

SHERWIN-WILLIAMS®

COLORMIX®

INDUSTRIAL WOOD

2027 Color Trend Report



REVIVE

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REIGNITE

|

RECONNECT

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SHERWIN-WILLIAMS®
COLORMIX®

INDUSTRIAL WOOD

Design is entering a new era.

After years defined by acceleration, visual saturation and rapidly evolving aesthetics, the conversation is shifting toward something more enduring: spaces with meaning, materials with integrity and environments that feel deeply personal.

This year's Industrial Wood Colormix® Color Trend Report explores three distinct perspectives in time.

Revive looks to the past, bringing renewed relevance to heritage, craftsmanship and familiar forms through a refined and restrained sensibility.

Reignite captures the creative energy of the present through expressive contrast, unexpected combinations and a lighter, more intuitive approach to contemporary design.

Reconnect turns toward the future, envisioning restorative interiors shaped by emotional safety and a deeper relationship with the objects and materials that surround us.

Each collection speaks in its own visual language, yet all three reflect a renewed appreciation for depth, authenticity and the human experience of design. Wood is central to that story. Its grain bears the imprint of time, and its natural variation makes every surface unique. Through color and finish, wood can preserve a sense of history while continually revealing new possibilities for the future.

Together, these collections offer more than a view of emerging finish trends. They reveal how design is evolving in response to the way people want to live and feel: with more intention, imagination and human connection than ever before.



Maggie O'Hare,
Sr. Marketing Manager of Color & Design
Sherwin-Williams Industrial Wood DesignHouse

The background image shows a close-up of a hand holding a small, intricately patterned object, possibly a piece of fabric or a small toy, on a light-colored wooden surface. The lighting is dramatic, with strong shadows and highlights. The text "DISCOVER THE COLLECTIONS" is overlaid in a large, white, sans-serif font. The word "THE" is smaller and positioned between "DISCOVER" and "COLLECTIONS". There are also several white geometric shapes, including rectangles and chevrons, overlaid on the image, particularly on the left and right sides.

DISCOVER THE COLLECTIONS



THE PAST REIMAGINED

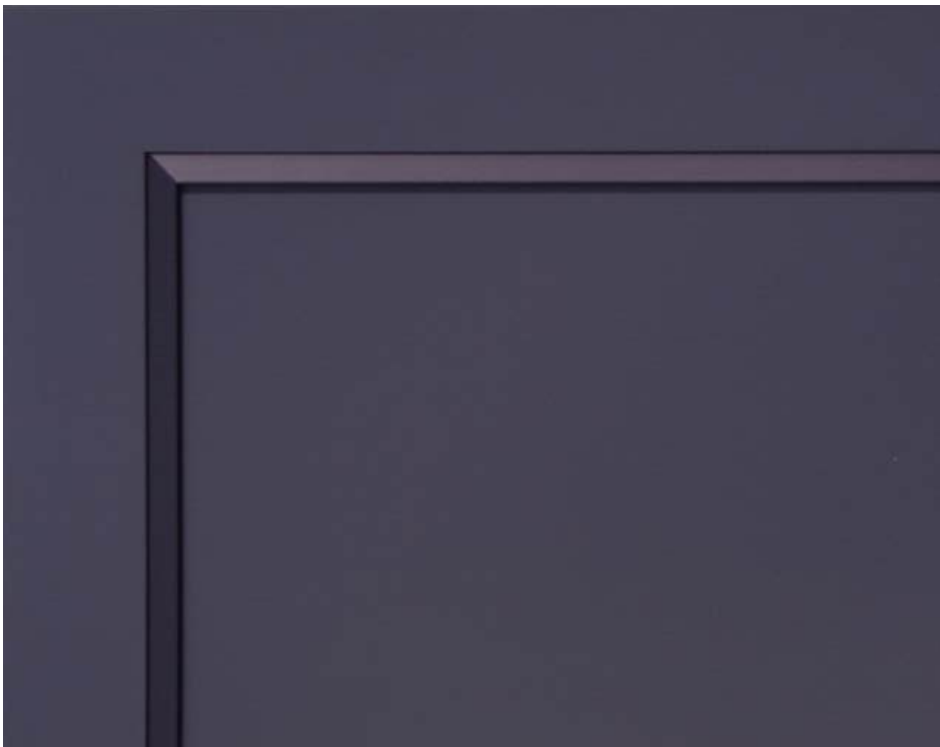
Revive

Capture a renewed desire for interiors with soul, where beauty is measured not by novelty, but by depth, authenticity and the quiet power of craftsmanship. Revive draws from the language of heritage design, interpreting traditional forms through a refined lens, balancing warmth and familiarity with grounded restraint. Rich wood tones, softened neutrals and timeworn nuances create a sense of intimacy that feels both luxurious and lived in.

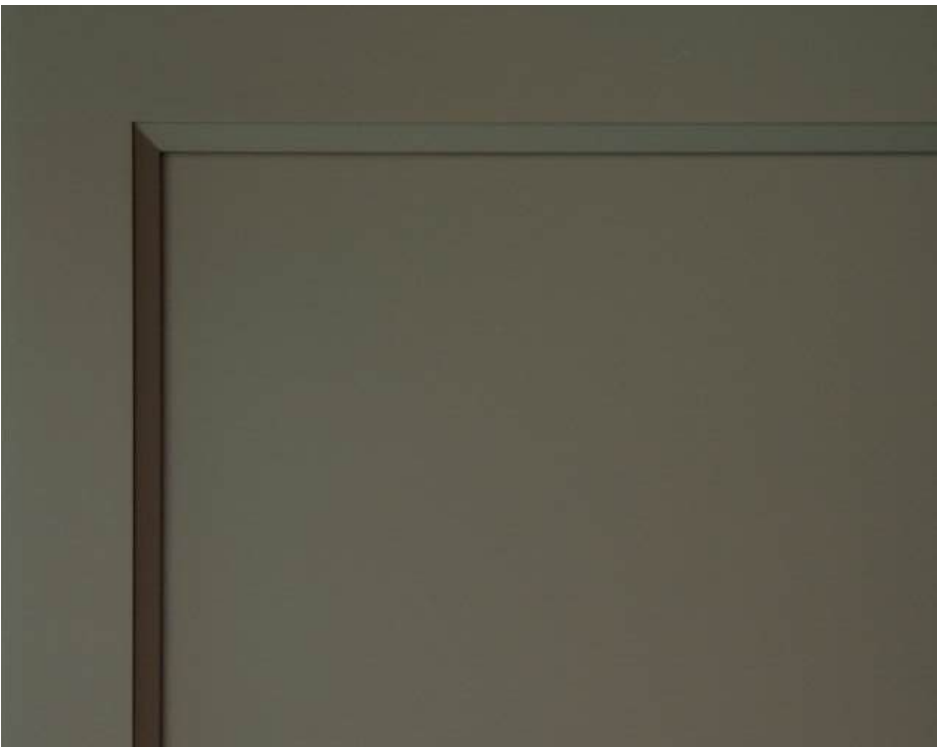
The result is an atmosphere of understated elegance, where every detail carries weight, every material tells a story, and the past is honored through a distinctly modern sense of aesthetic heritage.



SWG019521 / SW 9506 Warm Winter



SWG019535 / SW 9690 Mountain Fig



SWG019519 / SW 2846 Roycroft Bronze Green



SWG019505 / SW 6150 Universal Khaki



SWG019499



SWG019501



SWG019503



SWG019534 Smoked Gold Metal



SWG019502



SWG019513

THE PAST REIMAGINED

Revive



ESSENCE

Luxury
Heritage
Personal
Patina

REIGNITE | RECONNECT

THE PRESENT IN MOTION

Reignite

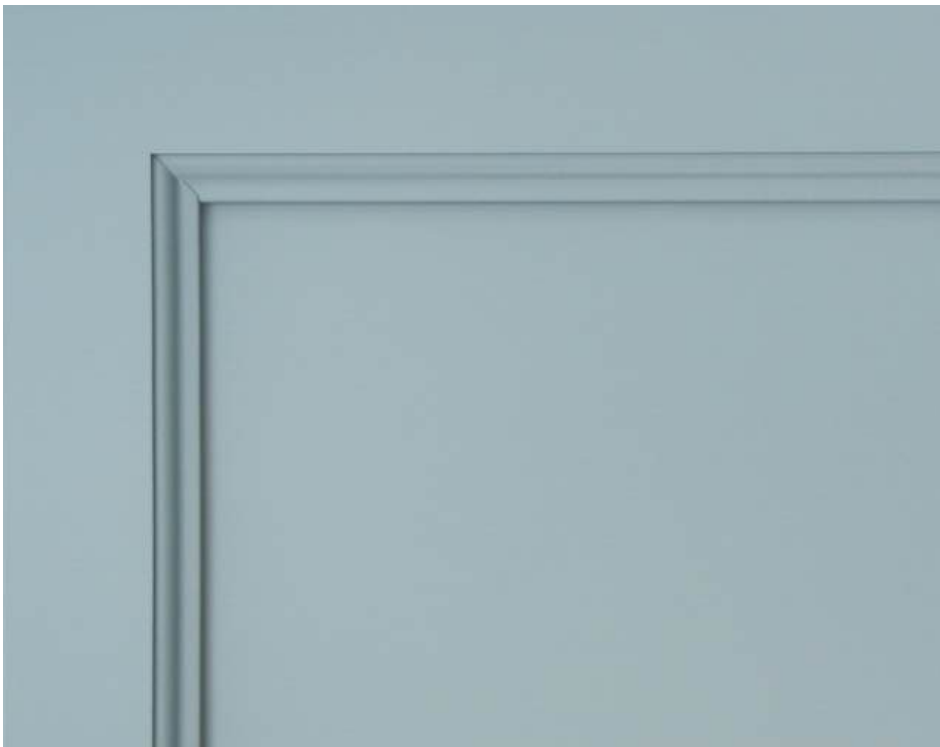
This palette reflects a present-day aesthetic that feels expressive and design-led, where softened color, tactile contrast and material nuance create spaces that feel both grounded and slightly surreal.

Rather than looking back to established modernist codes, this direction explores a more fluid and intuitive vision of contemporary living, one shaped by pale organic stains, energetic pastels, warm metallic notes and playful architectural accents.





SWG019526 / SW 6421 Celery



SWG019522 / SW 0031 Dutch Blue Tile



SWG019528



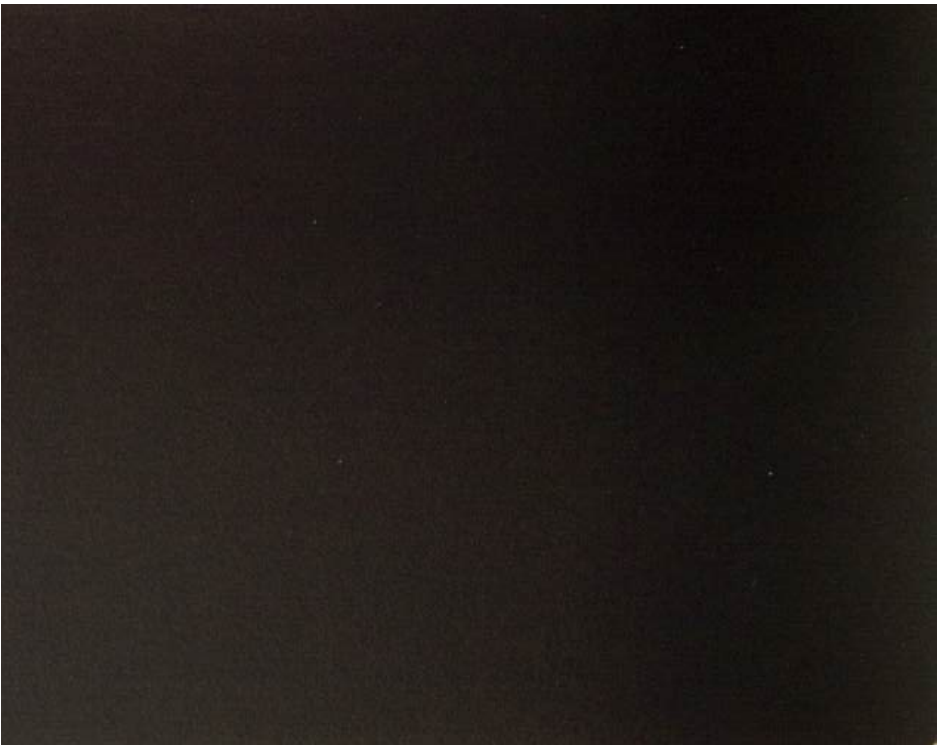
SWG019512 / SW 6073 Perfect Greige



SWG019531



SWG019587



SWG019532 Warm Gunmetal



SWG019529



SWG019504



SWG019506

THE PRESENT IN MOTION

Reignite



ESSENCE

Expressive
Creative
Luminous
Playful



THE FUTURE IN FOCUS

Reconnect

Envision a future shaped less by spectacle and more by emotional resonance, where darkly atmospheric colors, low sheen woods and mineral nuances offer a sense of calm, comfort and clarity.

The result is a contemporary refuge that feels warm, composed and designed to restore. This palette imagines interiors as places of quiet protection, where subdued lighting, grounding materiality and softened contemporary forms work together to create spaces that feel deeply human.



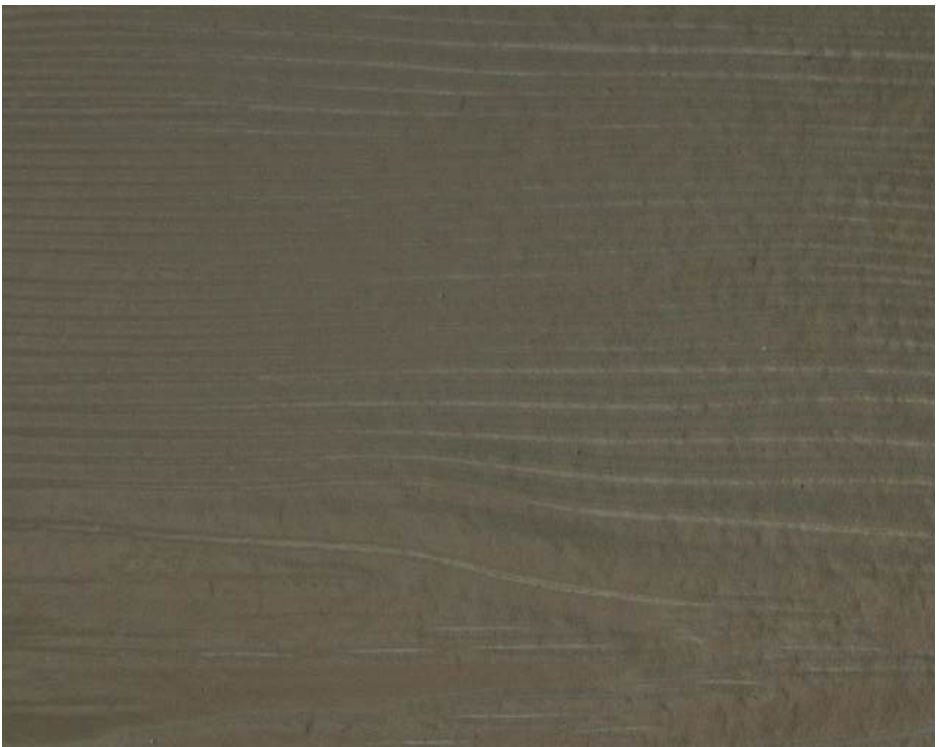
SWG019530



SWG019523 / SW 9654 Taiga



SWG019533 / SW 6027 Cordovan



SWG019518 / SW 2846 Roycroft Bronze Green



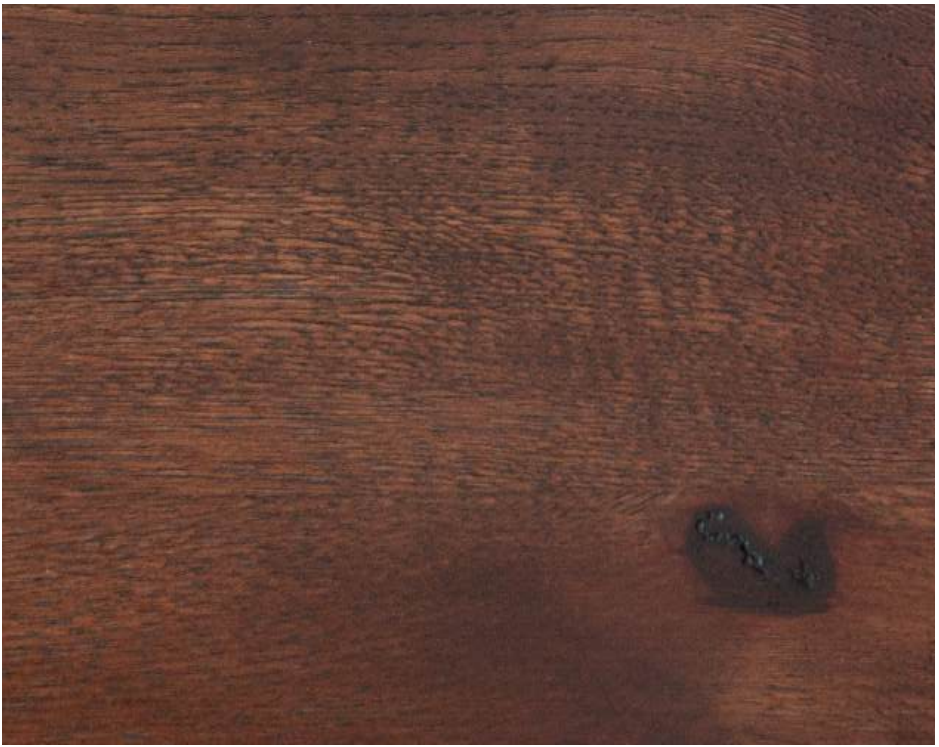
SWG019510



SWG019508



SWG019524 Aged Copper



SWG019509



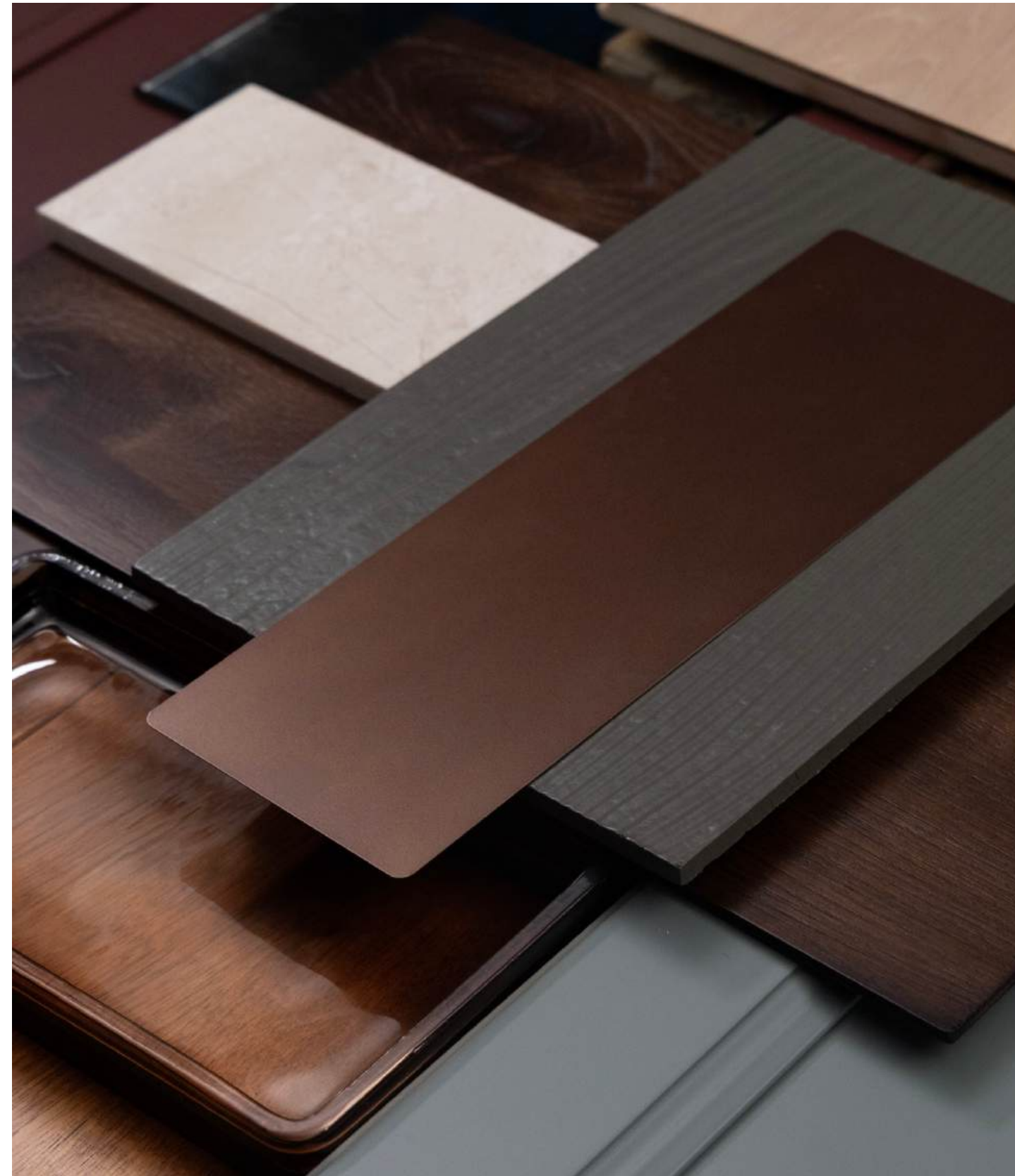
SWG019515



SWG019511

THE FUTURE IN FOCUS

Reconnect



ESSENCE

Calm
Grounding
Human
Atmospheric

The image features a dark gray background with a central text area. This area is framed by a white border composed of a checkered pattern on the left and right sides, and a series of white geometric shapes (arrows and chevrons) on the top and bottom. The text "COLOR OF THE YEAR" is centered within this frame.

COLOR OF THE YEAR

SHERWIN-WILLIAMS®

COLOR OF THE YEAR **2027**

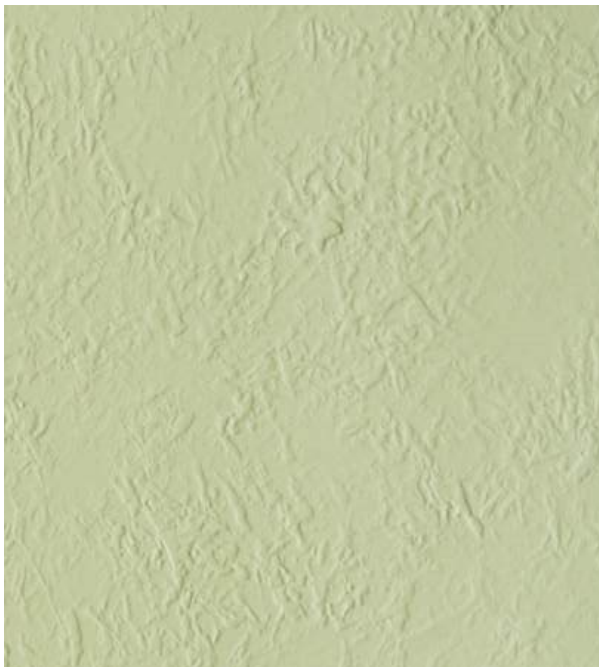
Celery | SW 6421

REFRESH & RESTORE

Our Color of the Year, Celery SW 6421, is more than a color — it's a reflection of our growing desire for calm connection and fresh perspectives.

This herbal and organic soft green is the epitome of restorative elegance, beautifully balanced in any setting.





SWG019567 / SW 6421 Celery



SWG019527



SWG019586 / SW 6421 Celery



SWG019500 / SW 6173 Cocoon



SWG019525 / SW 6421 Celery



SWG019498



SWG019496 / SW 6421 Celery

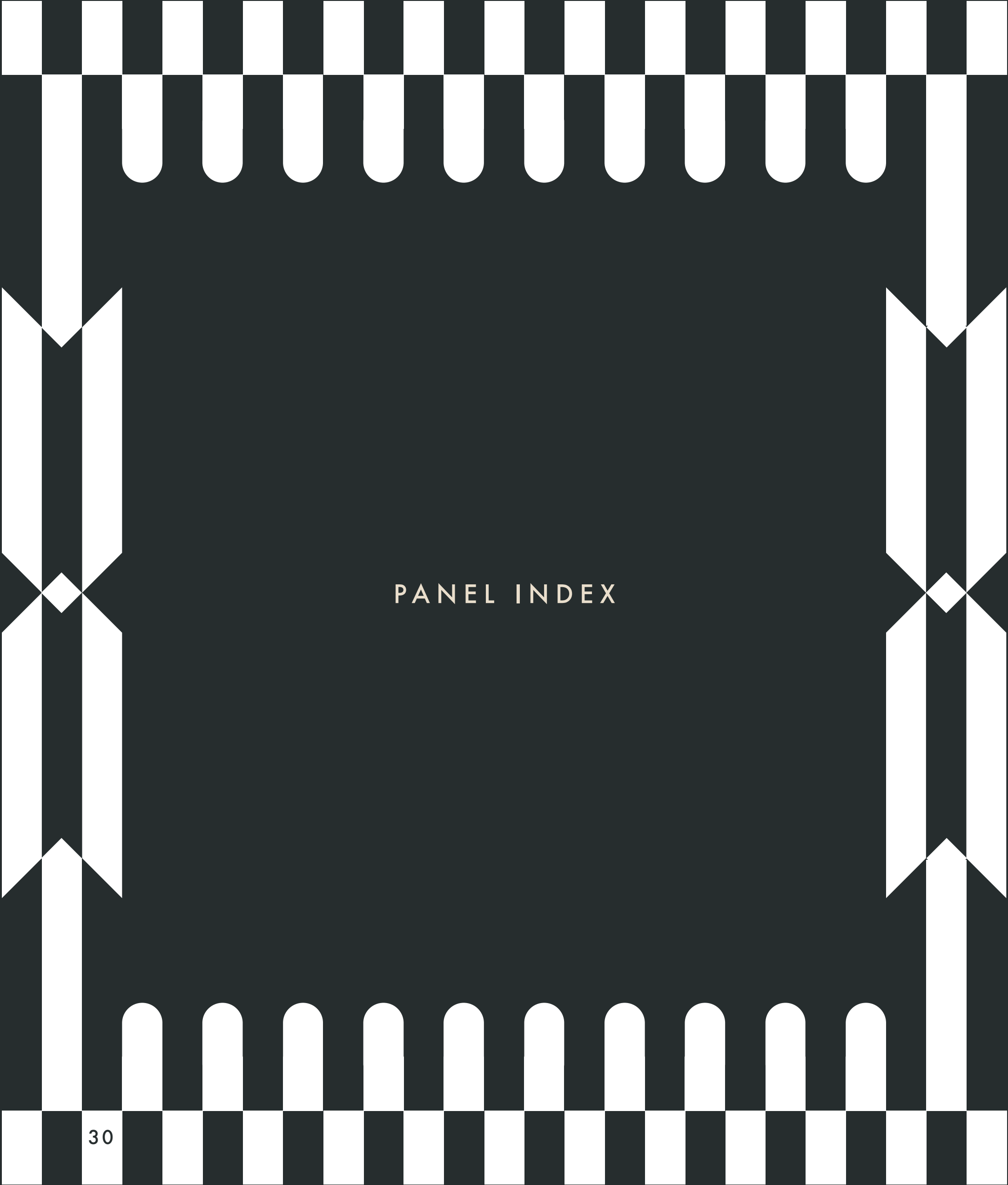


SWG019520 / SW 6179 Artichoke



SWG019495 / SW 6421 Celery





REVIVE



SWG019521 on Maple



SWG019501 on Alder



SWG019499 on Cherry



SWG019535 on Maple



SWG019505 on Composite Siding



SWG019502 on White Oak



SWG019503 on Walnut



SWG019519 on Maple



SWG019534 on Metal



SWG019513 on White Oak

COLOR OF THE YEAR



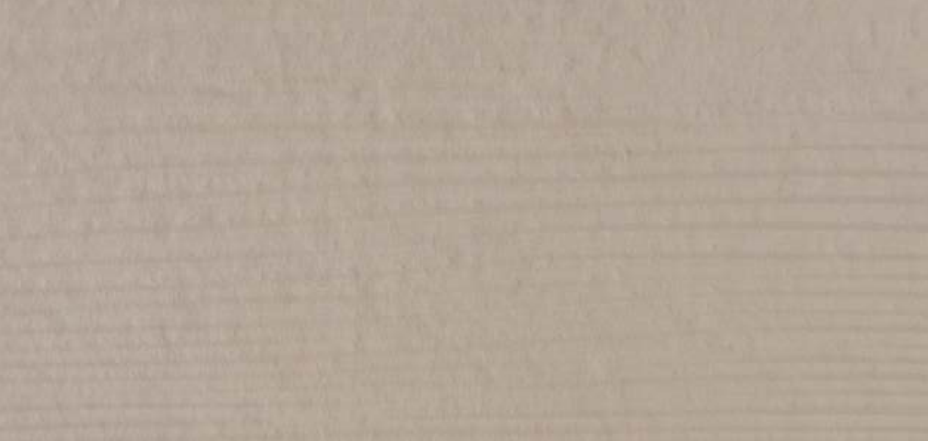
REIGNITE



SWG019526 on Maple



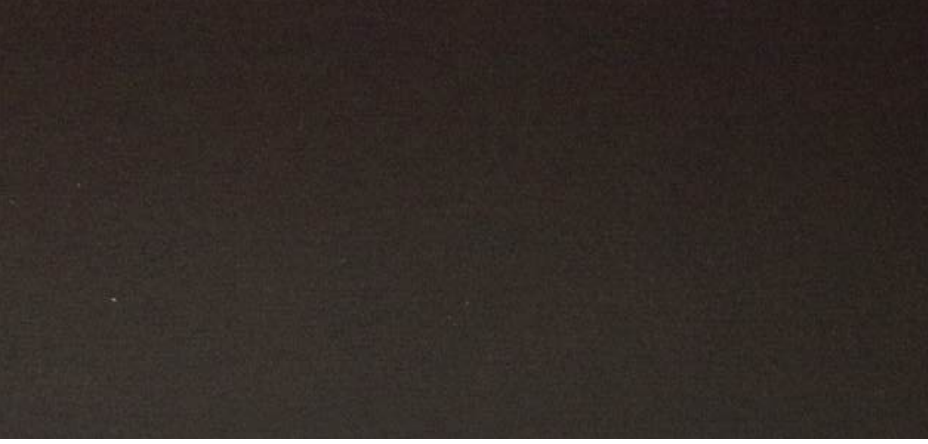
SWG019587 on Pine



SWG019512 on Cement Board



SWG019529 on Oak



SWG019532 on Metal



SWG019531 on Maple



SWG019522 on Maple



SWG019504 on White Oak



SWG019528 on Oak



SWG019506 on White Oak

RECONNECT



SWG019530 on Maple



SWG019508 on French White Oak



SWG019518 on Cement Board



SWG019509 on Hickory



SWG019524 on Metal



SWG019510 on Maple



SWG019523 on Maple



SWG019515 on White Oak



SWG019533 on Maple



SWG019511 on Oak

COLOR OF THE YEAR

COLOR OF THE YEAR



SHERWIN-WILLIAMS®

COLORMIX®

INDUSTRIAL WOOD

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