

Fashion & Interiors

Trends of the 20th and 21st Centuries



Learning Objectives

1. Gain an understanding of key fashion influences of the 20th century and their connection to major interior design trends.
2. Look at the current trend cycle and how both micro and macro trends can affect consumer behaviors, aesthetics, as well as color preferences.
3. Understand the transition to Color Trends 2026 from previous Color Trends palettes.
4. Discover concepts and points of inspiration that influenced the development of the Color Trends 2026 palette.





Arts & Crafts

“

*“Have nothing in your houses that you do not know
to be useful, or believe to be beautiful.”*

William Morris

”



© Victoria and Albert Museum, London



Dark Pewter
2122-10

Black Berry
2119-20

Swiss Coffee
OC-45

Spa
AF-435

Aventurine
AF-445

Powell Buff
HC-35

Southwest Pottery
048

Arts & Crafts Color Palette

Black Berry
2119-20

Stratton Blue
HC-142

Dark Pewter
2122-10

Greenbrier Beige
HC-79

Silhouette
AF-655

Art Deco

“

*“I am an artist,
not a dressmaker.”*

Paul Poiret

”



Paul Poiret. (designer). Costume (Fancy Dress), 1911. Metal, silk, cotton, Length (a): 50 1/4 in. (127.6 cm) Diameter (b): 8 1/8 in. (20.6 cm). Purchase, Irene Lewisohn Trust, 1983 (1983.8a, b).
Image copyright © The Metropolitan Museum of Art. Image source: Art Resource, NY

Maritime White
OC-5

Chocolate Sundae
2113-10



Maritime White
OC-5

Summer Harvest
206

Tissue Pink
1163

St. Lucia Teal
683

Sterling
1591

Art Deco Color Palette

Chocolate Sundae
2113-10

Showtime
293

Antique Rose
2173-40

Lucerne
AF-530

Amherst Gray
HC-167

Mid-Century Modern

“

“Simplicity, good taste, and grooming are the three fundamentals of good dressing.”

Christian Dior

”



A GARDEN OF COLOR IN YOUR KITCHEN

PLATINUM GRAY and MAJESTIC BLUE and the arresting accent color of OCEAN CORAL for interior cupboards to set off your translucent china and glistening glassware.

If you love flowers—have a light DAFFODIL YELLOW KITCHEN. Combine AQUA GREEN with it and a touch of RED for accent. Your work will seem easier and less tiring with a gay background. All the surfaces will glisten and the fingerprints on the cupboards and furniture are so easy to wipe with a damp cloth.

Have you thought of painting the inside of your cabinet drawers—the handles of your cutlery—the shelf edges and the canisters? They will beam in bright colors of MAJESTIC BLUE, SUNSET ORANGE or BRILLIANT RED.

High Gloss

IMPERVO ENAMEL

Quick Drying

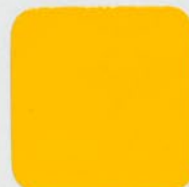
COLORFUL AS A SUNRISE

New Impervo Enamel stands high in the opinion of painting contractors and homeowners. Everyone applauds its performance on the job. They like its bright, clear colors and easy application. Its excellence is the result of the skillful balance of new type raw materials that produces durability, permanence of color and a hard smooth finish.

Use New Impervo Enamel on any surface that calls for a quick drying, high gloss enamel. It's washable and weatherproof. Use New Impervo Enamel on automobiles—window blinds—front doors—screen frames and storm sash. You'll like it too!



PEACH



DAFFODIL YELLOW



PLATINUM GRAY



CREAM
(formerly Ivory)



SUNSET ORANGE



AQUA GREEN



IVORY
(formerly Pale Ivory)



FRENCH BLUE



OCEAN CORAL



TURQUOISE BLUE



BROWN



BRIGHT GREEN



BRILLIANT RED



MAJESTIC BLUE

Also WHITE and BLACK



YOUR SUMMER RETREAT

Out in the warm sun, in the cool of the evening or under the glittering canopy of stars—find rest. Relax and enjoy the beauty of outdoors. Finish your porch and lawn furniture with WHITE, BRIGHT GREEN, IVORY or BROWN.

No more worries about sudden rain when your furniture is protected with IMPERVO ENAMEL. It flows on smoothly and has excellent hiding and wearing qualities.

Give your garden implements—your wood and wicker porch tables—wheelbarrow and chairs—a new lease on life with the brilliant colors of IMPERVO ENAMEL. Wash the surface—dry thoroughly and apply one of the enchanting colors to give an air of functional beauty and newness to your surroundings.







Aegean Teal
2136-40

Aegean Teal
2136-40

Dijon
193

Hush
AF-95

Lewiville Green
494

Alabaster
OC-129

Mid-Century Modern Color Palette

Slate Teal
2058-20

Terra Cotta Tile
2090-30

Maryville Brown
HC-75

Peale Green
HC-121

Wenge
AF-180

Memphis Design



Scandinavian



Postmodernism



Maximalism



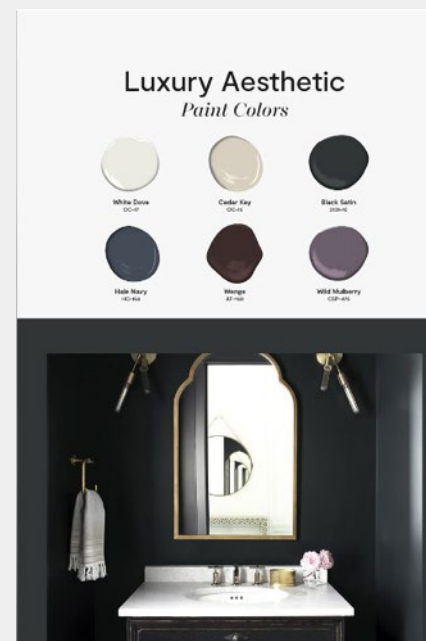
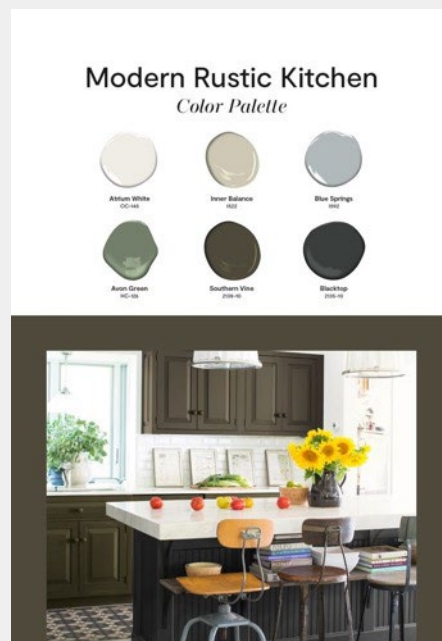
Modern Farmhouse



Minimalism



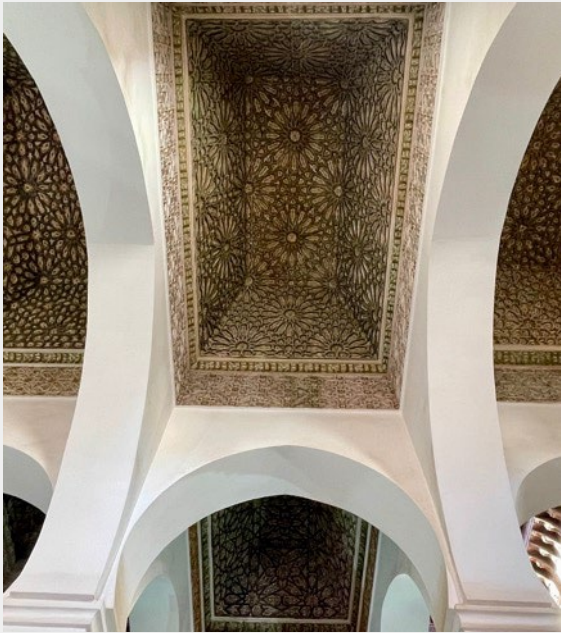
Transitional



In Summary

- When talking about 20th-century design, three key styles come to the foreground as having a major influence on consumer behaviors, general aesthetics, and all aspects of design.
- The Arts & Crafts Movement encouraged designers to take a more ethical and creative approach with handmade objects, nature-inspired patterns, and honest materials.
- Art Deco highlighted decorative elements and curved lines, breaking from the traditional forms and silhouettes found in interiors and fashion.
- Mid-Century Modern design emphasized simplicity and good taste, creating a more tailored but still organic look.
- As technology advanced, so did the rate of the trend cycle. People began to blend styles and look to create spaces and wear clothes unique to them.





Evolution of Hues

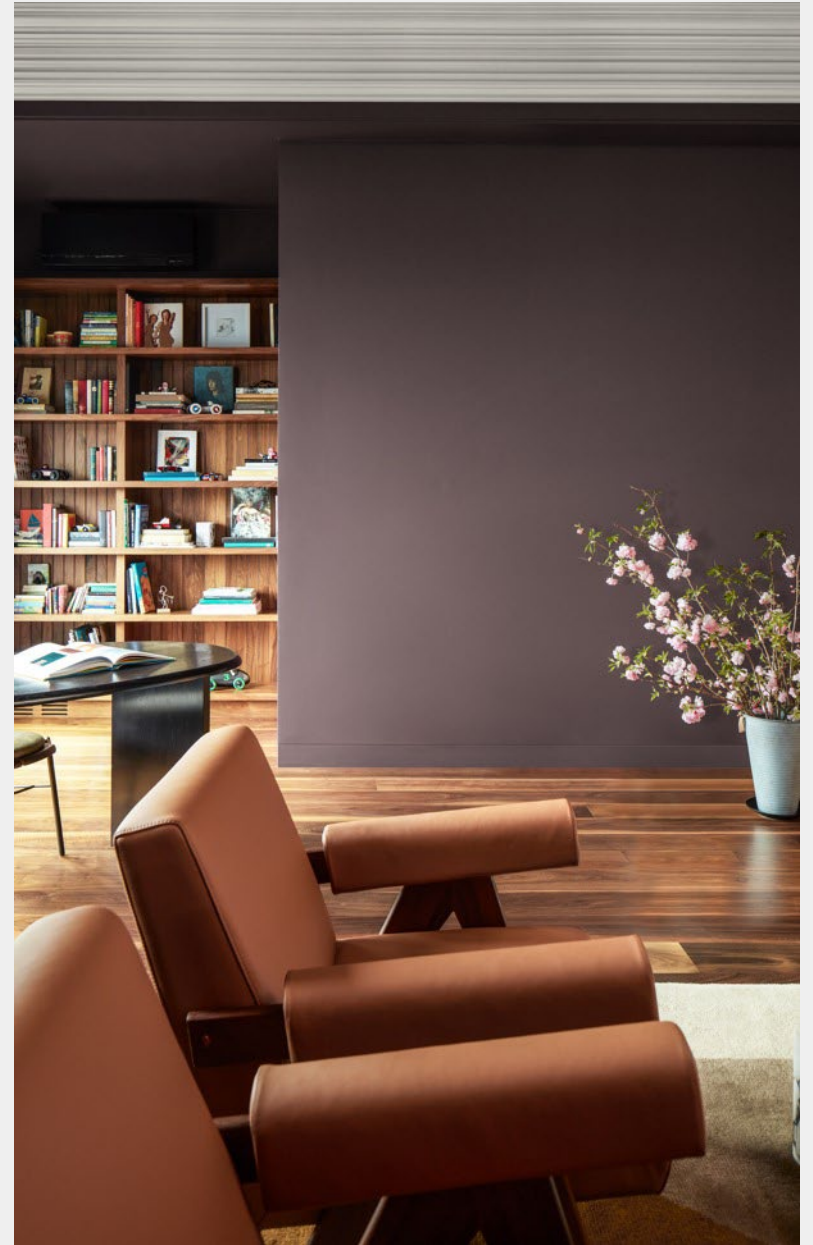
Starry Night Blue 2067-20	2023	Blue Nova 825	2024	Stained Glass CSP-685	2025
North Sea Green 2053-30	2023	Regent Green 2136-20	2024	Ashwood Moss 1484	2025
Chestertown Buff HC-9	2021	Pale Moon OC-108	2022	Honeybee CSP-950	2024
Cinnamon 2174-20	2023	Topaz 070	2024	Leather Saddle Brown 2100-20	2025
Raspberry Blush 2008-30	2023	Teacup Rose 2170-50	2024	Tissue Pink 1163	2025
New Age 1444	2023	Hazy Lilac 2116-40	2024	Cinnamon Slate 2113-40	2025
Natural Linen 966	2022	Antique Pewter 1560	2024	Sea Salt CSP-95	2025



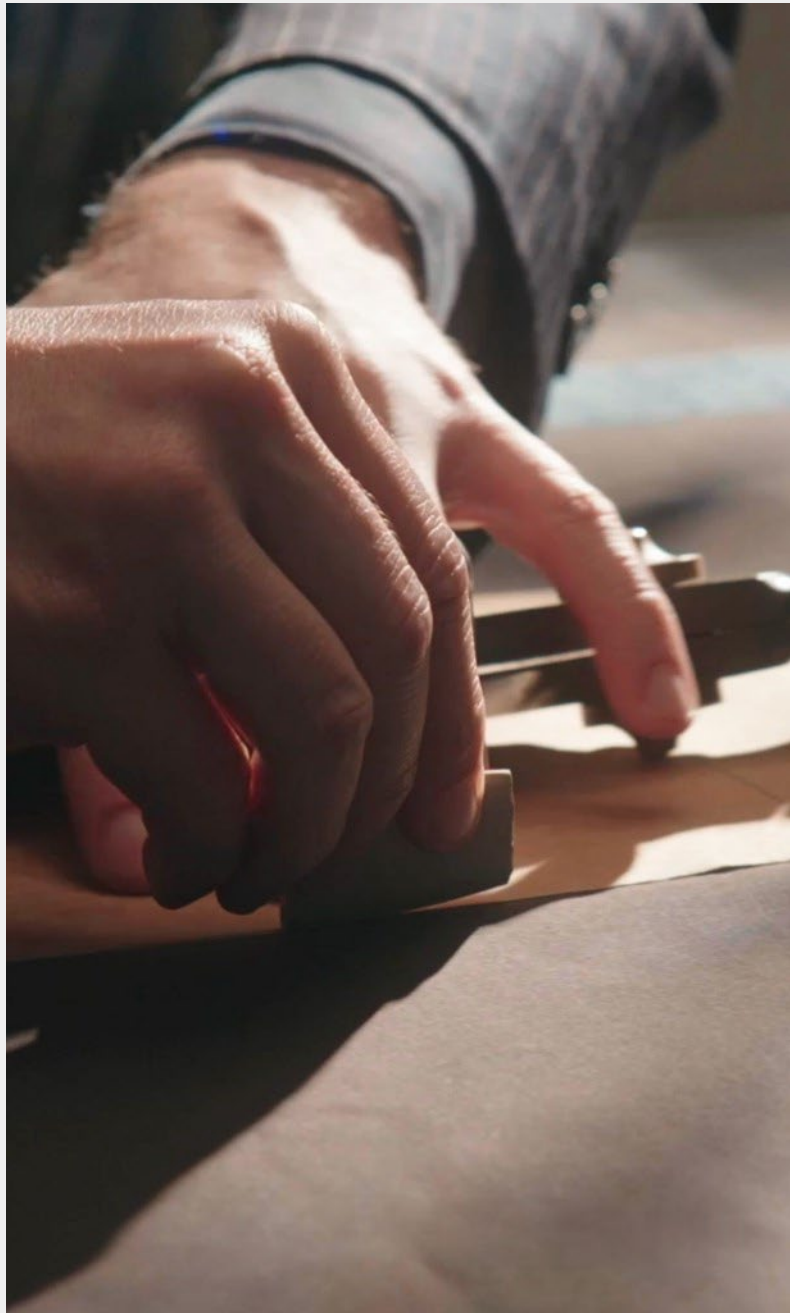
Raspberry Blush
2008-30



Blue Nova
825



Cinnamon Slate
2113-40



Color of the Year 2026

Silhouette
AF-655

Reminiscent of tailored suiting, Silhouette weaves rich espresso hues with refined notes of charcoal.





Wenge
AF-180



Leather Saddle Brown
2100-20



Chowning's Tan
CW-195



Silhouette
AF-655

Raindance
1572

Swiss Coffee
OC-45

First Crush
CSP-310

Batik
AF-610

Color Trends 2026

Color Palette

Narragansett Green
HC-157

Southwest Pottery
048

Sherwood Tan
1054

Silhouette
AF-655



Enchanting Pales



Raindance
1572





Swiss Coffee
OC-45





First Crush
CSP-310





Batik
AF-610





Handsome Midtones



Narragansett Green
HC-157





Southwest Pottery
048





Sherwood Tan
1054





Silhouette
AF-655







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Thank
You!

Sources

- Beswick, Constance. "Examining the Era of Micro Trends." *Global Fashion Agenda*, April 17, 2024. <https://globalfashionagenda.org/news-article/examining-the-era-of-micro-trends/>
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- "William Morris and Wallpaper Design." V&A. <https://www.vam.ac.uk/articles/william-morris-and-wallpaper-design>



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