



COLOR TREND 2024-2025



When the world almost stood still in 2020-21, people's psyches were impacted. Most of us were forced to physically inhabit a much smaller space when the external world ground to a near halt. We dealt with existential questions about life, relationships, home, food, health, survival, and the future.

The brave accepted the call and plumbed the depths. They dared to go on a journey of reflection and self-knowing, and used the visceral experiences they encountered as teachers. They saw that many of our social constructs and old systems no longer serve the common good.

We have now reached an inflection point, where we believe significant changes will take place in the world. It is our privilege to present to you Boysen Color Trend 2024/25, which we call Ascension.

The Color Trend Ascension is an invitation to live with intention...to create the connections to ourselves, to each other, and to the planet that nurtures us.

The social, political, cultural, and technological trends that underpin the chosen colors gave birth to the four palettes—**Awakening, Alchemy, Artistry, and Abundance.**

There are six paint colors in each of the four palettes, or a total of 24 fresh hues that make up Ascension. The colors are mostly light, bright, joyous and optimistic. There are a few dark colors that can provide contrast and balance as well.

With these 24 paint colors, we invite you to create a living space that will nurture you and inspire you to manifest a world which reveals your very own magic.



awakening

Awaken to the light within you.



alchemy

Believe in your magic and seek to fulfill your purpose.



artistry

Weave a rich tapestry with all the threads life brings you.



abundance

Tune into a life of abundance and bliss.





awakening

As our side of the earth quietly turns to the sun, the first sliver of light emerges in the night sky. Pale shades of orange, yellow, and violet appear as the seconds tick by. Darkness gently lifts to uncover the deep dark green tones of foliage and the earthy brown of the ground under it. This is what inspired the **Awakening** paint palette.

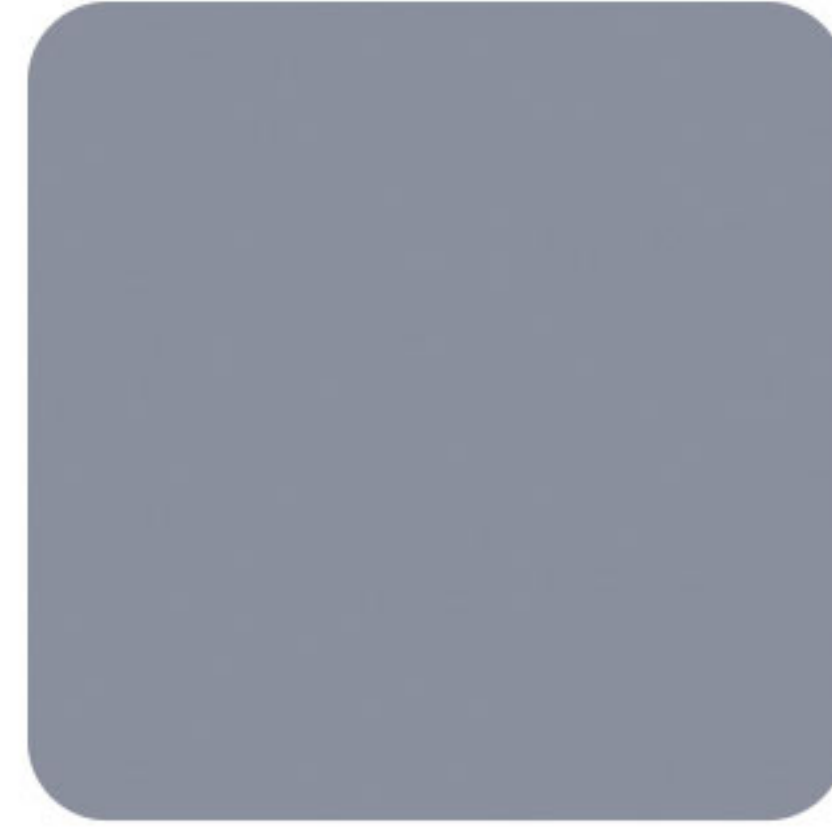
Bring the softly glowing colors of dawn into your home. Let the peaceful hues wash over you as you serenely begin your day. Use the colors to pierce the veil that shrouds your own awareness of your daily blessings.

Awaken to the beauty that surrounds you. There is nothing ordinary in your extraordinary life.

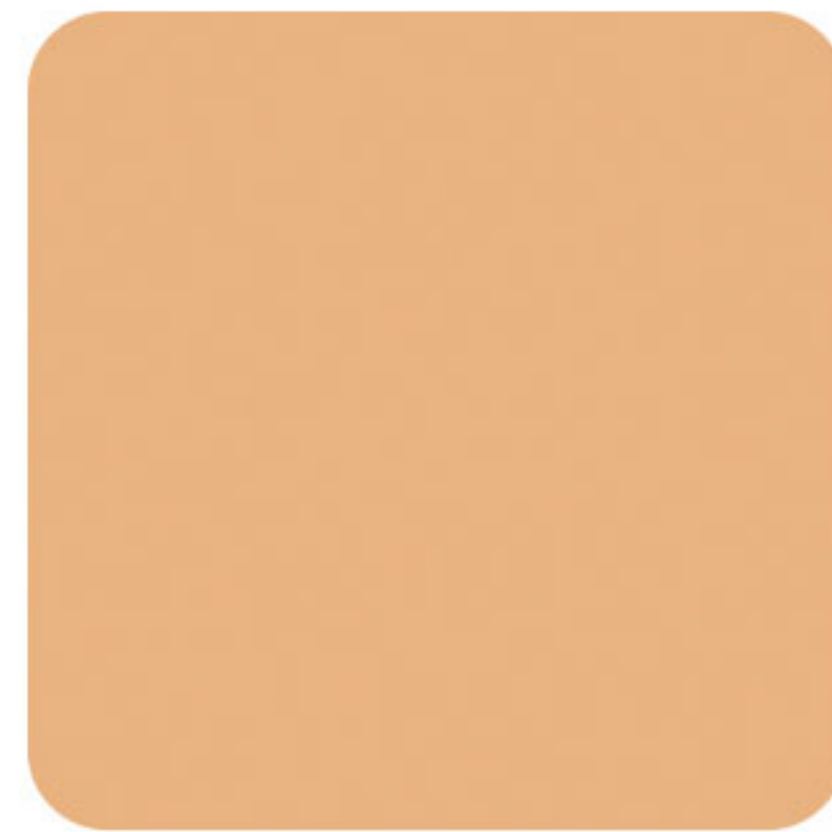
BCT24-7022S
Calm Mind



BCT24-7446S
Hazy Dream



BCT24-7747S
Golden Hour



BCT24-7209S
Soulful Solace



BCT24-7814S
Grounding

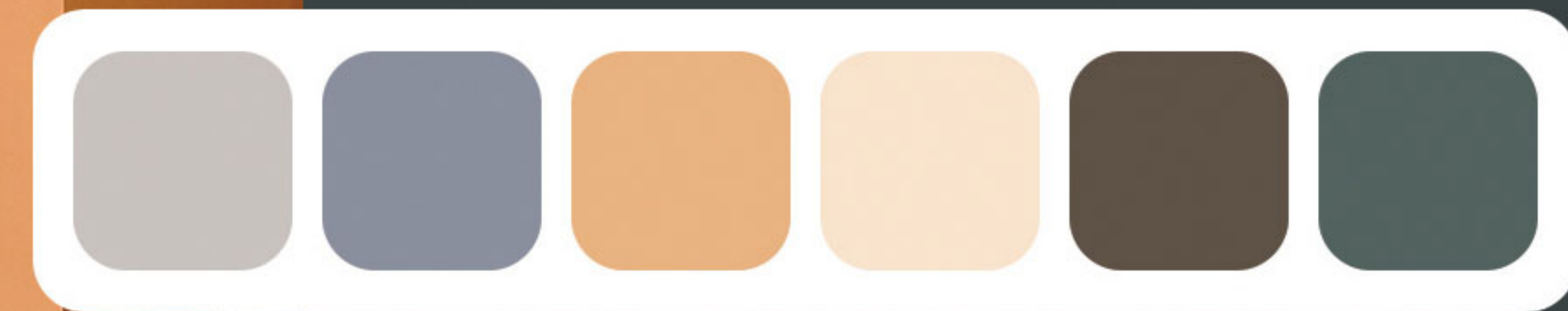


BCT24-7518S
Quiet Meditations





awakening

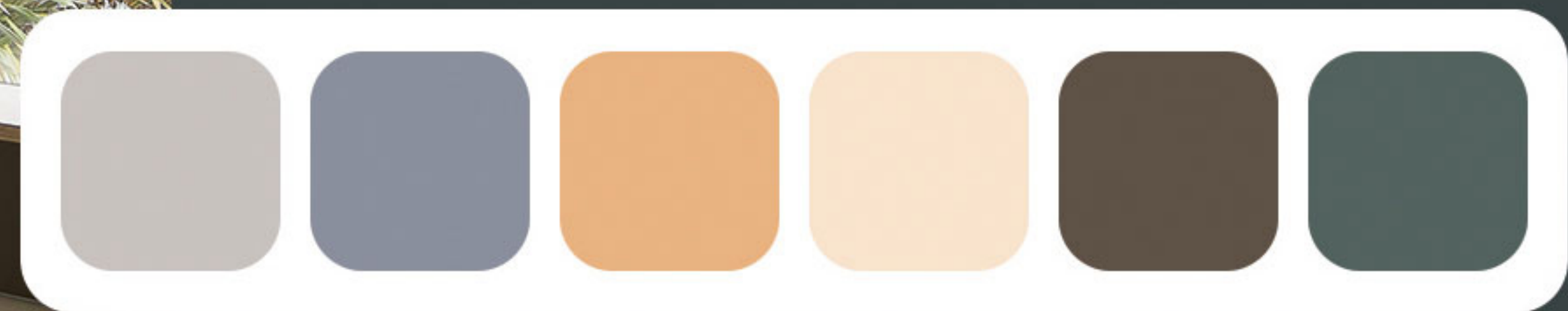


SWATCHES (left to right):
BCT24-7022S **Calm Mind**
BCT24-7446S **Hazy Dream**
BCT24-7747S **Golden Hour**
BCT24-7209S **Soulful Solace**
BCT24-7814S **Grounding**
BCT24-7518S **Quiet Meditations**





awakening



SWATCHES (left to right):
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alchemy

Swathed in the mist of time, steeped in mystery, whispered by ancient lore, is alchemy. It was the search for a universal elixir for those who sought immortality, and the transmutation of lead into gold for those who desired riches and power along with it.

Today, alchemy is the metaphor for the process of healing and spiritual rebirth. In Buddhism, it is symbolized by the lotus flower, a flower that denotes purity and enlightenment, emerging out of mud yet is unsullied by it.

The paint palette **Alchemy** contains four intense warm and cool colors. Use the warm colors to create drama and sophistication. Combine the light and dark gray to add mystery and elegance to your abode.

BCT24-7744S
Solar Essence
Use CP60 as primer



BCT24-7517S
Sage's Remedy



BCT24-7021S
Clear Quartz



BCT24-7912S
Obsidian



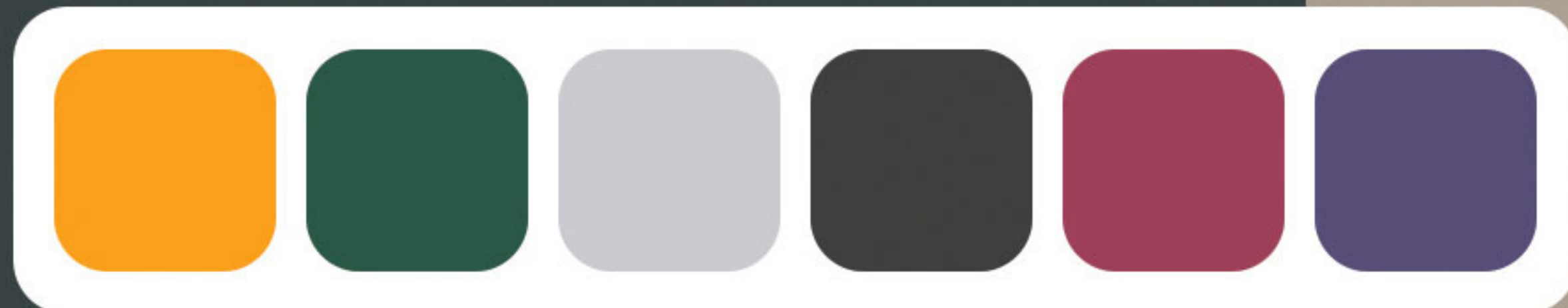
BCT24-7745S
Love Potion
Use CP70 as primer



BCT24-7442S
Mage's Cloak



alchemy

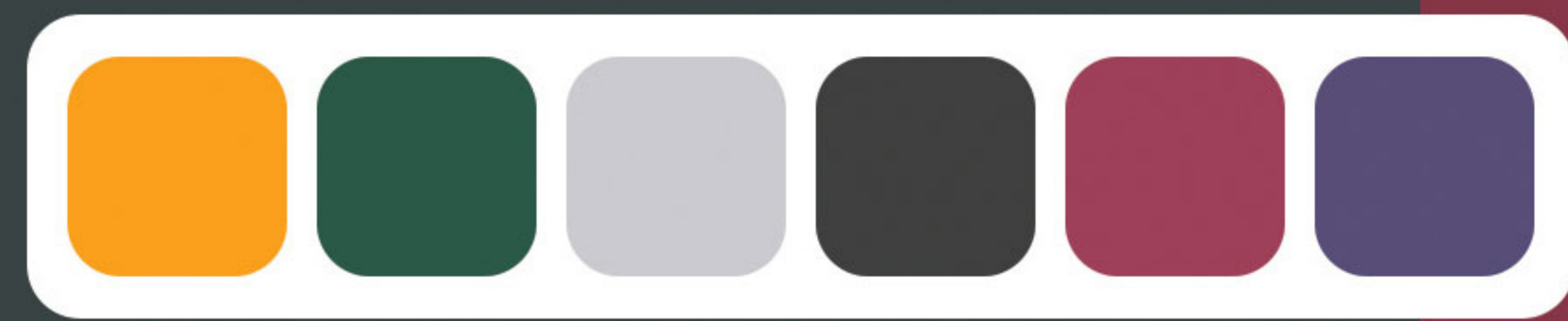


SWATCHES (left to right):
BCT24-7744S **Solar Essence**
BCT24-7517S **Sage's Remedy**
BCT24-7021S **Clear Quartz**
BCT24-7912S **Obsidian**
BCT24-7745S **Love Potion**
BCT24-7442S **Mage's Cloak**





alchemy



SWATCHES (left to right):

BCT24-7744S **Solar Essence**

BCT24-7517S **Sage's Remedy**

BCT24-7021S **Clear Quartz**

BCT24-7912S **Obsidian**

BCT24-7745S **Love Potion**

BCT24-7442S **Mage's Cloak**





artistry

Recover that childlike wonder and curiosity that you are born with but lose gradually as the years go by. Get that quality back because it is the pathway to your creative genius that allows you to reach, understand, and grow your magic.

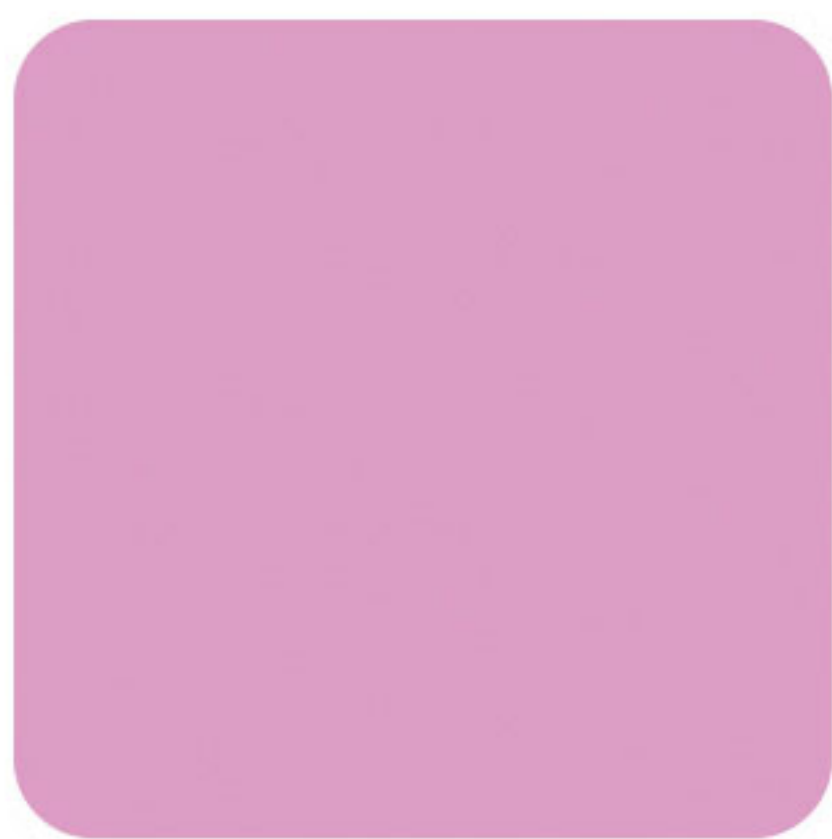
The **Artistry** paint palette contains bright and joyous colors. It summons you to reawaken the child within. In the space that contains you and your loved ones, welcome play, fun, and laughter.

Splash the pastel colors in your home and feel your spirits lift. Surround yourself with the bubbly hues of this palette to encourage individuality and to celebrate creativity.

BCT24-7443S
Eureka Moment



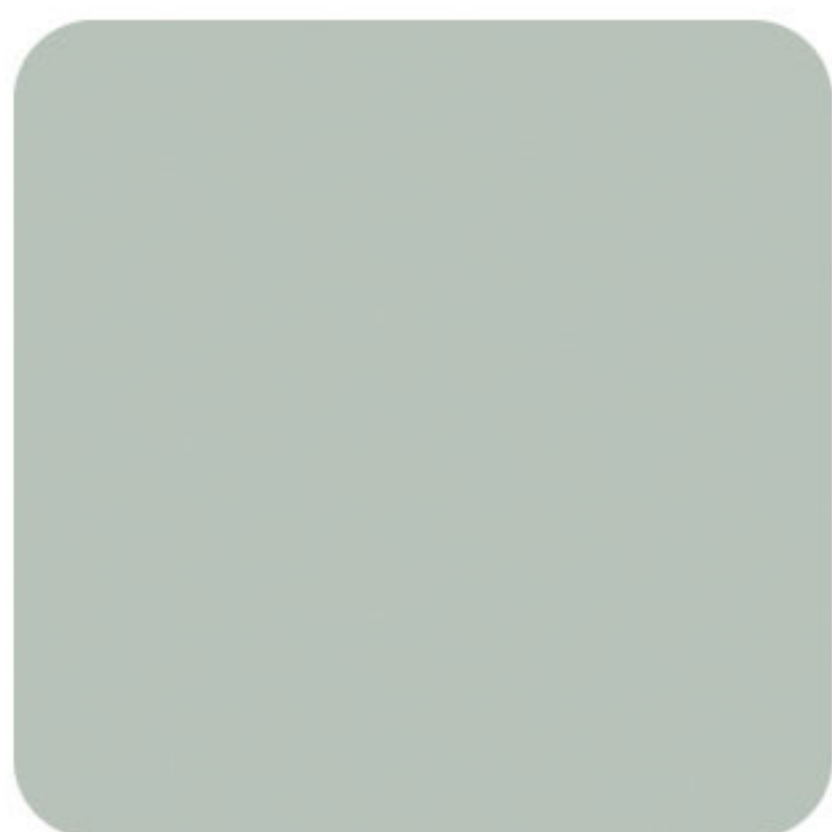
BCT24-7746S
Camp Pink



BCT24-7444S
Daydream

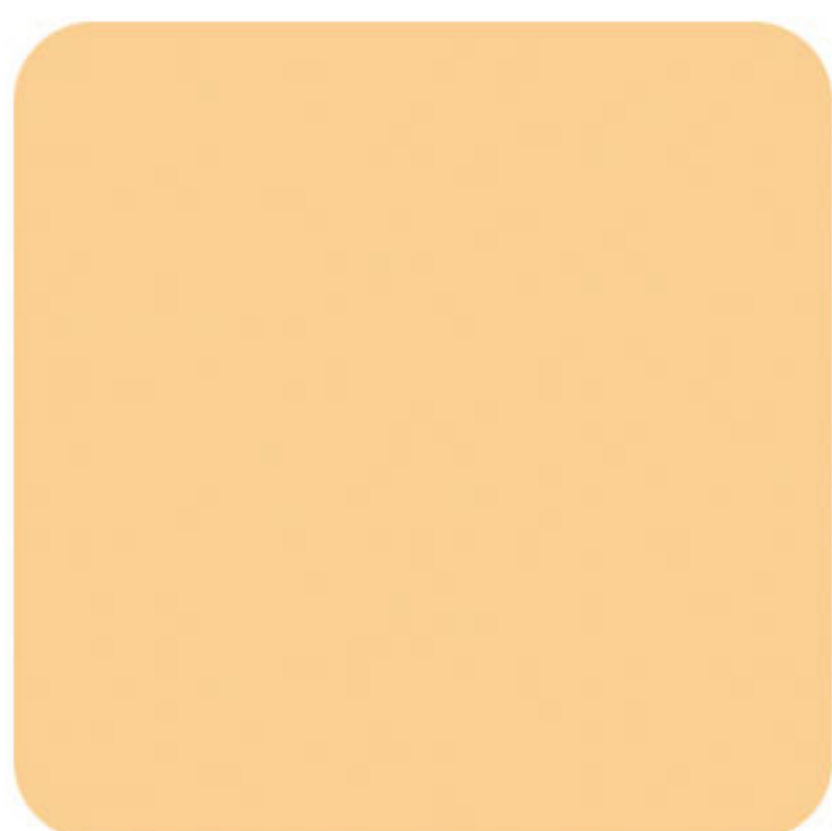


BCT24-7023S
Lost in Thought

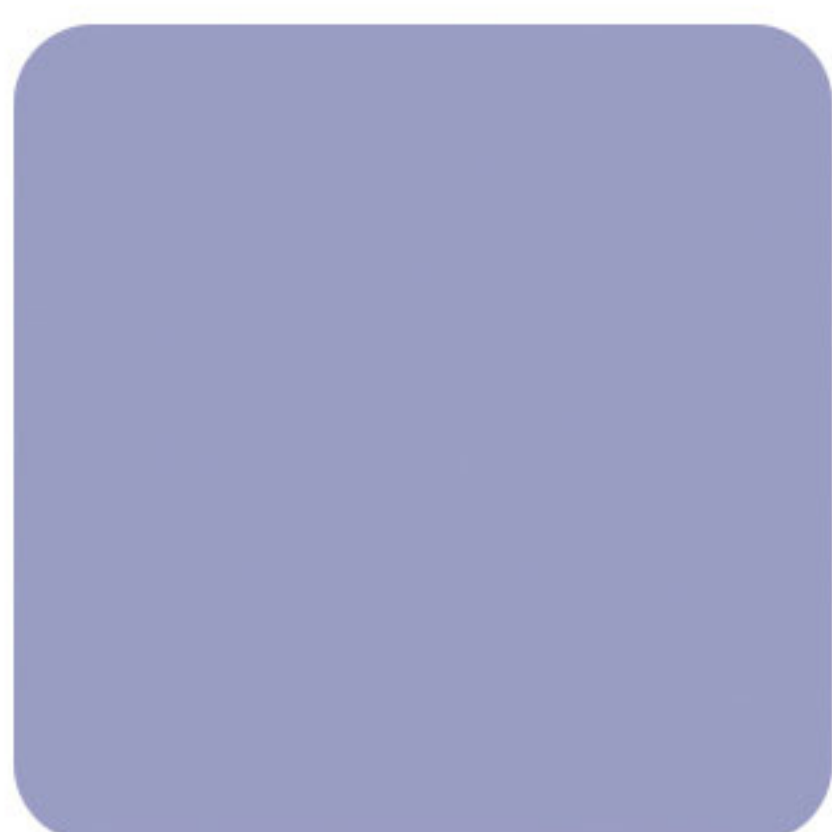


BCT24-7621S
Fearless

Use CP60 as primer



BCT24-7445S
Vibe is Alive





artistry

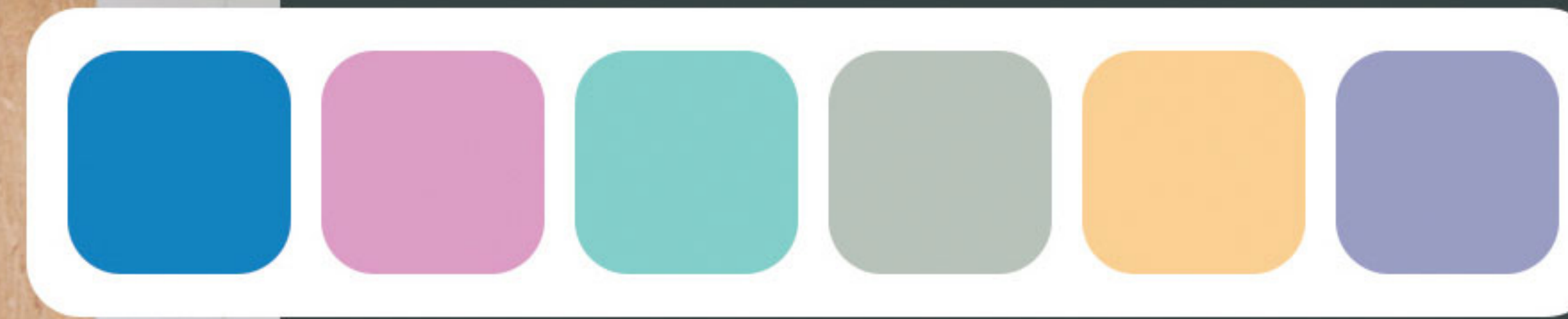


SWATCHES (left to right):
 BCT24-7443S **Eureka Moment**
 BCT24-7746S **Camp Pink**
 BCT24-7444S **Daydream**
 BCT24-7023S **Lost in Thought**
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artistry



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BCT24-7445S **Vibe is Alive**





abundance

The **Abundance** paint palette is inspired by nature, a topic that poets and philosophers have written extensively about.

When you watch nature closely—whether it's in the heavens overhead or underneath your feet—and when you interact with creatures roaming this Earth, you will realize that connecting to nature is where your nurturing and healing comes from. Everyone's well-being is inextricably linked to it.

Painting your homes with the colors of this palette can make you feel like a field of bright flowers enfold you.

Once you awaken to the extraordinary beauty of daily life, once you believe in your magic, once you reanimate the child within you, abundance will follow you through the rest of your days. This is everyone's birthright.

BCT24-7742S
Poppy Fields
Use CP70 as primer



BCT24-7743S
Cherry Kiss



BCT24-7619S
**Honey,
I'm Good**
Use CP60 as primer



BCT24-7620S
**Sunflower
Season**
Use CP60 as primer



BCT24-7515S
Nature Walk



BCT24-7516S
Life Sprout





abundance

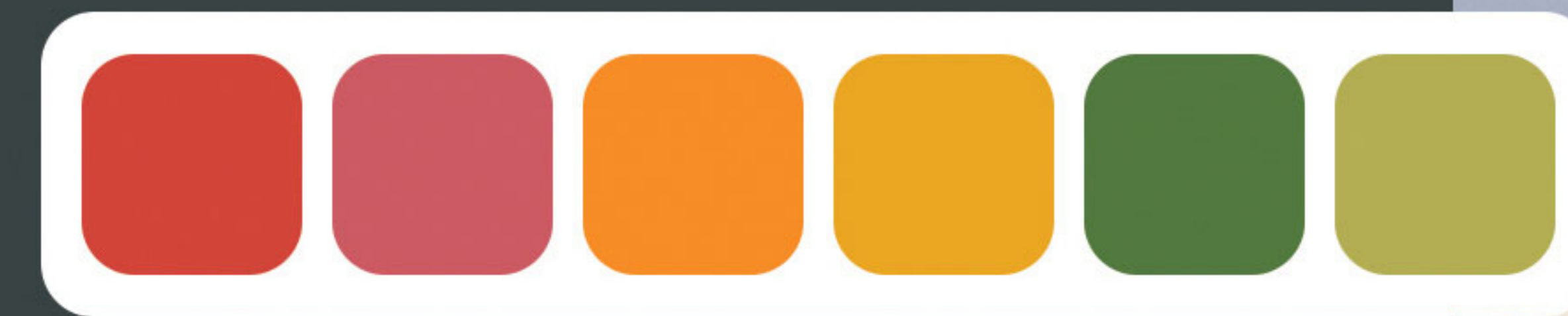


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BCT24-7743S **Cherry Kiss**
BCT24-7619S **Honey, I'm Good**
BCT24-7620S **Sunflower Season**
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BCT24-7516S **Life Sprout**





abundance



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ASCENSION 2024-2025 SWATCHES


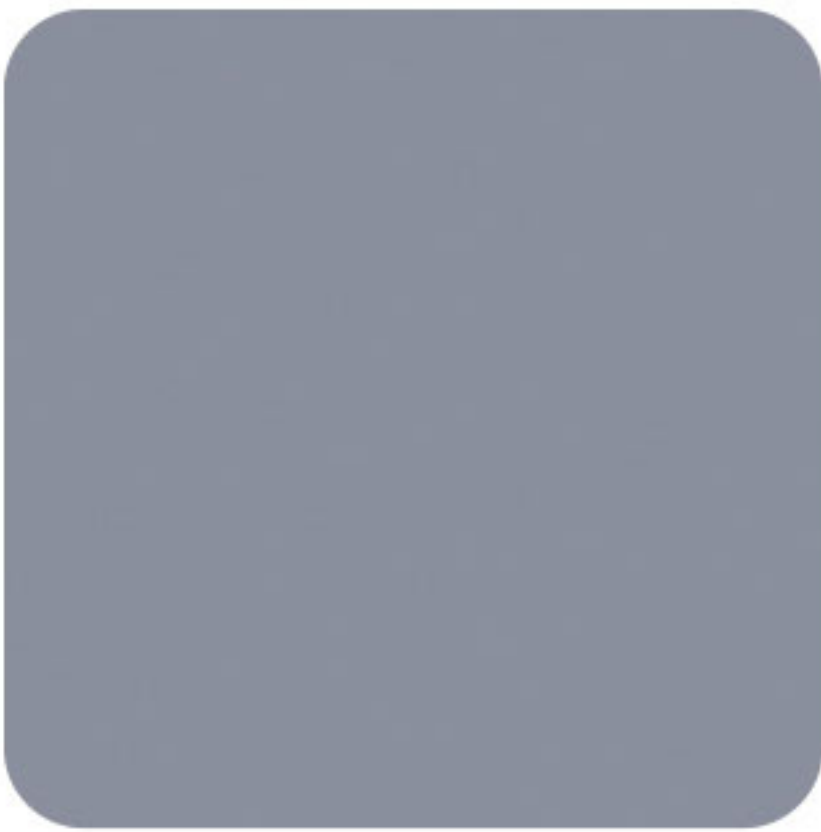
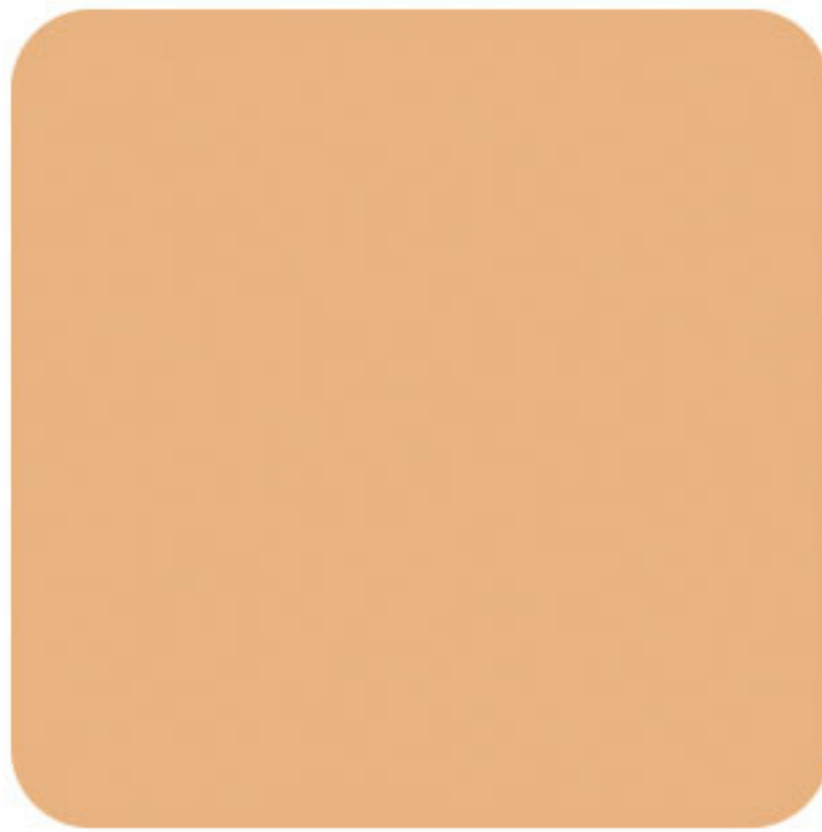



For technical reasons connected with color reproduction in print and paint manufacturing, these colors may not exactly match actual paint color.

BOYSEN Color Trend 2024-2025 colors can be mixed as BOYSEN Permacoat Semi-Gloss Latex Paint at our Mix & Match Stations. This paint can be used on interior and exterior concrete and drywalls only.


Visit BOYSEN's first concept store, The Color Library, to see the BOYSEN Color Trend 2024-2025 colors and more.



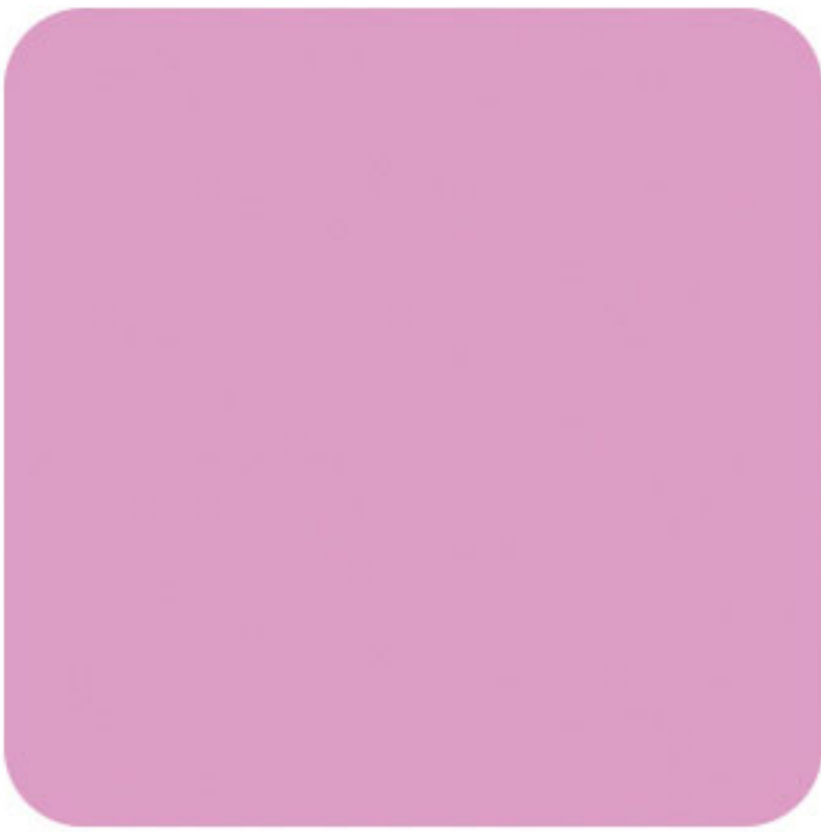


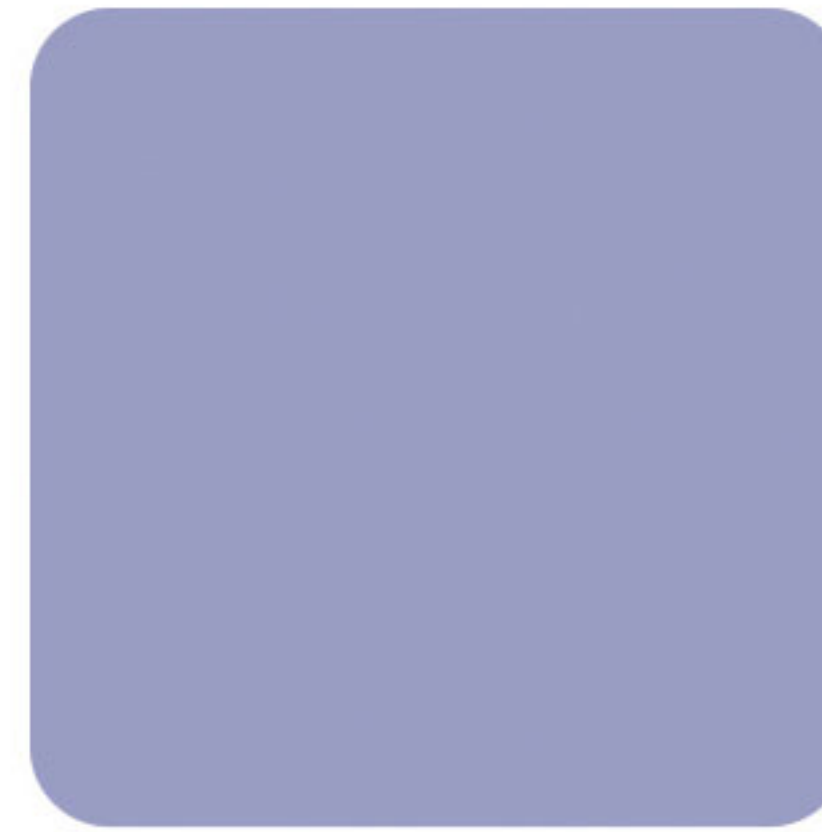
awakening

					
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alchemy

					
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