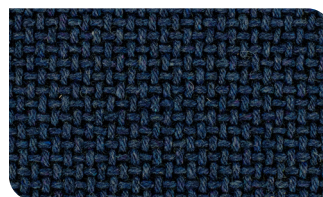
MATTE GARNET



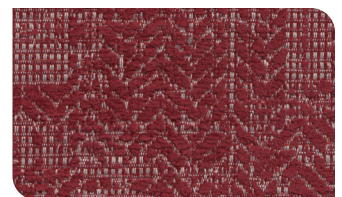
MEZZANINE MESA



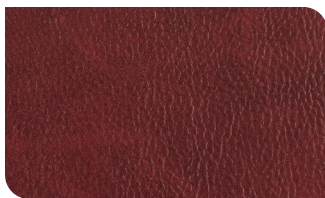
DASH SOLEIL



AMBIENT BALTIC



FRONTIER SUMAC



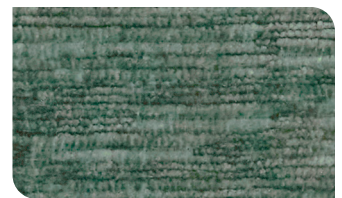
SCHOLAR CRIMSON



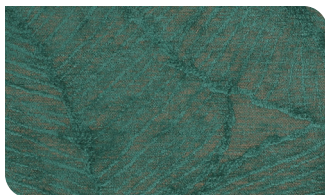
BILLIARD JAVA



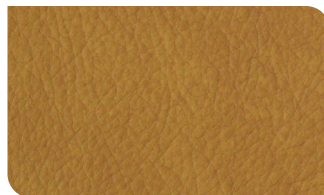
CINEMA JUNGLE



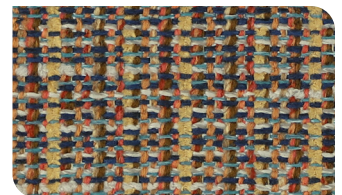
DASH ROSEMARY



GRAMERCY JUNIPER



ORIGIN CARAMEL



HERITAGE CLASSIC



MONTAUK



Into the Blue // Outside Influence // Coastal Casual

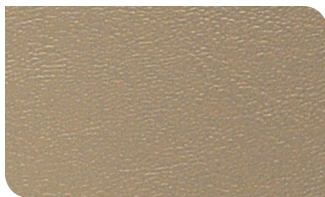




MONTAUK

Into the Blue // Outside Influence // Coastal Casual

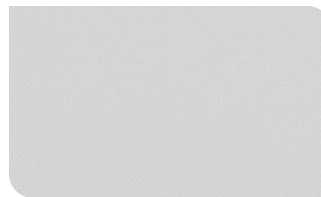
Sink your toes into the sand and let the crystal-clear water wash away all your worries. Montauk's soothing ombre of coastal hues brings inside the outdoors in an upscale casual way. Montauk pairs well with sisal rugs, rattan accents, and cool breezes.



ALFRESCO KHAKI



SHEARLING BISCOTTI



VERANDA NIMBUS



CLOUD NINE DELFT



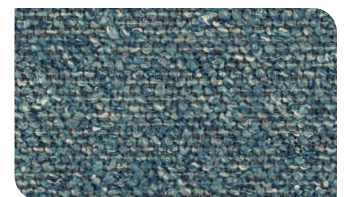
GRAMERCY MAPLE



MADRAS GYPSUM



FLEUR FROST



LOOM LAGO



CALYPSO SANDPIPER



PARLOUR CORNFLOWER



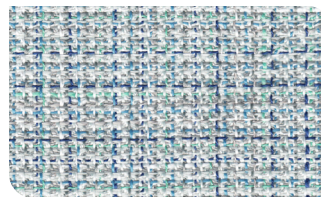
DASH TRITON



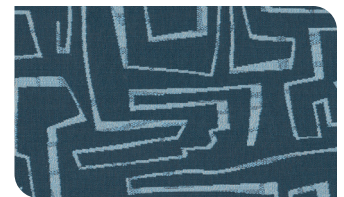
LOOM LONDON FOG



INTERMISSION ANGORA



HOLMES ARCTIC



TULUM WAVE

2024 Burch Color Trend Forecast // PAlettes

TUTTI FRUITTI



FRESH SQUEEZED
#e56a25

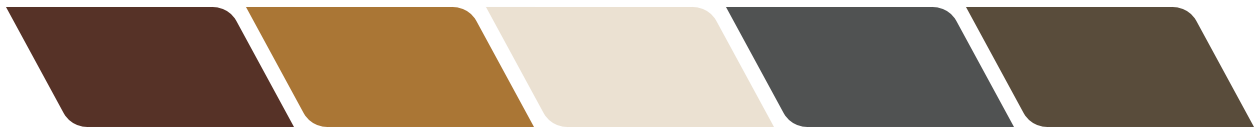
PEACHY KEEN
#ec9b7d

GRANNY SMITH
#94af5c

COOL MINT
#4ea69c

COTTON CANDY
#aeccdc

QUIET LUXURY



LEATHER
#563227

BLAZER
#aa7635

CASHMERE
#ebe1d2

LOAFER
#505252

TRENCH
#594c3b

SHANGRI-LA



GUAVA
#ba5641

UTOPIA
#b09d23

GROTTO
#656561

LAGOON
#0e606b

DARK ACADEMIA



ALMA MATER
#602625

#2 PENCIL
#bc8527

IVY LEAGUE
#21402b

OXFORD BLUE
#002147

MONTAUK



DUNEGRASS
#c6b492

SCRIMSHAW
#e6e6e6

INLET
#94adbb

HIGH TIDE
#314b5d
