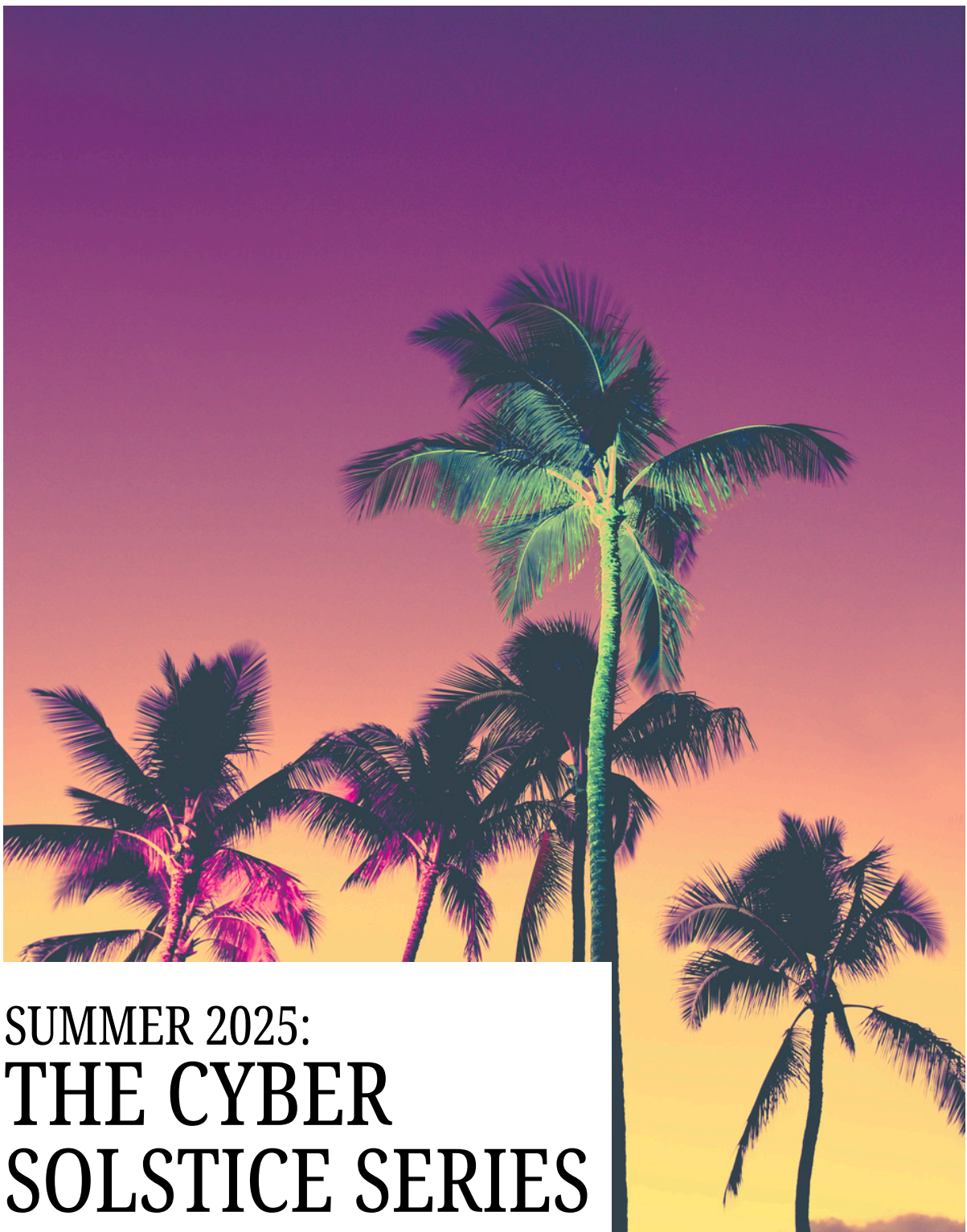




SUMMER 2025:
**THE CYBER
SOLSTICE SERIES**

A SEASONAL COLOR & DESIGN GUIDE



A NEW ERA OF HIGH-ENERGY SUMMER HUES

Color is more than just a design choice—it's a way for brands to connect with consumers on a deeper level. Today's customers are looking for products that reflect their individuality, values, and sensory experiences while maintaining a sense of balance and intention.

At JAFE Decorating, we've developed Cyber Solstice, a Summer 2025 color palette that captures the intersection of bold expression, tranquility, and contemporary appeal. This palette is designed to help brands create visually compelling, trend-forward products that align with the evolving needs of their customers.

If you're looking to refresh your product line with colors that inspire and resonate, this guide will help you craft a strategy that keeps you ahead of the trends.



SUMMER 2025 MARKET TRENDS: WHAT CONSUMERS WANT

1. Immersive, Tech-Enhanced Experiences

Consumers are blurring the lines between physical and digital engagement. Whether through interactive design, augmented reality, or sensory-driven branding, color choices must align with experiences that feel engaging and personalized.

2. Sustainability & Ethical Design

Consumers increasingly prefer eco-friendly materials, recycled packaging, and responsible production. Brands prioritizing low-impact methods and transparent sustainability efforts will resonate more with environmentally conscious buyers.

3. Bold Expression & High-Impact Aesthetics

The rise of statement colors, high-gloss finishes, and futuristic accents reflects consumers' desire for personalization and memorable brand identity. Expect an increase in vibrant, high-contrast palettes.

4. Nature-Inspired Calm & Wellness

As consumers navigate a fast-paced world, soft, restorative tones and biophilic design offer a sense of retreat. Expect calming, nature-driven colors to maintain a strong presence in branding and interior spaces.

THE CYBER SOLSTICE SERIES



The Cyber Solstice palette blends high-energy expression with calming, nature-inspired hues. It's designed for consumers seeking bold individuality, sustainability, and a balance between vibrant and grounding tones. Each shade plays a unique role in shaping the modern design landscape.

♥ Sunkissed Lilac – Soft & Serene



A delicate lilac that blends nostalgia with modern elegance. This pastel shade offers a sense of calm and creativity, appealing to those seeking tranquility and gentle expression.

- ✓ Adds a sophisticated and airy presence to designs
- ✓ Works well in satin, pearlescent, and soft matte finishes
- ✓ Pairs beautifully with deep jewel tones or soft neutrals

🌺 Hibiscus Glow – Bold & Energizing

A vivid pink that commands attention and evokes confidence and passion. This shade resonates with consumers seeking bold self-expression and memorable visual impact.

- ✓ Enhances dynamic and high-contrast designs
- ✓ Works beautifully in glossy, semi-matte, or frosted finishes
- ✓ Appeals to brands looking for a vibrant, statement color



● Coastal Eclipse – Dark & Sophisticated



A deep blue-violet that brings mystery and luxury to the palette. This color caters to consumers looking for depth, refinement, and dramatic contrast.

- ✓ Ideal for premium and high-impact designs
- ✓ Works beautifully in matte, high-gloss, and metallic finishes
- ✓ Pairs well with bold statement colors or muted neutrals

Lagoon Pulse – Cool & Tranquil

A crisp ocean blue that conveys balance and clarity. This color appeals to those drawn to clean, modern aesthetics that foster relaxation and focus.

- ✓ Ideal for minimalist, sleek, and refreshing designs
- ✓ Works well in high-gloss and soft-touch finishes
- ✓ Complements neutrals and warm tones for a balanced look



Lush Citrus – Fresh & Invigorating

A zesty green that embodies energy and renewal. This vibrant shade appeals to those who seek optimism, vibrancy, and forward-thinking design.

- ✓ Adds a playful, high-energy element to product lines
- ✓ Works beautifully in glossy, semi-translucent, and frosted finishes
- ✓ Creates a lively contrast when paired with subdued hues



Seaside Fern – Natural & Grounding

A lush, earthy green that connects consumers to nature and wellness. Its organic feel aligns with sustainability efforts and biophilic design trends.

- ✓ Perfect for eco-conscious and wellness-focused branding
- ✓ Works beautifully in soft matte and textured finishes
- ✓ Pairs well with muted neutrals and fresh accent colors



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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