



AUTUMN 2025:
**THE HARVEST
HORIZON SERIES**

A SEASONAL COLOR & DESIGN GUIDE



A NEW SEASON OF WARMTH, RICHNESS & NATURAL BEAUTY

Color is more than just a design choice—it's a powerful tool for brands to forge deeper connections with their audience. Today's customers are looking for products that reflect their commitment to sustainability, ethical sourcing, and a return to nature while maintaining a modern, refined aesthetic.

At JAFE Decorating, we've developed The Harvest Horizon Series, an Autumn 2025 color palette that captures the essence of nature's transformation—rich, warm, and deeply rooted in authenticity. 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 seeking to infuse your product line with seasonal depth and authenticity, this guide will help you craft a color strategy that aligns with emerging trends.



AUTUMN 2025 MARKET TRENDS: WHAT CONSUMERS WANT

1. Rooted in Nature's Balance

Consumers are seeking designs that merge organic textures with sustainable innovation. Expect earthy hues combined with modernized finishes that enhance authenticity.

2. Earthy Calm & Wellness

As consumers embrace slower lifestyles, soft, restorative tones will dominate. Colors that convey peace, mindfulness, and warmth will shape interiors, branding, and product design.

3. Warmth Through Texture & Tone

The shift from high-shine to muted, earthen finishes reflects a desire for cozy, nostalgic comforts. Expect velvety textures, rustic finishes, and sunbaked hues.

4. Circularity & Sustainability

Brands prioritizing recycled materials, sustainable pigments, and regenerative design practices will resonate most with eco-conscious consumers.

THE HARVEST HORIZON SERIES



The Harvest Horizon palette reflects a shift toward grounded, nature-driven hues with a focus on renewal and sustainability. It's designed for consumers who value timeless design, regenerative materials, and the interplay of warm and cool tones. Each shade plays a unique role in shaping the modern design landscape.



● HARVEST MOON – Neutral & Grounding

A soft, off-white beige inspired by natural minerals, offering balance and adaptability.

- ✓ A versatile neutral that enhances depth in color palettes
- ✓ Works beautifully in matte and stone-like finishes
- ✓ Pairs effortlessly with both warm and cool hues

● MISTY LAKE – Calm & Flowing

A subdued blue that evokes the tranquility of flowing water and the regenerative power of nature.

- ✓ Ideal for wellness-focused and minimalist branding
- ✓ Works well in matte and soft-touch finishes
- ✓ Complements earthy tones and pale neutrals



🍁 GOLDEN MAPLE – Organic & Timeless

A deep, muted gold that bridges luxury with eco-conscious design, evoking autumn's golden hues.

- ✓ Enhances product packaging with a natural richness
- ✓ Works well in metallic, soft-touch, and burnished finishes
- ✓ Pairs seamlessly with dark neutrals and botanical tones

❄️ **FIRST FROST – Crisp & Refreshing**

A luminous, true green that represents innovation and the fusion of nature with biotechnology.

- ✓ Adds an uplifting, eco-conscious energy to designs
- ✓ Ideal for translucent and semi-matte applications
- ✓ Creates a striking contrast when paired with warm neutrals



🌰 **SPICED CHESTNUT – Earthy & Warm**

A muted terracotta reminiscent of sunbaked landscapes, bringing warmth and organic elegance to product design.

- ✓ Perfect for ceramic and natural material applications
- ✓ Works beautifully in matte and semi-gloss finishes
- ✓ Creates an inviting contrast when paired with deep greens

🌲 **DEEP PINE – Grounded & Resilient**

A near-black green that embodies sustainability and renewal. Perfect for anchoring designs with an earthy depth.

- ✓ Ideal for matte and textured finishes
- ✓ Great for branding with a sustainability focus
- ✓ Pairs beautifully with soft neutrals and warm gold tones



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.

We bring color trends to life with expert color matching. For sampling requests, JAFE Decorating uses Pantone standards to ensure accurate color matching. This process helps account for screen variations and delivers a final result that stays true to your selected shade.

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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