



SPRING 2025:
**THE BLOSSOMING
RENEWAL SERIES**

A SEASONAL COLOR & DESIGN GUIDE



INTRODUCTION: A NEW SEASON OF COLOR & CREATIVITY

Spring is a time of renewal, growth, and fresh inspiration—a season where brands have the opportunity to refresh their product lines and tell new visual stories. With consumer preferences shifting toward sustainability, sensory experiences, and nature-inspired aesthetics, color plays a crucial role in creating candles that resonate with today's buyers.

At JAFE Decorating, we understand how seasonal color direction can shape product collections. That's why we've curated The Blossoming Renewal Series, a Spring 2025 color palette designed specifically for candle brands looking to elevate their vessels with hues that capture the warmth, energy, and tranquility of the season.



SPRING 2025 MARKET TRENDS: WHAT CANDLE CONSUMERS WANT

As consumer preferences evolve, successful brands are embracing seasonal colors, nature-inspired materials, and a commitment to sustainability. Here's what's driving Spring 2025 trends in the candle industry:

1. Nature-Inspired Color Stories

Consumers are seeking color palettes that evoke renewal and tranquility. Shades of botanical greens, warm neutrals, and soft florals align with growing interest in biophilic design, wellness spaces, and natural self-care rituals.

2. Sensory & Emotional Design

Candle buyers increasingly associate colors with mood and emotional well-being. Warmer tones bring comfort, while grounding hues provide depth and stability. The right color pairing enhances brand storytelling and emotional connection.

3. Sustainability & Transparency Matter

Earth-inspired hues reflect a commitment to eco-conscious living. Consumers prefer brands that integrate sustainability into their design choices, including low-waste packaging, reusable glass vessels, and non-toxic materials.

4. The Power of Seasonal Branding

Spring is the perfect season for limited-edition collections featuring fresh, optimistic colorways. Updating your vessels with seasonal color direction keeps products relevant and encourages repeat purchases.

THE BLOSSOMING RENEWAL SERIES



The Blossoming Renewal Series is a carefully selected palette that brings vibrancy, balance, and sophistication to candle collections. These colors evoke the fresh start of spring while offering timeless appeal that lasts beyond the season.



Spring Sprout – Fresh & Restorative

A muted yellow-green that captures the first signs of growth—sprouting leaves, herbal infusions, and morning dew. Perfect for wellness-focused collections and botanical scents.

- ✓ Ideal for eucalyptus, sage, and fresh linen scented candles
- ✓ Works beautifully in matte or frosted finishes
- ✓ Pairs well with soft neutrals for a calming effect

Willow Canopy – The Vibrancy of Spring

A rich, botanical green that symbolizes renewal and energy. This color speaks to brands that embrace biophilic design and sustainability.

- ✓ Perfect for citrus, herbal, or nature-inspired candle lines
- ✓ Enhances modern matte finishes or high-gloss glass
- ✓ Complements eco-friendly branding



Dewdrop Dusk – Sunlit & Warm

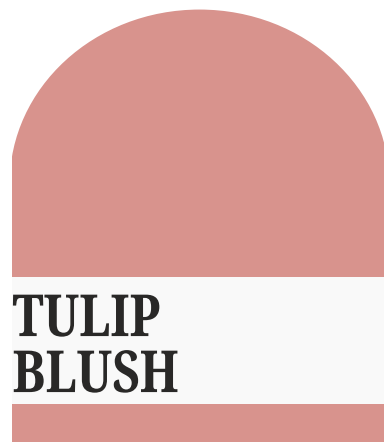
A soft, vintage-inspired orange that brings warmth and nostalgia to candle designs. Inspired by sunlit afternoons, terracotta tones, and handcrafted materials.

- ✓ Ideal for amber, sandalwood, and earthy scent blends
- ✓ Looks beautiful in satin or matte textures
- ✓ Evokes comfort and timeless elegance

🌸 Tulip Blush – Soft & Blossoming

A delicate peachy red that reflects blooming petals and the glow of a spring sunrise. This feminine yet modern hue is perfect for brands looking to embrace fresh, floral aesthetics.

- ✓ Pairs perfectly with peony, rose, or citrus scents
- ✓ Stunning in semi-gloss and ombré finishes
- ✓ A soft alternative to traditional pinks, adding elegance and warmth



🍇 Mulberry Veil – Grounding & Bold Contrast

A deep, near-black red that provides sophistication and depth. While spring is often associated with light hues, Explore reminds us of the earthy grounding force behind renewal.

- ✓ A perfect complement to woody, spiced, and smoky fragrance collections
- ✓ Adds contrast to pastel and neutral color schemes
- ✓ Ideal for luxury candle brands with moody aesthetics



🪵 Driftwood Ash – A Timeless Neutral

A soft, earthy gray that balances the collection, inspired by aged timber and natural stone. This shade is a versatile foundation color that enhances a variety of branding aesthetics.

- ✓ Complements both bold and soft color palettes
- ✓ Works well in matte, satin, or textured finishes
- ✓ Ideal for modern rustic and sustainable candle brands



ALIGNING COLOR WITH BRAND & PRODUCT STORY

Choosing the right color is not just about following trends; it is about aligning your colors with your brand's identity and the story you want to tell. Using these colors as a guide, you can make them lighter, darker, or more chromatic to fit your product story. By understanding and applying color trends, your brand can build stronger connections with your audience and stay ahead of the competition. At JAFE Decorating, we are committed to helping you select colors that not only reflect your brand's values but also enhance your product's appeal in an ever-changing market.

As a trusted partner, we offer the expertise and insight needed to navigate the evolving landscape of color forecasting. By integrating these trends into your design strategy, you can ensure your products resonate with consumers and stand out in the marketplace.

Let JAFE Decorating guide you through color trends, and together, we can create products that not only look stunning but also tell a powerful story.

TAKE THE NEXT STEP WITH JAFE DECORATING



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