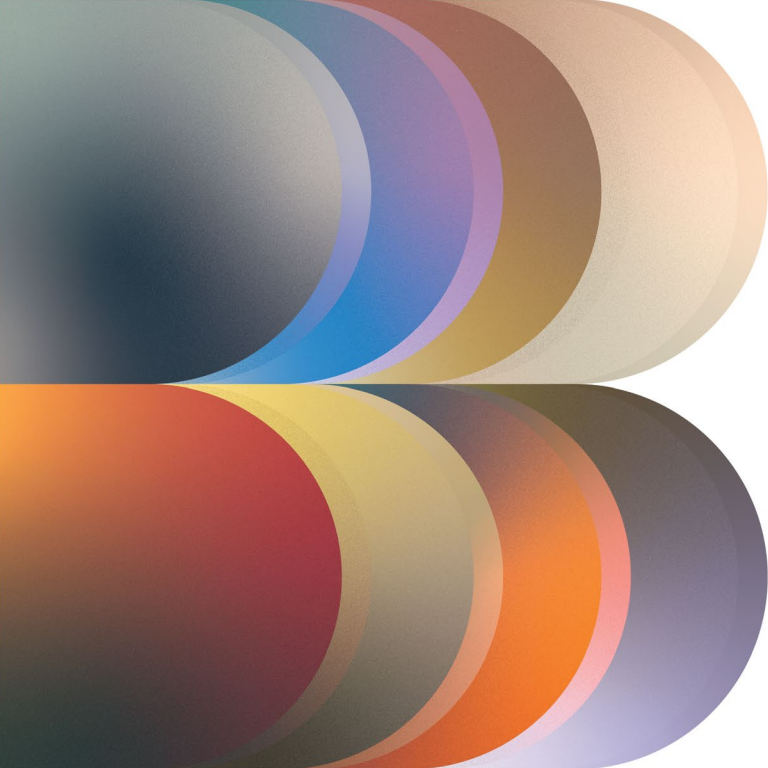




BOYSEN[®]
COLOR TREND
2026/2027



CURRENTS

The butterfly effect is in full display in today's world—a key concept within chaos theory that romantically describes that a flapping of butterfly wings in one part of the world can precipitate a tornado to happen in another.

Looking at this phenomenon, the Boysen Color Team chose the overarching idea of Currents for Boysen Color Trend 2026/2027. From weak to powerful, these currents influence each of us whether we realize it or not. Uncertainty is not heading our way, we are already in it.

When initial complex systems like geopolitical alliances and global economic policies undergo changes, these have ramifications for humankind. Natural events and cutting-edge technology add to the unpredictability of living conditions. What we all have to deal with is the uncertainty that prevails in every part of the globe.

Human reactions to these changes underpin the four palettes of Boysen Color Trend 2026/2027—**FORGE**, **FACE**, **YEARN**, and **TOUCH**. The main thread in all the themes is about fostering real human connections.

Since Boysen started Color Trends in 2015, each palette had six colors. For the first time, we are introducing eight colors per palette, or a total of 32 fresh colors. The hues range from dark to light, chosen to best describe today's world and our response to it.



FORGE

Forge ahead. Be a hero.

YEARN

Yearn for a home filled with love,
then build it.



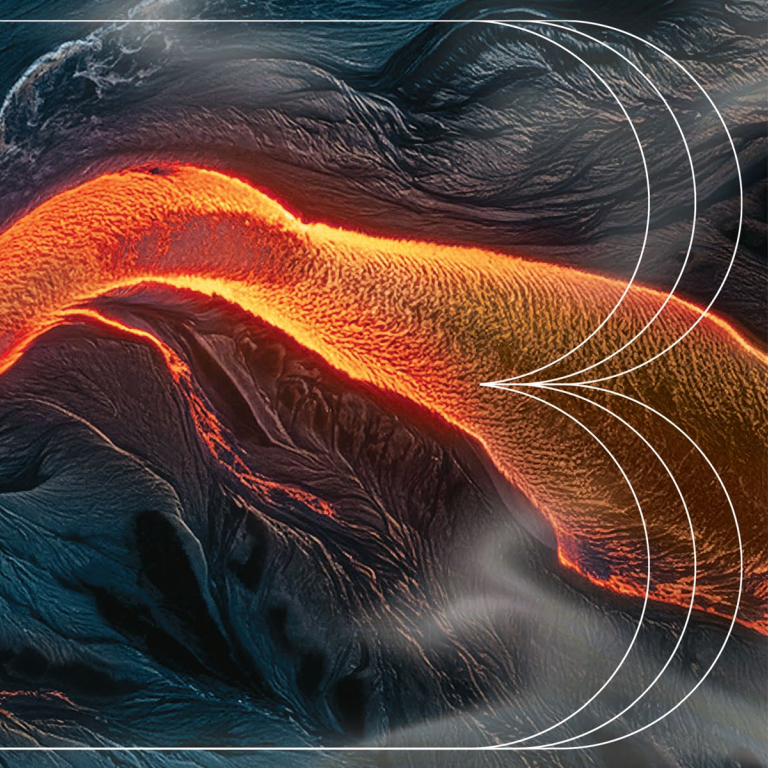
FACE

Only when you drop the mask
can you find your way home.

TOUCH

Believe in the magic of touch.





FORGE



BCT26-7519S
Sage Alloy



BCT26-7210S
Haze



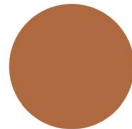
BCT26-7447S
Wild Tempest



BCT26-7211S
Smoke & Mirrors



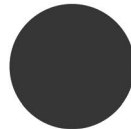
BCT26-7622S
Impact
*Needs CP70 yellow primer
*For interior application only



BCT26-7748S
Hope Ember



BCT26-7749S
Desert Bloom
*Needs CP70 red primer



BCT26-7913S
Moonless Night

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FORGE

Infernos are a force of nature. When they blaze, half measures are not decisive enough to see you through unscathed.

There is so much conflict, power grabs, and turmoil in the world today. Even the fury of nature manifests itself in disparate places. These create a maelstrom that forces many of us to make a choice—sink or swim.

More than half of the colors of FORGE are unequivocal in their intensity. The rest are neutral and muted, much like the aftermath of a conflagration that burned itself out.

Forge yourself through fire to become stronger and more resilient. Forge closer bonds with your soul tribe to provide you the safe space for personal growth through these turbulent times. Forge ahead with trust in your heart and be confident that your transformation awaits.

Colors (top to bottom):

BCT26-7519S Sage Alloy

BCT26-7210S Haze

BCT26-7447S Wild Tempest

BCT26-7211S Smoke & Mirrors

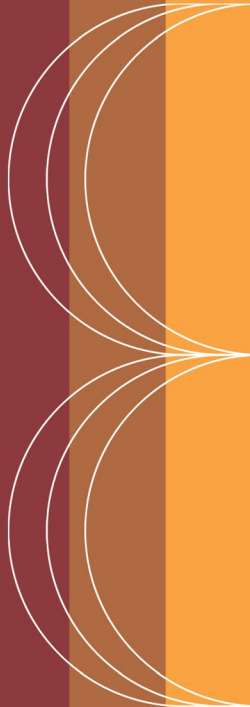
BCT26-7622S Impact

BCT26-7748S Hope Ember

BCT26-7749S Desert Bloom

BCT26-7913S Moonless Night





Colors (top to bottom):

BCT26-7519S Sage Alloy



BCT26-7210S Haze

BCT26-7447S Wild Tempest



BCT26-7211S Smoke & Mirrors

BCT26-7622S Impact

BCT26-7748S Hope Ember



BCT26-7749S Desert Bloom

BCT26-7913S Moonless Night



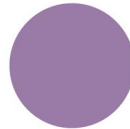
FORGE



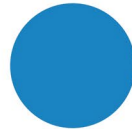
FACE



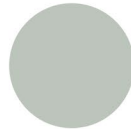
BCT26-7520S
Pixel Persona



BCT26-7448S
Dream Weaver



BCT26-7449S
Virtual Sky



BCT26-7521S
Blur



BCT26-7623S
Gleaming Halo
*Needs CMYK yellow primer



BCT26-7624S
Circuit Gold



BCT26-7815S
Alter Ego



BCT26-7914S
Anonymous Author

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FACE

The promise of technology to create virtual communities and networks has come to pass. Yet, the reality today is much more complex than just enhanced communication, community building, and global intercultural exchange. There are strong currents that incite polarization, misinformation, echo chambers, and cyberbullying, as well. With the advent of artificial intelligence, the currents that forcefully impel a chain of events that lead to unknown resolutions have become even more powerful.

For the individual, there is a strong proclivity to put on a mask, to curate behavior, to smooth the rough edges of one's personality, and to blur character flaws. It could go so far as to create a personal brand and to hide behind an avatar.

The question is: Could a meaningful, intentional life be lived behind a mask? The palette FACE is the result of translating this technological trend as it impacts society. It is an assemblage of black and nuanced colors—green, purple, blue, gray, yellow, brown—that create a sense of complexity and depth.

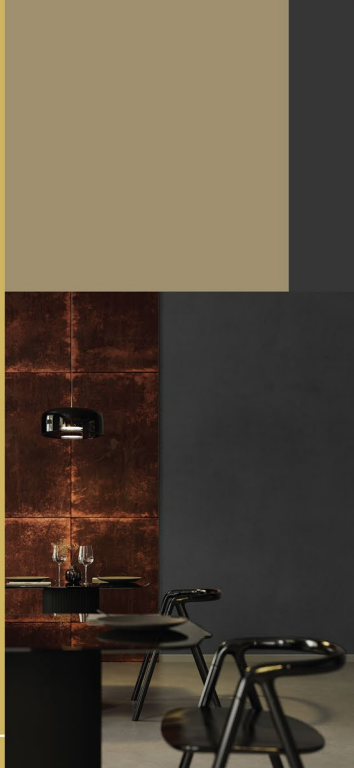
With these colors, create a home that is real and grounded, one that hews to your nature. Make a snug shelter that allows for authentic connections rooted in reality.

Colors (top to bottom):
BCT26-7520S Pixel Persona
BCT26-7448S Dream Weaver
BCT26-7449S Virtual Sky
BCT26-7521S Blur
BCT26-7623S Gleaming Halo
BCT26-7624S Circuit Gold
BCT26-7815S Alter Ego
BCT26-7914S Anonymous Author

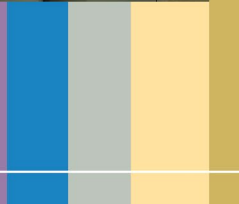




- Colors (top to bottom):
BCT26-7520S Pixel Persona
BCT26-7448S Dream Weaver
BCT26-7449S Virtual Sky
BCT26-7521S Blur
BCT26-7623S Gleaming Halo
BCT26-7624S Circuit Gold
BCT26-7815S Alter Ego
BCT26-7914S Anonymous Author

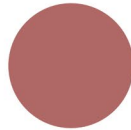


FACE

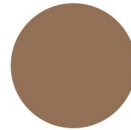




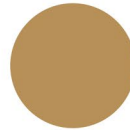
YEARN



BCT26-7750S
Saffron Sunset



BCT26-7816S
Gathering Ground



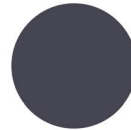
BCT26-7817S
Old Soul



BCT26-7212S
Chill Mode



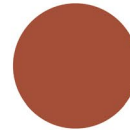
BCT26-7450S
Memorabilia



BCT26-7451S
Analog Escape



BCT26-7751S
Orange Rush
*Needs CP43 yellow primer
*For interior application only



BCT26-7752S
Auburn Summer
*For interior application only

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YEARN

The palette YEARN is a plea from the heart to find deeper and more meaningful connections. It is a hankering for a world where a spoken word is a bond. It is a familiar but faint melody in your head which whispers that the secret of life lies in the knowing that the extraordinary is embedded in the ordinary. It is the longing for the tender embrace of real acceptance.

Nostalgia awakens the need to use warm colors from simpler times. YEARN revives the colors of decades past with its various earthy shades of orange and brown, accented by shades of blue.

Yearn for that spark to create a world where simplicity, warmth, and genuineness abound. When such longings ignite your soul, dance with the fire and trust that it will lead you to a place that nourishes your dreams.

Listen to a heart that craves for honest and sincere relationships. Believe in those qualities to spark a peaceful revolution, where others catch your flame and help you co-create a community of loving souls.

Colors (top to bottom):

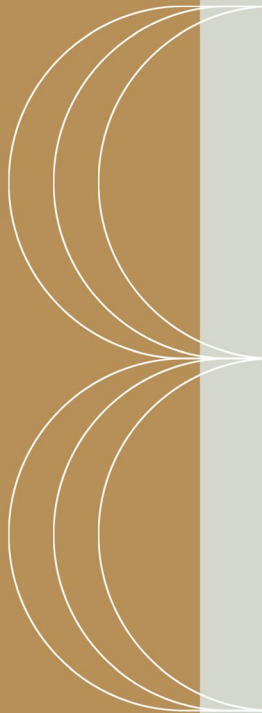
BCT26-7750S Saffron Sunset
BCT26-7816S Gathering Ground
BCT26-7817S Old Soul
BCT26-7212S Chill Mode
BCT26-7450S Memorabilia
BCT26-7451S Analog Escape
BCT26-7751S Orange Rush
BCT26-7752S Auburn Summer

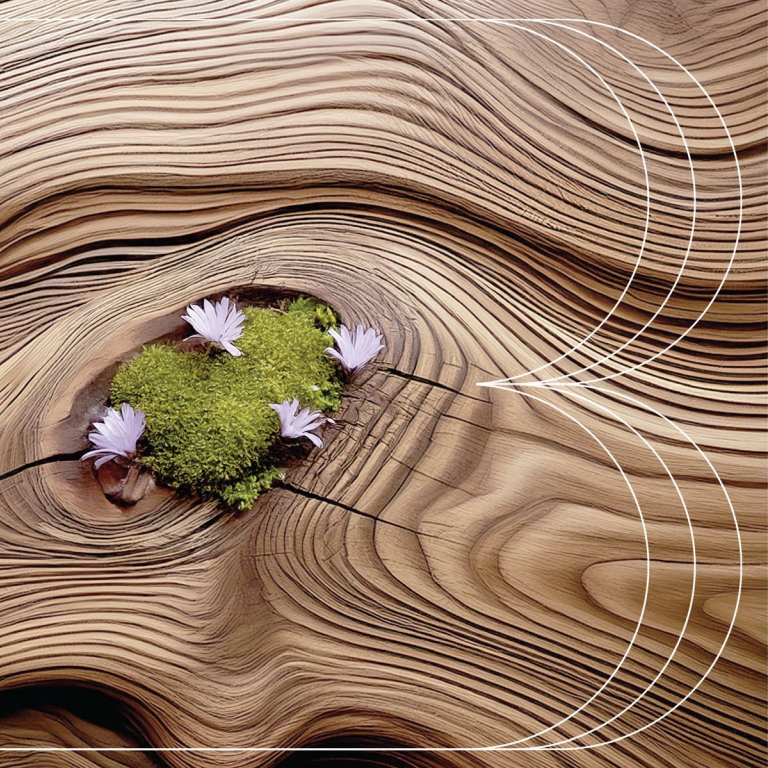




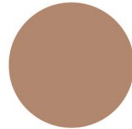
Colors (top to bottom):
BCT26-7520S Pixel Persona
BCT26-7448S Dream Weaver
BCT26-7449S Virtual Sky
BCT26-7521S Blur
BCT26-7623S Gleaming Halo
BCT26-7624S Circuit Gold
BCT26-7815S Alter Ego
BCT26-7914S Anonymous Author

YEAR N

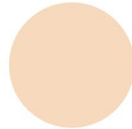




TOUCH



BCT26-7818S
Freckles



BCT26-7024S
Comfort of Linen



BCT26-7819S
Silk Solitude



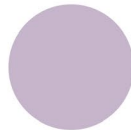
BCT26-7025S
Cashmere Dream



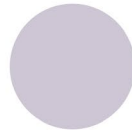
BCT26-7522S
Barefoot on Grass
*For interior application only



BCT26-7820S
Rooted Depths



BCT26-7452S
Afterglow



BCT26-7453S
Calm Aura

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TOUCH

Man is a sensate being. Together with the other four senses, we need touch to fully interact with our environment, and to fulfill a fundamental human need for belonging.

Touch is the first sense to develop, when we are in our mother's womb. It is crucial for learning and bonding with others throughout life. We all possess this potent gift that will help us bridge the illusion of space that separates each of us, including the space which we may feel separates us from ourselves.

The soft colors of TOUCH are predominantly gentle browns with accents of pale lavender.

Tender and warm, the palette feels like the sun's kiss on your skin, or the delicate caress of a gentle breeze, or the soft sensuous embrace of water on your body as you let the lazy currents carry you to a safe haven.

Many of the world's problems today are caused by the feeling of disconnection and separation from other human beings. The palette TOUCH is an invitation to heal that divide.

Colors (top to bottom):

BCT26-7818S Freckles

BCT26-7024S Comfort of Linen

BCT26-7819S Silk Solitude

BCT26-7025S Cashmere Dream

BCT26-7522S Barefoot on Grass

BCT26-7820S Rooted Depths

BCT26-7452S Afterglow

BCT26-7453S Calm Aura





- Colors (top to bottom):
BCT26-7818S Freckles
BCT26-7024S Comfort of Linen
BCT26-7819S Silk Solitude
BCT26-7025S Cashmere Dream
BCT26-7522S Barefoot on Grass
BCT26-7820S Rooted Depths
BCT26-7452S Afterglow
BCT26-7453S Calm Aura

TOUCH



CURRENTS

2026/2027 SWATCHES

FORGE



BCT26-7519S
Sage Alloy



BCT26-7210S
Haze



BCT26-7447S
Wild Tempest



BCT26-7211S
Smoke & Mirrors



BCT26-7622S
Impact
*Needs CP90 yellow primer
*For interior application only



BCT26-7748S
Hope Ember



BCT26-7749S
Desert Bloom
*Needs CP70 red primer



BCT26-7913S
Moonless Night

FACE



BCT26-7520S
Pixel Persona



BCT26-7448S
Dream Weaver



BCT26-7449S
Virtual Sky



BCT26-7521S
Blur



BCT26-7623S
Gleaming Halo
*Needs CP90 yellow primer



BCT26-7624S
Circuit Gold



BCT26-7815S
Alter Ego



BCT26-7914S
Anonymous Author

YEARN



BCT26-7750S
Saffron Sunset



BCT26-7816S
Gathering Ground



BCT26-7817S
Old Soul



BCT26-7212S
Chill Mode



BCT26-7450S
Memorabilia



BCT26-7451S
Analog Escape



BCT26-7751S
Orange Rush
*Needs CP90 yellow primer
*For interior application only



BCT26-7752S
Auburn Summer
*For interior application only

TOUCH



BCT26-7818S
Freckles



BCT26-7024S
Comfort of Linen



BCT26-7819S
Silk Solitude



BCT26-7025S
Cashmere Dream



BCT26-7522S
Barefoot on Grass
*For interior application only



BCT26-7820S
Rooted Depths



BCT26-7452S
Afterglow



BCT26-7453S
Calm Aura

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CURRENTS
www.boysencolortrends.com