



**Dulux**  
COLOUR OF THE YEAR 2023  
**WILD  
WONDER™**

FEEL THE MAGIC OF NATURE  
IN YOUR HOME



**ONE ROOM,  
FOUR WAYS  
WITH  
WILD WONDER™**

**ON-TREND COLOURS  
TO CHANGE  
YOUR MOOD**





Lush Colours



Buzz Colours



Raw Colours



Flow Colours



Heleen van Gent, Creative Director, AkzoNobel's Global Aesthetic Center

INTRODUCING  
DULUX COLOUR OF  
THE YEAR 2023

# WILD WONDER™

"The **seeds of inspiration** for this year's colour story were planted at our Trend Forecast in 2021. It's an event we host every year, inviting international design experts to share their insights with us about where the world is heading, so we can respond with **colours that will resonate** in 2023.

With the natural world at the top of the global agenda, we've put **nature at the heart** of our story this time. Not only have we chosen a Colour of the Year inspired by nature – Wild Wonder™ – each of our four new palettes reflects the different ways that **nature teaches and nurtures** us. The earth is the source of everything, bringing us solace, inspiration and a myriad of blueprints for living. Our 2023 story is about helping you **capture the magic** of nature and bring it into your home."

Heleen van Gent

"OUR COLOUR OF  
THE YEAR CAN  
HELP YOU FEEL  
IN TOUCH WITH  
THE NATURAL  
WORLD"

Heleen van Gent



# 1 WORKSPACE, 4 WAYS

Built around Wild Wonder™, each of our four new colour palettes tells its own story about the magic of nature, and each brings a very different look and feel to a room...

## RAW COLOURS

### AN ENRICHING SPACE

Mellow shades of harvested crops, these colours reflect the wonder of nature's raw materials. They can bring a sense of richness and creativity to a room.



G0.16.68  
50YY 49/191

D9.19.42  
80YR 219/177



T0.10.70  
14BB 55/113

TN.02.71  
30BB 53/012

G0.16.68  
50YY 49/191

## FLOW COLOURS

### A SPACE FOR BALANCE

Inspired by the rhythms and tides of the natural world, these soft and fluid seashore tones can bring a sense of balance to our busy lives.



## BUZZ COLOURS

### A SPACE FOR HARMONY

Celebrating the bustling biodiversity of a wildflower field, these vibrant tones add energy, harmony and joy. They're made for a mix and match.



AN.02.35  
38RR 15/026

G0.16.68  
50YY 49/191

## LUSH COLOURS

### A SUPPORTIVE SPACE

Taken from the healing tones of nature in gardens, forests and woodlands, these greens and browns can help our homes feel part of the natural world.

B1.18.51  
90RR 28/245

D6.38.51  
70YR 27/404

G0.16.68  
50YY 49/191

Find out how to achieve these looks and paint effects at [dulux.com](https://www.dulux.com)

# 1 BEDROOM, 4 WAYS

Combining Colour of the Year, Wild Wonder™, with our easy-to-use colour palettes and simple paint effects, you can create just the feeling you need...

## RAW COLOURS

### WARM & ENRICHING

This palette is ideal for a bedroom, creating a comfortable and cocooning feel and a warm backdrop that works naturally with the sunlight.



G0.16.68  
50YY 49/191

E7.10.53  
10YY 30/106



## BUZZ COLOURS

### BRIGHT & JOYFUL

Buzz colours are begging to be used together. Experiment with stripes and bring in a patchwork of pattern for a joyful and harmonious scheme.

G0.16.68  
50YY 49/191

E1.08.69  
90YR 51/109

B1.18.51  
90RR 28/245

## LUSH COLOURS

### CALM & SOOTHING

The soft greens of the Lush palette are subtle and comforting, creating the perfect calm and supportive feel for a bedroom.



K0.05.47  
52GY 24/050

G0.16.68  
50YY 49/191

G8.03.79  
82YY 67/046



F0.03.66  
30YY 46/036

F4.04.73  
30YY 56/060

E7.10.53  
10YY 30/106

## FLOW COLOURS

### BALANCED & TIMELESS

A perfect mix of warm and cool shades, this palette brings a sense of equilibrium to a room, creating a space that feels comfortable, whatever the season.

Find out how to achieve these looks and paint effects at [dulux.com](https://www.dulux.com)

# IDEAS FOR LUSH COLOURS

Made up of tones inspired by woodlands and forests, Lush colours bring an instant connection with nature, creating a calm and comforting backdrop in any room.

## #1 STUDY AREA

### CALMING CONTRAST

By offering a subtle connection with nature, this soothing palette can help ease feelings of stress in a home office, and act as a natural counterpoint to our digital lives.



Q3.21.27  
30BG 10/111

K0.05.47  
52GY 24/050

G0.16.68  
50YY 49/191

## #3 LIVING ROOM

### HEALTHY LIVING

Soothing Lush colours make the perfect backdrop to natural materials and indoor plants, creating a living area that feels calm and uplifting.



G3.12.56  
60YY 33/130

G0.16.68  
50YY 49/191

## #2 BEDROOM

### RELAXING RETREAT

The soft greens and neutrals of the Lush palette, combined with Wild Wonder™, can create a calming and restorative space for sleep.



J0.05.65  
20GY 46/067

G0.16.68  
50YY 49/191

X5.04.69  
70RB 50/062

## #4 KITCHEN

### OUTSIDE INSIDE

Offering an echo of the landscape, Lush colours bring a fresh, warm feel. By combining these tonal greens with Wild Wonder™, you can create a unified and calming scheme.



G0.16.68  
50YY 49/191

J0.05.65  
20GY 46/067

G8.03.79  
82YY 67/046



Find out how to achieve these looks and paint effects at [dulux.com](https://www.dulux.com)

# IDEAS FOR RAW COLOURS

Taking inspiration from the wonder of nature's materials and designs, our Raw palette helps to create a warm, enriching feel, wherever you use it.

## #1 KITCHEN

### CREATIVE COLOUR

The darker tones of the Raw palette bring rich natural colour to a room without overpowering it – perfect for creating a bit of drama in your home.



C3.16.38  
30YR 16/162

G0.16.68  
50YY 49/191

D9.19.42  
80YR 19/177



## #3 BEDROOM

### NATURAL COMFORT

Inspired by the warm tones of harvested crops, Raw colours are ideal mixed with Wild Wonder™ and natural materials for a comfortably rustic feel.

G0.16.68  
50YY 49/191

E2.17.58  
90YR 36/203

C8.04.67  
50YR 47/057

## #2 LIVING ROOM

### MODERN NEUTRALS

With its soft natural shades, this palette brings cosiness to a contemporary look for a subtle and sophisticated feel.



F4.06.78  
30YY 67/084

G0.16.68  
50YY 49/191



G0.16.68  
50YY 49/191

GN.00.85  
81YY 81/016

G0.10.75  
47YY 62/143

## #4 STUDY AREA

### TWO-TONE INSPIRATION

Combining soft, natural Raw colours with Wild Wonder™ can build a warm and enriching backdrop to a home office – the perfect springboard for a bit of creative thinking.



Find out how to achieve these looks and paint effects at [dulux.com](https://www.dulux.com)

# IDEAS FOR BUZZ COLOURS

Reminding us of the bustling biodiversity of a wildflower field, these upbeat tones can bring a joyful and harmonious feel to all parts of your home.

## #1 KITCHEN

### BRIGHT & BREEZY

Fizzing with positivity, upbeat Buzz colours can bring a blast of energy to a room – perfect for creating an inviting kitchen.



F8.31.69  
45YY 51/365

G0.16.68  
50YY 49/191

## #3 LIVING ROOM

### WARM & WELCOMING

Inspired by the mellow tones of meadows and grasslands, Buzz colours can give a warm glow to a contemporary living room.



G0.16.68  
50YY 49/191

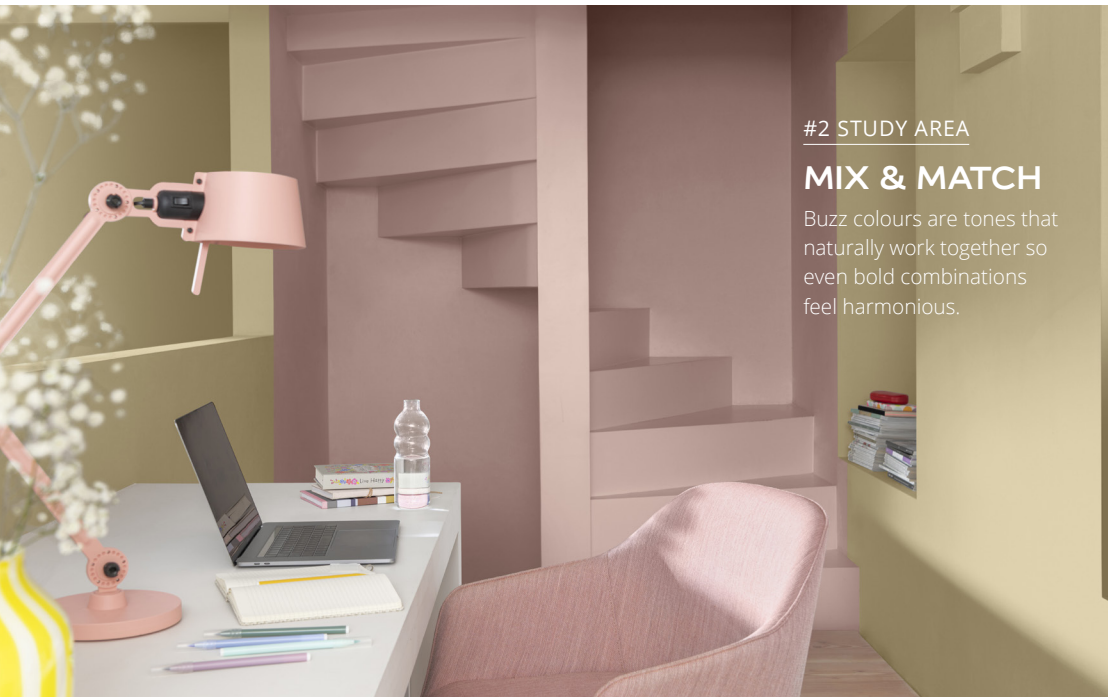
D6.38.51  
70YR 27/404

E4.14.68  
00YY 48/171

## #2 STUDY AREA

### MIX & MATCH

Buzz colours are tones that naturally work together so even bold combinations feel harmonious.



G0.16.68  
50YY 49/191

C2.06.68  
30YR 49/097

## #4 BEDROOM

### MEADOW MAGIC

Warm and subtle harvest tones, our Buzz palette can bring an element of joy to any room.



CN.03.77  
50YR 64/045

F8.31.69  
45YY 51/365

G0.16.68  
50YY 49/191

Find out how to achieve these looks and paint effects at [dulux.com](https://www.dulux.com)

# IDEAS FOR FLOW COLOURS

Reminding us of the rhythms and tides of life, our Flow palette – made up of fluid seashore tones – can bring a sense of balance to your home.

## #1 KITCHEN

### DARK & LIGHT

The Flow palette balances light neutrals with darker shades, so you can create a colour-block effect that feels fluid. It's the ideal way to zone different areas in a kitchen.



T0.10.70  
14BB 55/113

G0.16.68  
50YY 49/191

S9.06.72  
10BB 55/065



## #2 LIVING ROOM

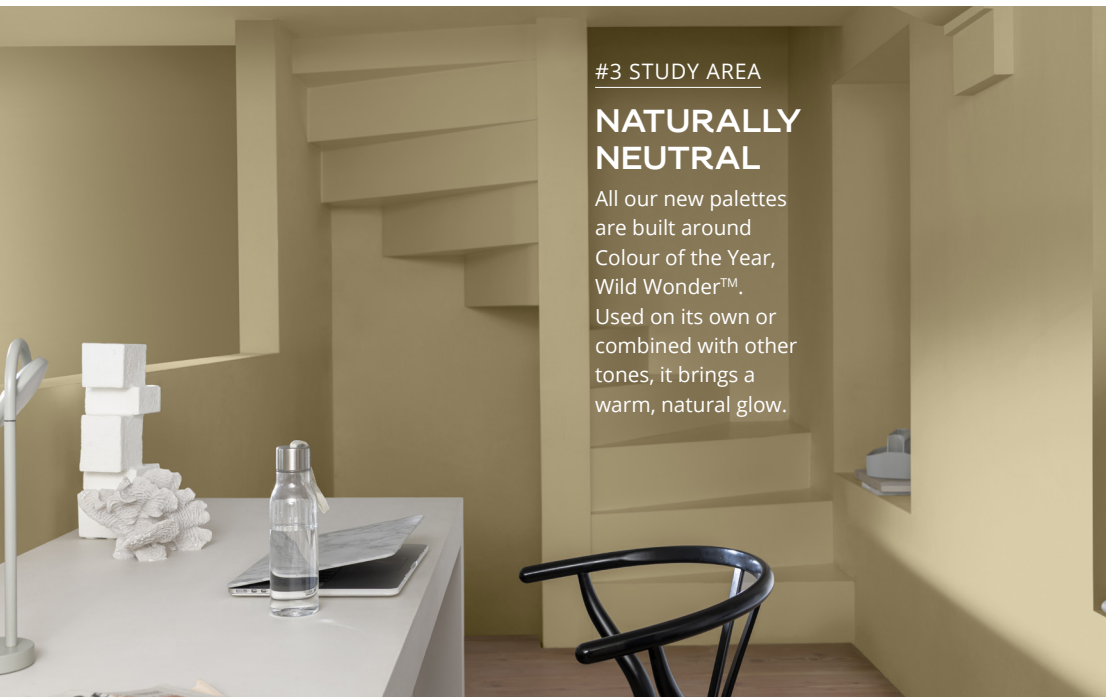
### WARM & COOL

Warm, neutral Flow colours make the perfect subtle but cosy backdrop for a modern living room.

G0.16.68  
50YY 49/191

F0.03.66  
30YY 46/036

TN.01.71  
30BB 53/012



## #3 STUDY AREA

### NATURALLY NEUTRAL

All our new palettes are built around Colour of the Year, Wild Wonder™. Used on its own or combined with other tones, it brings a warm, natural glow.

G0.16.68  
50YY 49/191



ON.00.78  
17GY 68/005

S0.10.50  
50YY 49/191

G0.16.68  
50YY 49/191

## #4 BEDROOM

### FORMAL & FLUID

Even a smart, chequerboard effect can feel fluid when it's painted with Flow colours. These timeless, seashore shades bring instant balance in a bedroom.

Find out how to achieve these looks and paint effects at [dulux.com](https://www.dulux.com)



# WITH YOU AT EVERY STEP

Feeling inspired to bring the magic of nature into your home with Dulux Colour of the Year 2023 and its complementary colours? Here's how to start a transformation...  
#colourstartshere

## 1. TEST YOUR COLOURS

Make a shortlist of your favourite shades, and then finalise your palette with Dulux Colour Testers, so you can see exactly how each colour will look on your walls. With a built-in mini roller, they're easy to use, mess-free and will even fit through your letterbox.

Order at [dulux.com](https://dulux.com)



## 2. CHOOSE YOUR PAINT TYPE

Next, you need to decide on your paint finishes. We have a wide selection to suit every surface, from walls to woodwork and metal. All of our paint has unrivalled depth of colour and will keep your interior looking beautiful for longer.

To find your nearest Wild Wonder™ stockist, visit [dulux.com](https://dulux.com)



## 3. GET CREATIVE

Once you've chosen your colours, found the right finish and are ready to paint, your colour story can really begin. At [dulux.com](https://dulux.com), you'll find lots of inspiration and ideas, along with expert tips and easy-to-follow, step-by-step advice to help you bring your walls to life. Whatever type of decorating project you're planning, we're here to help you capture the magic of nature and bring it into your home.



# FEEL THE MAGIC

with Wild Wonder™,  
Dulux Colour of the Year 2023



Feeling inspired? Find out more about Wild Wonder™ at [Dulux.com](https://www.dulux.com)