



# Wood Vibes

Industrial Wood Coatings

*LIFESTYLES*

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# We live coatings. We know color.

In addition to being an innovator and recognized global manufacturer of coating systems, Axalta is a trailblazer in color and design trends for the wood industry. Our worldwide team of color specialists and our experts in advanced forecasting, inspire us to formulate the next generation of coatings colors.

Axalta Wood Vibes is a series of collections that focus on home interior color trends, including wood finishing trends. Our goal is to enliven every room - inspiring our clients through color and delivering the latest trends to the market.

We believe color adds excitement, beauty, and personality to everything we do, including wood. Our passion for color is our daily motivation, and we're proud to be your color expert for every surface in home décor.

## Colors bringing you home

### Home Fashion - Color Trends 2024

At Axalta Building Products, one of our goals is to support your effort of translating current and future trends into commercially viable paints, stains, and finishes for your customers. This edition of Wood Vibes assembles some of the most impactful current trends into four unique lifestyles:

In 2024, these trends seek a comfort level and quiet ease. Colors evoke feelings of nostalgia and a desire to preserve and protect our collective natural world. The shift towards casual living continues with a need for multi-functionality, while Inspiration comes from nature, and patterns, prints and florals provide interest.

*For detailed information on colors referenced in Wood Vibes, please visit: [Axalta Wood Vibes](#)*

**Organic Luxe**

**Cool Modern**

**Fresh Air**

**Rich Contemporary**

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# Organic Luxe

Inspired by rural and agrarian environments, Organic Luxe features simple living design elements. Its minimalistic palette offers a spa-like feel interpreted with a certain rawness. Textures are dry and weathered, tempered with softness. Plaster finishes are trending, and there is a luxury feel from warm tints.





**COLORS**

- Warmed neutrals
- Inspirations from natural materials
- Dry/close-to-the-wood finishes
- Desaturated colors
- Smokey paints
- Finishes inspired by nature
- Warm beige with muted black
- Deep wood finishes with complexity
- Subtle color



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# Organic Luxe

*Earth tones inspire*

*Hardware features low sheen*

*Black with subtle texture*

*Muted/softened black*

*Slightly warmed neutrals*





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## COLORS

Soft hints of warmth in finishes  
Grey accents cool browns & muted black  
Tinted neutrals  
Subtle hints of blue and green  
Contrasting light & dark creates drama  
Black-and-white signals luxury  
Occasional reflectivity  
Versions of white







## Cool Modern

Inspired by urban living and mid-century modern design, Cool Modern features the use of enhanced neutrals where elegance is occasionally added through reflective surfaces. Drama is created with moodier tones such as soft grey paired with cool brown. Colors blend, but may not match. Technology brings vibrancy to this minimalistic lifestyle. Finishes that are glazed, somewhat dry, and inclusive of texture lend a casual feel.



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## Cool Modern

*Muted black*

*Cool browns with clean finishes*

*Use of traditional woods*

*Textured white*

*Black with subtle texture*

*Natural burl with a smoky feel*

*Tints of white, blue, & gray*

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## Rich Contemporary

With color and design influences from the 1970's, the Rich Contemporary lifestyle is eclectic, vibrant, and yes, rich. Mixed materials come into play, including bamboo, wicker, leather, and velvet. With mid-century modern design inspirations, nostalgia plays a role among a range of deeper tones creating an earthy interpretation of bold.





## COLORS

Warmer tones  
Emphasis on traditional woods:  
Walnut, cherry, oak and pine  
Warmed brown tinted finishes  
Deeper browns  
Black is key  
Spice-influenced tints



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# Rich Contemporary

*Warmed stain colors*

*Clear and cool black stain*

*Softened golds, rubbed bronze*

*Rich blues*

*Herringbone patterns*

*Deeper wood tones*





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## COLORS

Light to medium dry wood finishes  
Fresh & clean earthy neutrals  
Aged and worked finishes  
Whites and off-whites, less gray  
Softened blues and greens  
More expressive paint colors







## Fresh Air

More traditional than other lifestyles, Fresh Air pulls its influence from water and the natural world. Patterns, prints, and a mix of materials, including wovens, bamboo, and rattan, provide natural inspiration. Brighter paint colors come into play that add an expressive feel in what is often a more colorful palette.



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# Fresh Air

*Natural materials*

*Neutral colors are fresh*

*Cool whites & soft golds*

*Light to natural tones*

*Textures with subtle glaze*

*Shades of blue & green*



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