



SPRING 2026:
**THE REJUVENATION
REVERIE SERIES**

A SEASONAL COLOR & DESIGN GUIDE

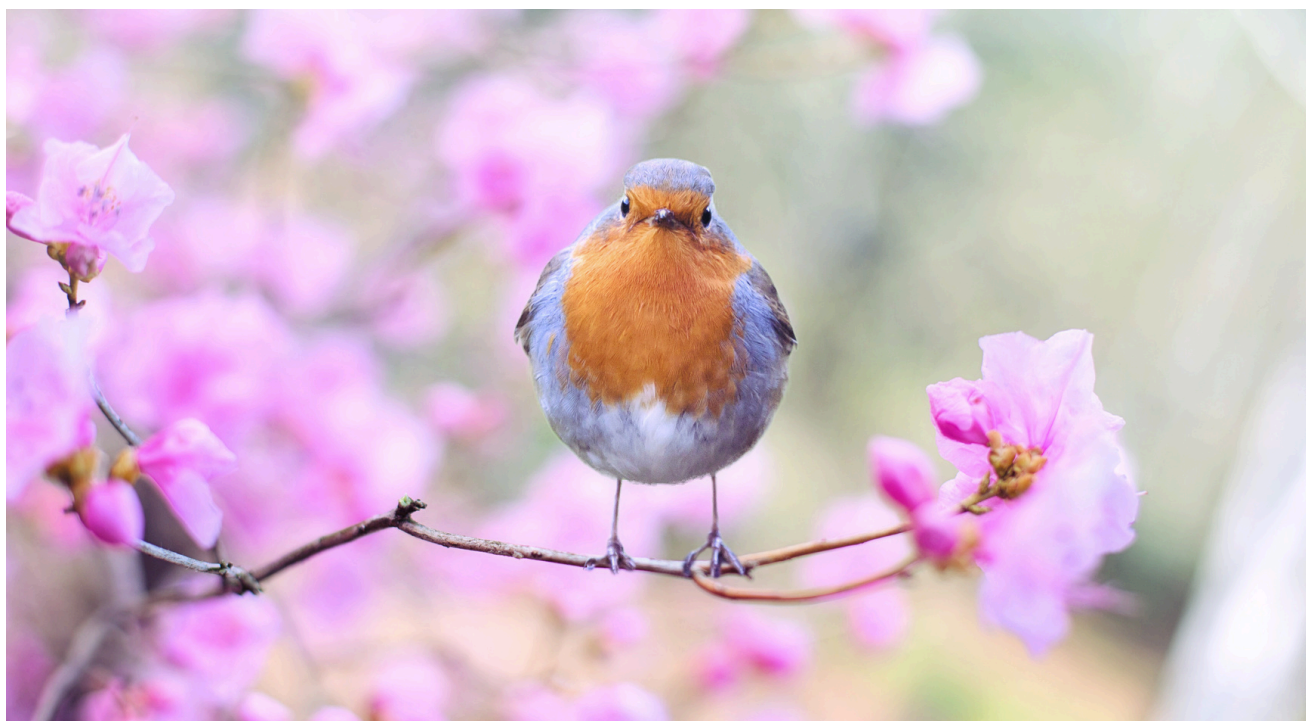


A SEASON OF NATURAL RESTORATION & PURPOSEFUL DESIGN

Color is a design element as well as a powerful tool to foster connection, inspiration, and emotional well-being. Today's consumers seek products that feel intentional, align with their values, and bring a sense of renewal and clarity to their lives.

At JAFE Decorating, we developed The Rejuvenation Reverie Series, a Spring 2026 palette inspired by nature's healing powers, soft botanical textures, and a renewed focus on sustainable living. This palette empowers brands to craft beautiful, thoughtful products that resonate with evolving consumer needs.

If you're looking to refresh your product line with colors that feel grounded, uplifting, and forward-thinking, this guide will help you align your strategy with the emerging trends of tomorrow.



SPRING 2026 MARKET TRENDS: WHAT CONSUMERS WANT

1. Nature as the Ultimate Innovator

Consumers are increasingly drawn to materials and colors that are rooted in nature's intelligence: bio-based, sustainable, and emotionally grounding. Brands integrating nature-forward design gain stronger trust and loyalty.

2. Wellness, Balance & Calm

As stress and overstimulation rise, soothing, earthy hues offer an emotional reset. Calm-inducing colors tied to botanical and mineral inspirations will dominate, reflecting a collective desire for balance and wellbeing.

3. Sustainability & Circular Materials

Eco-consciousness remains a key driver. Consumers prefer brands that prioritize sustainability, especially when paired with innovative finishes like biodegradable textures, organic coatings, and skin-sensory materials.

4. Fresh Energy & New Beginnings

Spring 2026 encourages joyful renewal. Brands that use colors tied to vitality, fresh starts, and seasonal energy will connect more deeply with customers looking for optimistic, forward-moving stories.

THE REJUVENATION REVERIE SERIES



The Rejuvenation Reverie Series balances calming softness with revitalizing vibrancy. Designed for consumers seeking mindfulness, eco-consciousness, and authentic renewal, this palette blends earthy reassurance with light, refreshing energy to meet the evolving demands of lifestyle, beauty, and wellness markets.



Blossom Beige – Soft & Grounding

A warm neutral inspired by sunlit petals and softened stone. This color reflects simplicity, stability, and renewal, offering brands a versatile anchor tone for spring storytelling.

- ✓ Creates an inviting, natural foundation for product lines
- ✓ Works beautifully in soft matte, frosted, or raw natural finishes
- ✓ Pairs well with fresh greens and delicate pastels

Lilac Morning – Serene & Uplifting

A tender lilac that invites peacefulness and creative flow. Lilac Morning feels modern yet nostalgic, providing brands with a color that radiates tranquility and emotional connection.

- ✓ Ideal for wellness, beauty, and mindful living brands
- ✓ Works beautifully in pearlescent, satin, or frosted finishes
- ✓ Pairs elegantly with soft neutrals and deeper green accents



Spring Breeze – Refreshing & Restorative

A soft aqua imbued with clarity and lightness, Spring Breeze represents vitality and clean beginnings. It's perfect for brands embracing nature, clarity, and sustainable innovation.

- ✓ Enhances fresh, modern design aesthetics
- ✓ Works beautifully in glossy, translucent, or soft-touch finishes
- ✓ Complements warm neutrals, fresh greens, and mineral tones

Minted Meadow – Easygoing & Grounded

A calming green-blue that captures the feeling of a peaceful landscape. Minted Meadow embodies the spirit of balance, wellness, and mindful simplicity, making it an essential spring green.

- ✓ Perfect for biophilic, eco-forward, and wellness-focused designs
- ✓ Works beautifully in tactile matte, natural, and textured finishes
- ✓ Pairs beautifully with blush tones and botanical accents



Garden Bark – Earthy & Rooted

A rich, natural neutral drawn from forest floors and deep soils. Garden Bark connects consumers to the earth, offering grounding comfort amid the rush of modern living.

- ✓ Adds depth and stability to lighter spring palettes
- ✓ Works beautifully in raw, matte, or layered finishes
- ✓ Complements fresh green hues and soft botanical palettes

Fresh Bud – Energetic & Optimistic

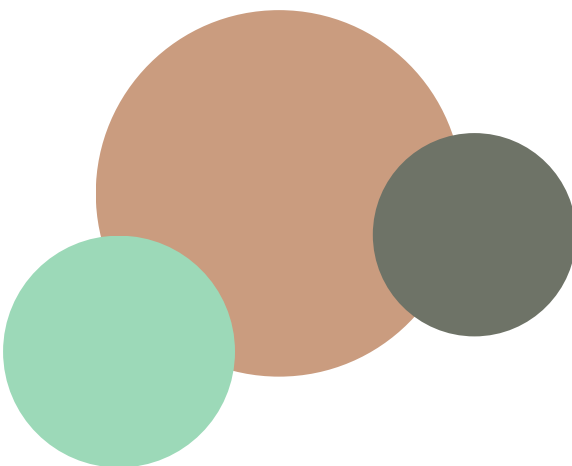
A lively yellow-green that sparks a sense of new growth and opportunity. Fresh Bud captures the energy of emerging life, appealing to brands ready to celebrate renewal and vitality.

- ✓ Ideal for lifestyle, wellness, and health-focused branding
- ✓ Works beautifully in semi-glossy, frosted, or organic finishes
- ✓ Creates lively contrasts when paired with neutrals and soft pastels



SUGGESTED PAIRINGS

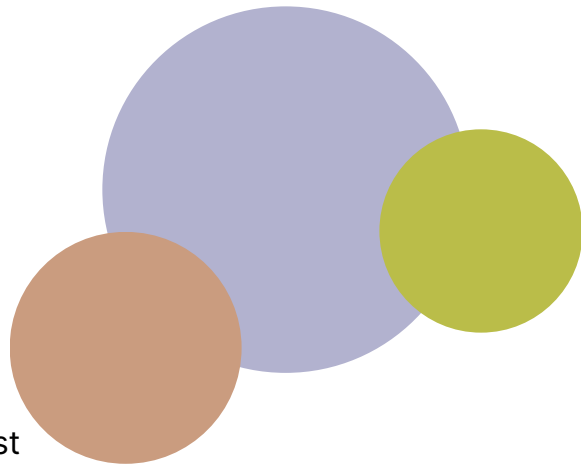
SOFT NATURALS (Red anchored)

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- Blossom Beige 16-1220
 - Minted Meadow 13-0117
 - Garden Bark 18-0521

Emotional Signal: Quiet restoration and tactile harmony rooted in nature's intelligence

Suggested Finishes: Soft matte, frosted texture, raw natural coatings

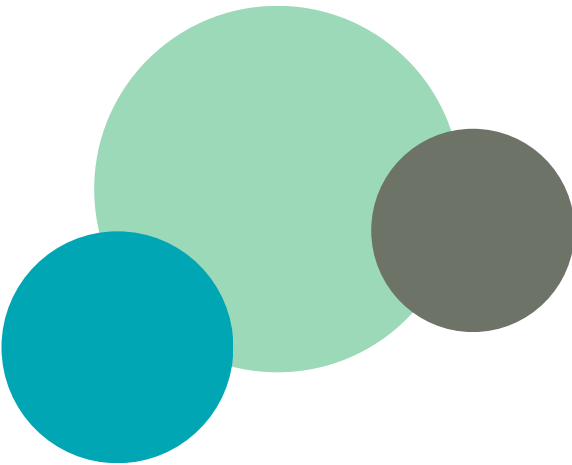
Serene Bloom (Purple-anchored)

- 
- Lilac Morning 13-3805
 - Blossom Beige 16-1220
 - Fresh Bud 15-0538

Emotional Signal: Emotional calm and gentle optimism expressed through softness and light

Suggested Finishes: Satin, pearl sheen, translucent frost

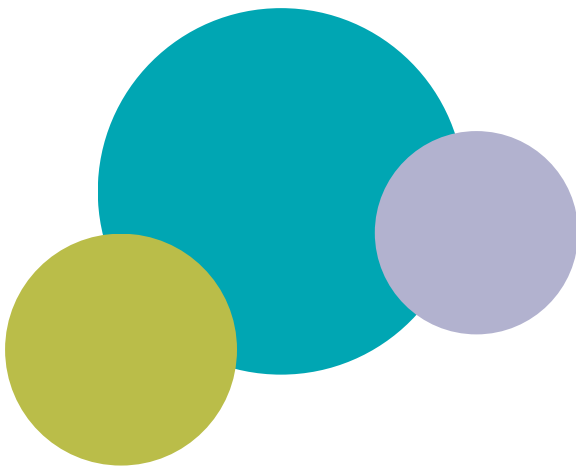
Modern Botanicals (Green-anchored)

- 
- Minted Meadow 13-0117
 - Spring Breeze 16-4728
 - Garden Bark 18-0521

Emotional Signal: Sustainable clarity and biophilic renewal with a modern, balanced spirit

Suggested Finishes: Frost matte, etched texture, layered translucence

SUGGESTED PAIRINGS



Vibrant Balance (Blue-anchored)

- Spring Breeze 16-4728
- Fresh Bud 15-0538
- Lilac Morning 13-3805

Emotional Signal: Joyful energy and creative revival that signals modern freshness and flow

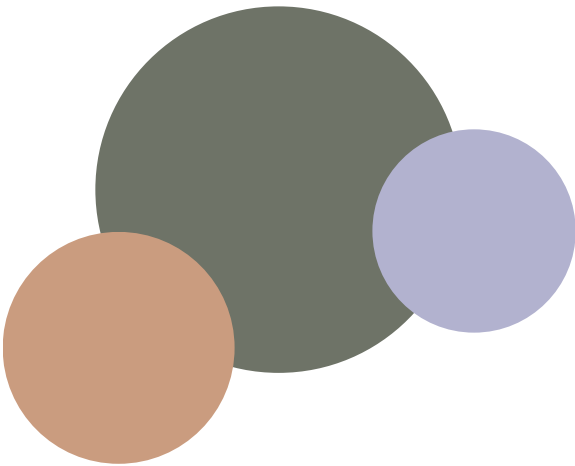
Suggested Finishes: Gloss, iridescent shimmer, reflective glaze

Earth & Air (Neutral-anchored)

- Garden Bark 18-0521
- Blossom Beige 16-1220
- Lilac Morning 13-3805

Emotional Signal: Grounded serenity and timeless composure where stability meets mindfulness

Suggested Finishes: Satin, ceramic glaze, soft-touch coating

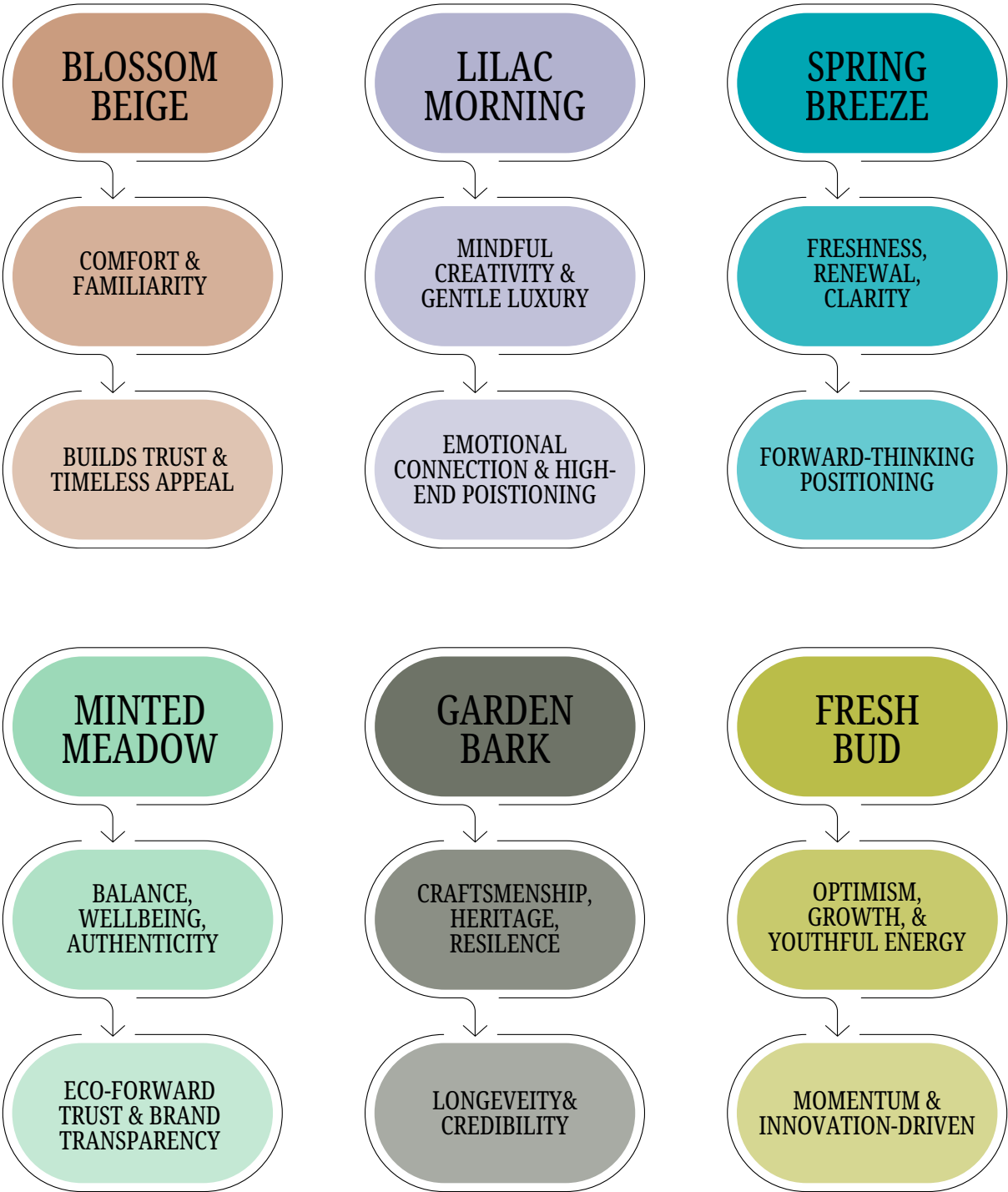


How to Use This Guide

- 1.Start with Emotion:** Decide what you want consumers to feel (calm, bold, nostalgic, sustainable).
- 2. Select the Color Family:** Choose the family that best aligns with those emotions.
- 3. Layer the Finish:** Use the recommended material or finish to amplify the story (e.g., gloss for boldness, frosted for calm).
- 4. Refine for Your Category:** Adapt the pairing to candles, fragrance, spirits, or tableware for maximum relevance.

CONSUMER INSIGHTS CONNECTION

COLOR → CONSUMER PERCEPTION → BUSINESS OUTCOME



5 QUESTIONS BEFORE CHOOSING YOUR SEASONAL PALETTE

Don't pick colors blindly. Run your seasonal palette through these five checkpoints to confirm it's aligned with your brand, your market, and your future growth.

1. Does this palette align with my brand identity?

- ☐ Which brand values do I want these colors to communicate (e.g., luxury, eco-consciousness, playfulness)?
- ☐ Do these hues complement or compete with my existing brand colors?

2. How will this palette influence consumer perception?

- ☐ What emotions or associations do these colors evoke (trust, optimism, calm, prestige)?
- ☐ Will they connect with my target audience's lifestyle and preferences?

3. Can this palette work across multiple products & finishes?

- ☐ Will the hues translate effectively on glass, packaging, labels, and digital media?
- ☐ Have I considered how matte, gloss, shimmer, or metallic finishes will alter the perception?

4. Will this palette have staying power beyond one season?

- ☐ Am I choosing colors that balance trend relevance with timelessness?
- ☐ Can these hues evolve into future product lines or limited editions?

5. How will this palette differentiate my brand in the market?

- ☐ Does it help me stand apart from competitors in my category?
- ☐ Will it elevate my product on the shelf, online, or in experiential branding?

 **Pro Tip:** JAFE Decorating can help you test your palette before launch with sample vessels, finish variations, and expert color-matching.

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



740-503-3955



1250 MARTIN STREET
GREENVILLE, OHIO 45331



BFISHER@JAFEDECO.COM

Ready to elevate your brand with stunning, custom glassware? [Download our catalog or schedule a product consultation](#) with our experts today and discover how JAFE Decorating can bring your vision to life!