



SUMMER 2026: THE SUNBOND SERIES

A SEASONAL COLOR & DESIGN GUIDE



A SEASON OF SHARED ENERGY & MEANINGFUL CONNECTION

Color is more than aesthetics. It's emotional resonance. Summer 2026 invites brands to lean into color stories that symbolize connection, vitality, and balance across generations. Consumers want more than just trends—they want meaning. They're seeking visual expressions that evoke joy, optimism, and rootedness while embracing modernity and well-being.

At JAFE Decorating, we've crafted The Sunbond Series, a radiant palette that reflects the spirit of shared experiences, adaptability, and legacy. These colors are designed to help brands speak to multi-generational values that evoke comfort, dynamism, and harmony through seasonal color choices.

If you're looking to infuse your product line with summer boldness and cross-generational appeal, this guide is here to help.



SUMMER 2026 MARKET TRENDS: WHAT CONSUMERS WANT

1. Modern Heirlooms

Designers are leaning into timeless materials and familiar textures with an updated look: woven wicker, ceramic tones, and warm, sun-faded finishes.

2. Seasonal Serenity

Cool tones and calming blues balance out summer's intensity, creating space for reflection, rest, and relaxation across age groups.

3. Joy-Forward Design

Color is being used to evoke delight. Bright, optimistic shades help products feel more emotionally engaging and energizing.

4. Nature's Intelligence

Composites, sustainable pigments, and biophilic design trends are grounding summer collections in eco-conscious intention.

THE SUNBOND SERIES



The Sunbond Series celebrates the beauty of generational connection, shared experiences, and seasonal vitality. These shades are designed to evoke joy, resilience, and belonging, uniting warmth and coolness in a way that feels both nostalgic and new. From grounded neutrals to expressive brights, this palette helps brands create products that honor the past while embracing forward movement.



☀️ SUNKISSED SANDSTONE – Grounded & Glowing

A golden neutral inspired by warm dunes and sun-drenched paths. It's the anchor of the palette: inviting, versatile, and timeless.

- ✓ Perfect for natural textures like wood or ceramic finishes
- ✓ Complements both brights and deep tones
- ✓ Ideal for base tones in lifestyle and home goods

🔥 CHERRY HEATWAVE – Bold & Passionate

A confident, expressive red that symbolizes the vitality of self-expression and the strength passed through generations.

- ✓ Adds drama to packaging and branding
- ✓ Beautiful in satin, matte, or high-gloss applications
- ✓ Pairs well with warm neutrals and retro tones



🌊 SALT AIR – Serene & Balanced

This cool blue captures the calm of open skies and quiet reflection, bridging generational viewpoints with a sense of clarity and peace.

- ✓ Great for spa, wellness, and coastal-inspired lines
- ✓ Works well in matte, gloss, or translucent finishes
- ✓ Balances brighter tones in sophisticated palettes

TROPICAL CURRENT – Invigorating & Fresh

A medium turquoise that channels the energizing flow of intergenerational exchange. Modern, vibrant, and full of movement.

- ✓ Pops on glass, especially in frosted or color-wash finishes
- ✓ Works well in summer collections and health-forward products
- ✓ Blends beautifully with citrus tones and neutrals



CITRUS BURST – Optimistic & Zesty

This yellow-green hue brings instant energy to any design, evoking growth, discovery, and the thrill of summer reinvention.

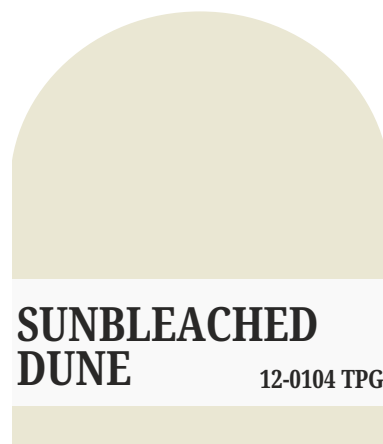
- ✓ Ideal for youth-oriented or eco-conscious products
- ✓ Pairs with deeper earth tones for contrast
- ✓ Vibrant and clean in soft-touch or semi-gloss



SUNBLEACHED DUNE – Soft & Subtle

A pale beige with a sandy warmth. Reminiscent of bleached straw, beach walks, and well-worn heirlooms.

- ✓ Adds understated elegance to any color pairing
- ✓ Perfect for vintage-inspired aesthetics
- ✓ Complements bold and neutral palettes alike



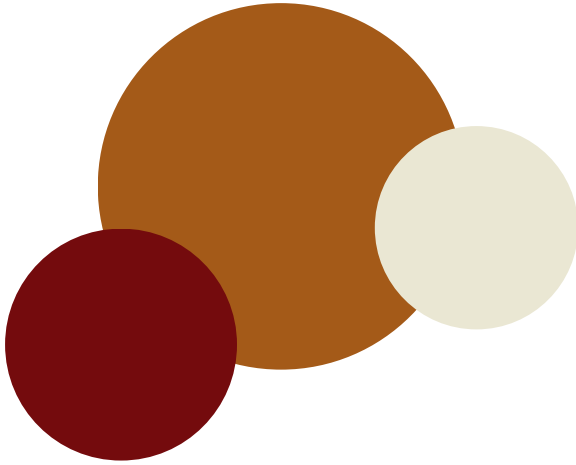
SUGGESTED PAIRINGS

Crafted Vitality (Orange-Anchored)

- Sunkissed Sandstone 18-1163
- Cherry Heatwave 19-1650
- Sunbleached Dune 12-0104

Emotional Signal: Legacy craftsmanship meets modern warmth that's grounded yet radiant.

Suggested Finishes: Soft matte, ceramic glaze, woven texture.

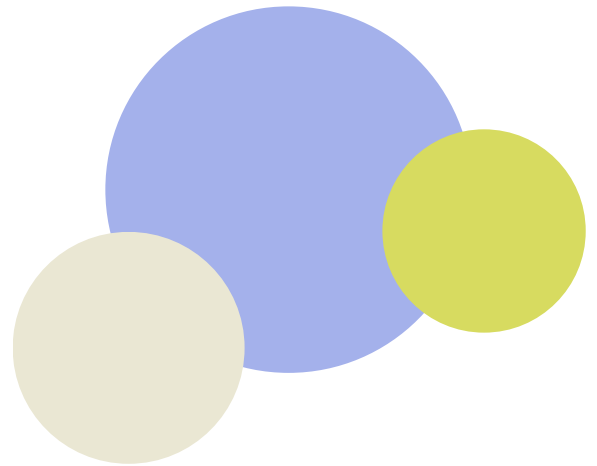


Coastal Calm (Blue-Anchored)

- Salt Air 16-3923
- Sunbleached Dune 12-0104
- Citrus Burst 13-0645

Emotional Signal: Calm optimism and generational ease inspired by ocean light and open air.

Suggested Finishes: Satin, frosted glass, pearlescent layer.

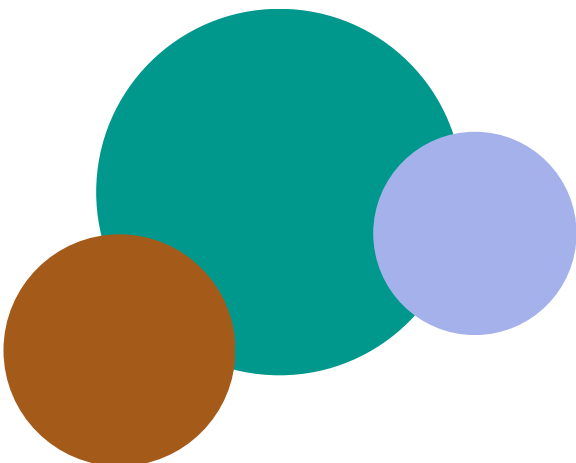


Solar Current (Green-Anchored)

- Tropical Current 17-5130
- Sunkissed Sandstone 18-1163
- Salt Air 16-3923

Emotional Signal: Expressive motion and balance where joy meets renewal across generations.

Suggested Finishes: Gloss, gradient translucence, ripple texture.



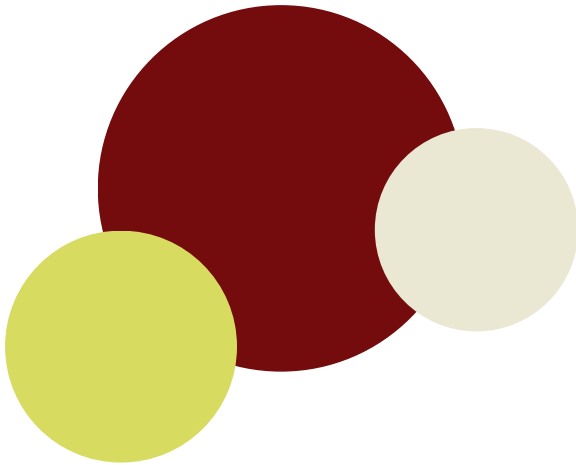
SUGGESTED PAIRINGS

Vivid Revival (Red-Anchored)

- Cherry Heatwave 19-1650
- Citrus Burst 13-0645
- Sunbleached Dune 12-0104

Emotional Signal: Intergenerational confidence and celebration where heritage passion is reimagined.

Suggested Finishes: Satin, layered translucence, soft gloss.

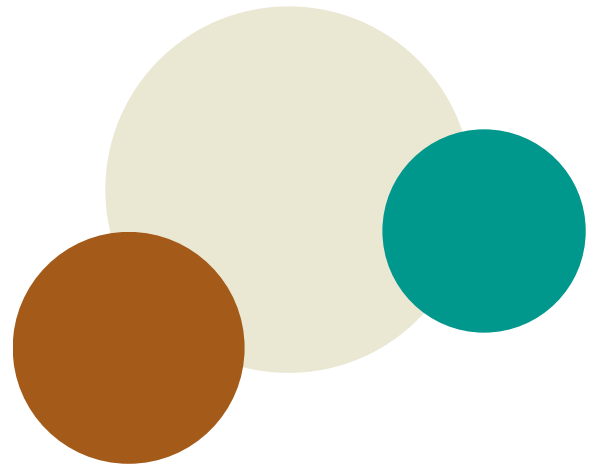


Effortless Earth (Neutral-Anchored)

- Sunbleached Dune 12-0104
- Sunkissed Sandstone 18-1163
- Tropical Current 17-5130

Emotional Signal: Timeless serenity and harmony connecting warmth with reflection.

Suggested Finishes: Matte, raw mineral coating, organic texture.



How to Use This Guide

1. Start with Emotion: Decide what you want consumers to feel (calm, bold, nostalgic, sustainable).

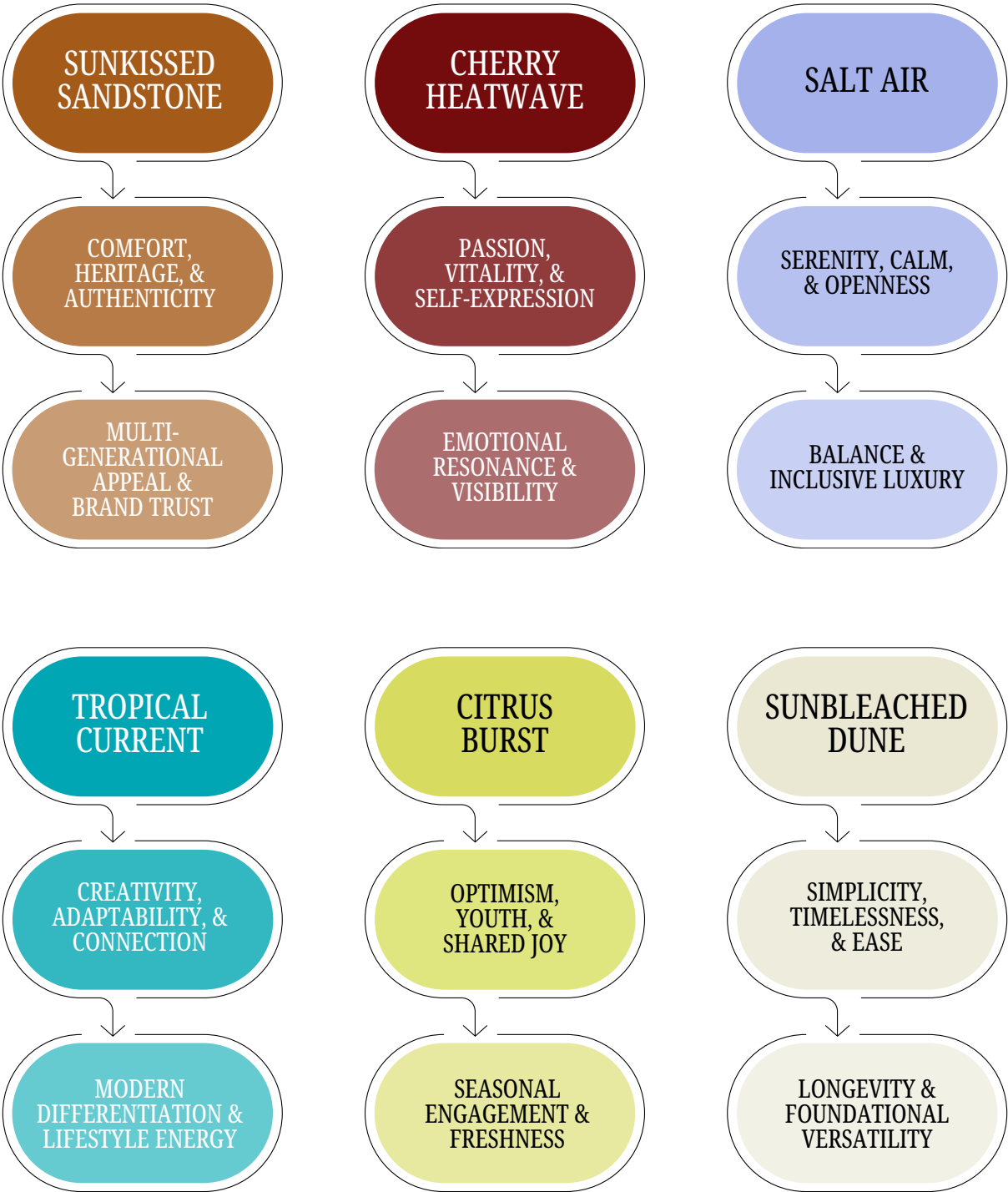
2. Select the Color Family: Choose the family that best aligns with those emotions.

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



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