

Colour of the Year 2026: Transformative Teal

Discover WGSN and Coloro's Colour of the Year for 2026, Transformative Teal. A fluid fusion between dependable dark blue and aquatic green, this is the resonating colour for a period of change and redirection

Urangoo Samba
04.16.24 - 8 minutes



WGSN Original Image

Transformative Teal

Colour of the Year 2026

092-37-14

Coloro / Pantone

19-4517 TCX

Transformative Teal aligns with the eco-accountability that consumers will increasingly demand. It is a fluid fusion of blue and green that recognises the diversity of nature and an **Earth-first mindset**, helping build resilience in the face of complex climate changes. It reflects a new outlook on biology that can be organic or synthetic, natural or post-natural, depending on what is ultimately best for the planet.

This blue-green shade is **cooling, calming and restorative**, with a **transformative and regenerative character** inspired by redirecting our efforts to find collective and novel solutions for our planet. It evokes ‘the overview effect’ coined by space philosopher Frank White, which expresses the life-changing experience of witnessing our home planet from space.



Colour Evolution



Deep Ocean
A/W 21/22 and S/S 22

Verdigris
A/W 22/23 and S/S 23

Transformative Teal
S/S 26

Tracking blues and greens

Interest in green and blue has increased, with a rise in shopping-related searches. Searches for teal specifically increased by 9% YoY on Google Trends.

WGSN e-commerce data shows that blues performed well, especially the dark blues, which **showed growth on search engines and social media**. Blue had one of the lowest new-in markdown rates of the season in both the UK and US, as it decreased by -2ppt to 34.4% in the UK and -1.5ppt to 30.8% in the US.

Google Trends: online searches for shopping blue and green styles have been on the rise. **Blue searches increased by 2% and green by 3% year-on-year worldwide.**

- Navy blue is the top searched share of blue in the last 12 months worldwide, followed by light blue in a similar hue to our S/S 26 Key colour [Blue Aura](#)
- Interest in blue men's clothing outpaced black for the first time this season, as interest in blue increased by 149% YoY
- Out of the fashion colours, consumers searched for green men's clothing the most. "Green linen suit" is up 130% YoY worldwide in the last 12 months



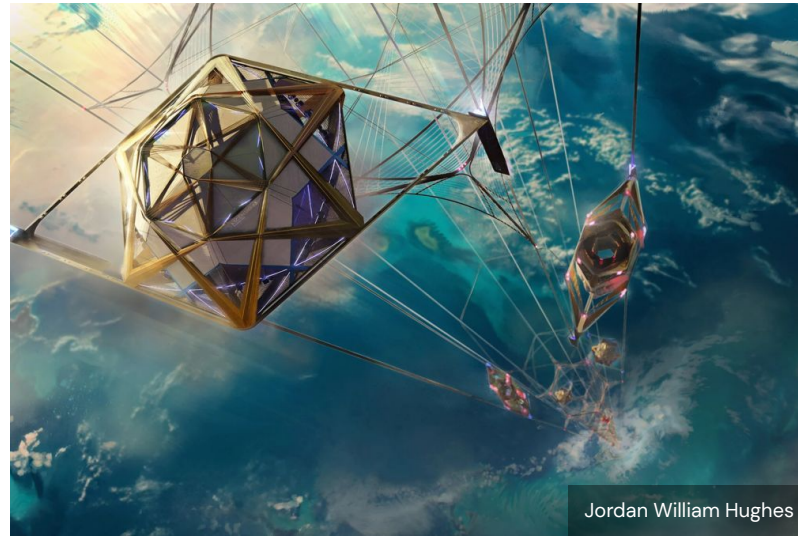
The year of redirection: 2026

2026 will be a year of redirection, when old ideas will be challenged as people push for urgent change in how we treat our societies, arrange our industries and work with our environments. Polarisation will become more entrenched, but new alliances and opportunities will also arise, and new technologies and forms of creativity will be harnessed as agents of progress. For colour, this will be reflected in a mix of new darks, urgent brights, earthy and offbeat naturals, and calming tinted tones.

Darks will remain important as consumers turn to colours with versatility, stability and longevity. In particular, we will see the emergence of cooling darks inspired by our Fluid Ecologies STEPIC Innovations theme, as people find comfort in shadier colours amid the extremes of a heating planet.

Transformative Teal **spotlights the quest for sustainability**, reflecting upon and recognising the opportunities that the diversity of nature will bring to new ways of living. This will inspire products and services that are designed with a planet-first rather than a people-first mindset, helping to build resilience in the face of complex climate challenges.

Composing Oceans is an installation by Dutch artist Ellis Holman, in which the ocean is recomposed as a surreal landscape, played with tension, light and gravity. The installation symbolises the complex relationship between the past and the future, floating between two extremes.



Jordan William Hughes

British architect Jordan William Hughes has created a conceptual design for a space elevator that would travel between an ocean-based spaceport and a multi-use space station. The visualisations of the space station depict futuristic interiors with views overlooking Earth

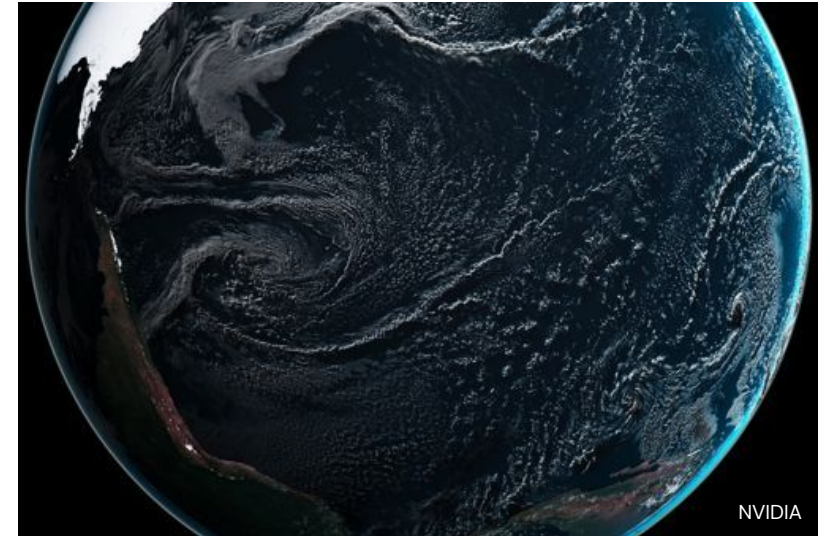


ALCHEMIST

Copenhagen's Alchemist Restaurant teamed up with SpaceVIP, a luxury space travel group, and Space Perspective, a carbon-neutral spaceflight experience company, to offer 'stratospheric dining' on a six-hour flight taking off from Florida, US, in 2025. Guests will ascend to 100,000 feet above sea level aboard Space Perspective's Spaceship Neptune craft, which features a capsule lifted by a 'SpaceBalloon', not a rocket



Ellis Holman

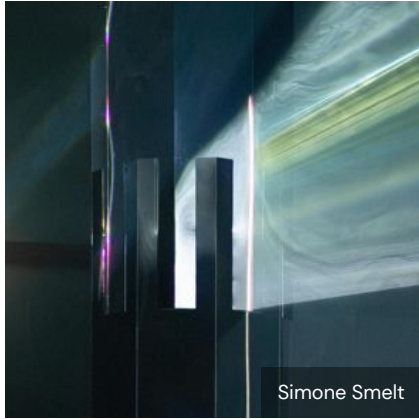


NVIDIA

To accelerate efforts to combat huge economic losses due to extreme weather brought on by climate change, NVIDIA announced its Earth-2 climate digital twin cloud platform for simulating and visualising weather and climate at an unprecedented scale. When combined with proprietary data owned by companies in the \$20bn climate tech industry, the Earth-2 interfaces help users deliver warnings and updated forecasts in seconds, compared with the minutes or hours of traditional CPU-driven modelling

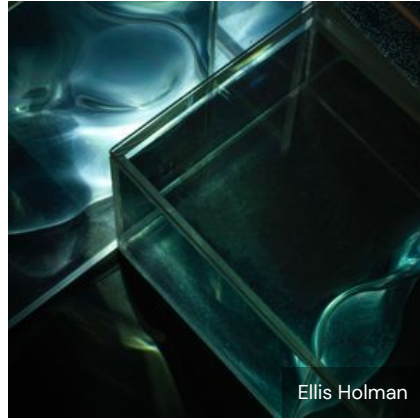
Project Ascensio by British concept artist and architect Jordan William Hughes aims to explore the challenging and exciting prospect of combining a **sustainable ocean-based space elevator with a multi-use spaceport.**

Influences



Simone Smelt

Reflecting Bodies by Amsterdam-based designer Simone Smelt uses volumes and textures sculpted from polished aluminium to create an interplay of light. Shapes diffuse in multiple directions, fostering a playful and experimental environment for light, sound and reflection.



Ellis Holman

Ellis Holman is a visual artist who draws inspiration from the landscapes around her and tells their narratives by translating them into art installations. Her installation Composing Oceans (2024) captures the longing for ultimate freedom and asks the question: “What comes after flight behaviour?”



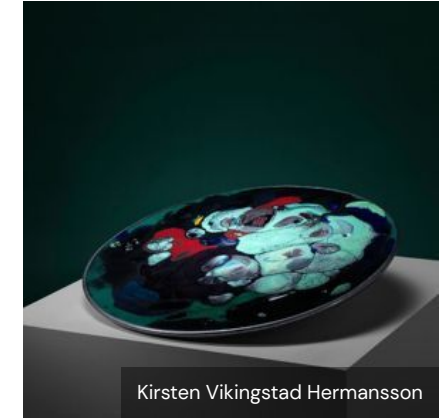
Julia M. Kunin

Julia M. Kunin lives in New York and Hungary, where she conducts research and develops new work. Her Scholar's Rock series, which alludes to the Chinese tradition of appreciating natural stones as sculpture, is made in Hungary using lustre glazes.



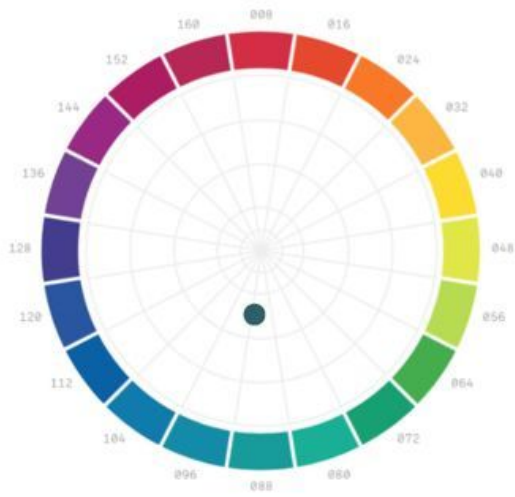
Alchemist

Michelin-starred Chef Rasmus Munk of Copenhagen's Alchemist Restaurant will be aboard Spaceship Neptune, the world's first carbon-neutral space capsule. Explorers will ascend 100,000ft above sea level, where they will dine as they watch the sunrise over the Earth's curvature. Each passenger will be dressed by French fashion house [@ogier.official](#) in made-to-measure outfits.



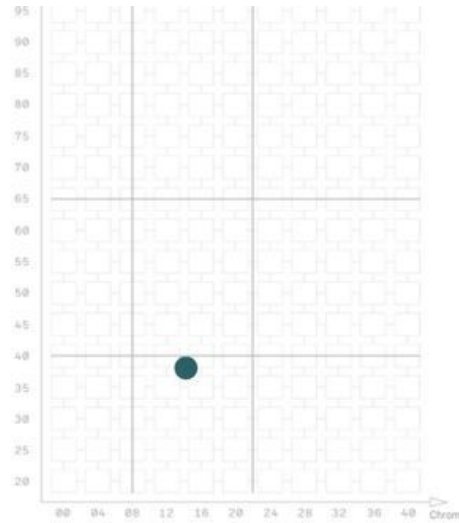
Kirsten Vikingstad Hermansson

Tidal Locking, part of the Crystal Maps series by Norwegian artist Kirsten Vikingstad Hermansson, fuses glass in a spectrum of natural colours using Transformative Teal with [#AquaticTones](#).



Coloro Hue Distribution

Coloro



Coloro 9 Segments

Coloro

Coloro analysis

Coloro's unique coding system is organised by how the human eye sees colour, and is able to analyse and map colour from the lightness and chroma levels of any given hue.

Using Coloro's analysis tools, we have plotted the hue, chroma and lightness distribution of Transformative Teal.

Colour Hue Distribution: Transformative Teal belongs in between the blue and green hue groups with a slight weighting towards green.

Coloro 9 Segments: Transformative Teal is positioned in segment 6 of the 9-segment grid, indicating a medium saturation and low lightness level.

Coloro

About the Coloro code

We decode colour as the human eye sees it – by hue, lightness and chroma.

Each of our 3,500 colours is specified by a unique seven-digit code, representing the point where hue, lightness and chroma intersect, allowing you to organise and analyse colour like never before. The Coloro logic provides creatives with a new way to view colour objectively and create responsible palettes with longevity.

Purchase the five Key Colours for S/S 26 from [Coloro](#).

About Coloro

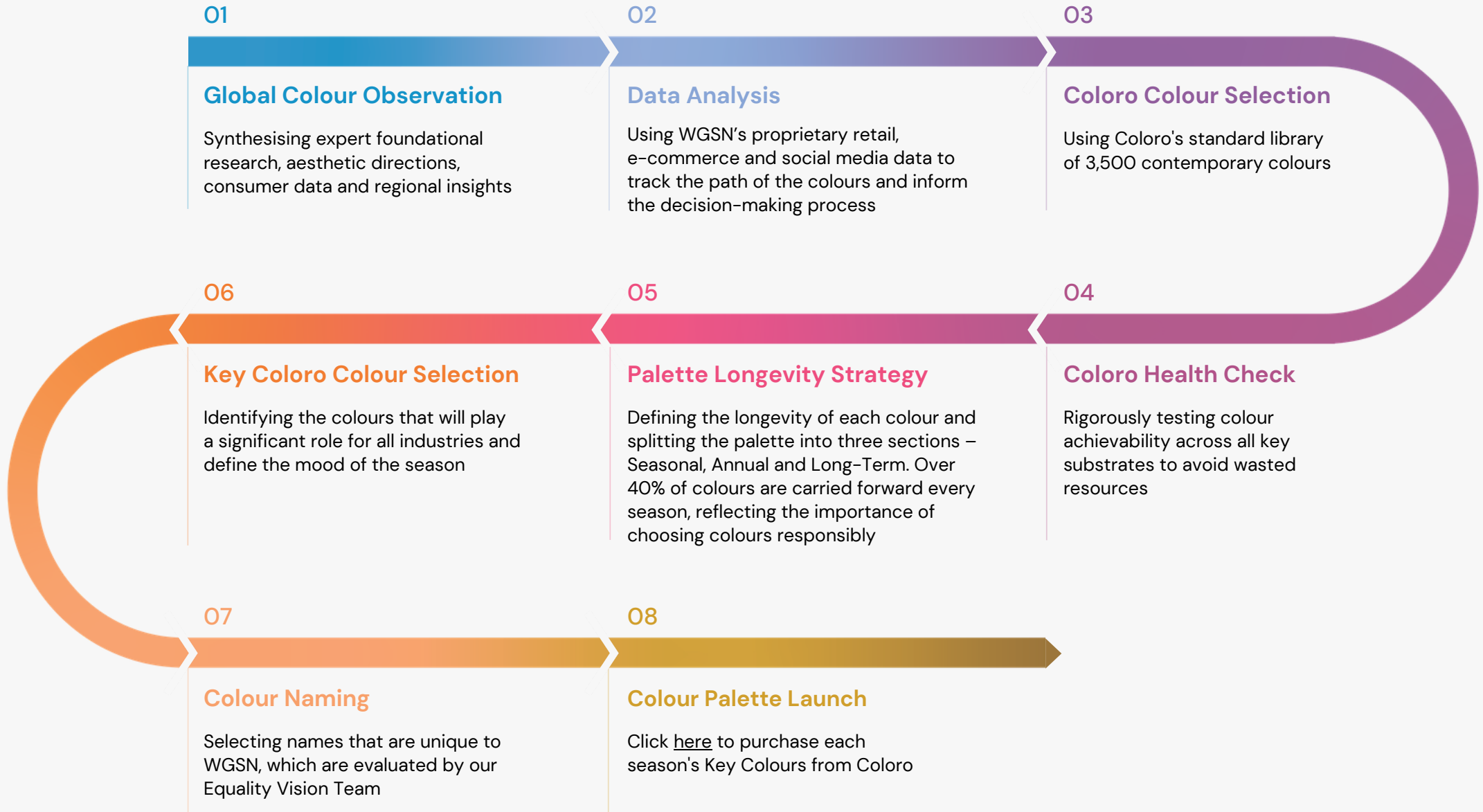
Coloro is the new way to work with colour. Pairing unlimited colour, with complete control, our logical colour system gives designers the freedom to create and execute colour with total confidence.

Coloro provides unlimited actionable colour opportunities – all logically organised and easily searchable by hue, lightness and chroma. Move from indigo to teal in a breeze, knowing every colour represented could define the next sellout product.

The Coloro Universal Color System works everywhere, on everything, with everyone. It enables you to start every project with the world's most accurate colour system, trusted by leading brands and innovators.



Colour forecast methodology



WGSN's forecasts are created by our global team of experts

Colour forecasting team

Lisa White, Creative Director

Urangoo Samba, Head of Colour

Emily McCarthy, Colour Strategist

Gemma Riberti, Director of Interiors

Reiko Morrison, Head of CMF,
Consumer Tech

Helen Palmer, Head of Materials, Knit
and Textiles

Yvonne Kostiak, Head of Active

Erin Rechner, Head of Kidswear

Jane Collins, Senior Strategist, Footwear
and Accessories

Nick Paget, Senior Strategist, Menswear

Megan Bang, Beauty Analyst

Mia Jacobs, Youth Strategist

Regional experts

APAC

Lupi Yao, Trend Director, WGSN China

Africa

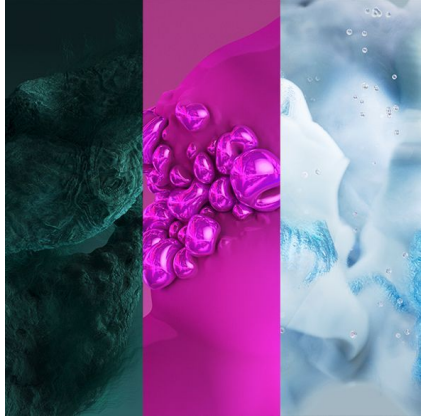
Kim Cupido, Senior Strategist,
Womenswear

Americas

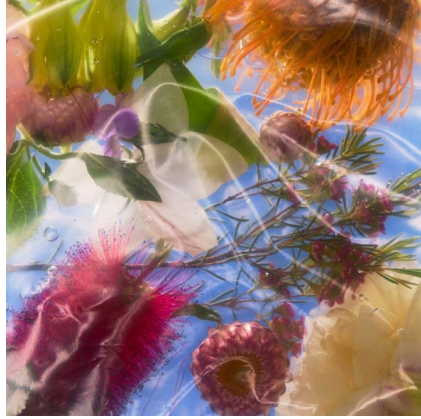
Sofia Martellini, Senior Strategist, WGSN
Fashion Feed and Catwalks

Angela Ringo, Senior Strategist,
Interiors

Related reports



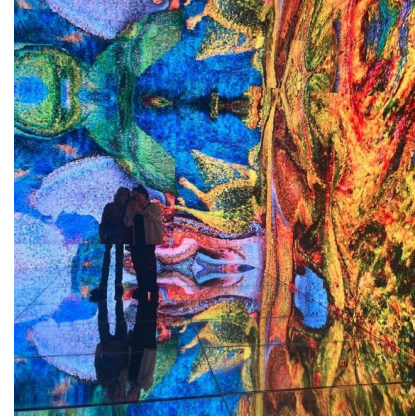
Global Colour Forecast S/S 26



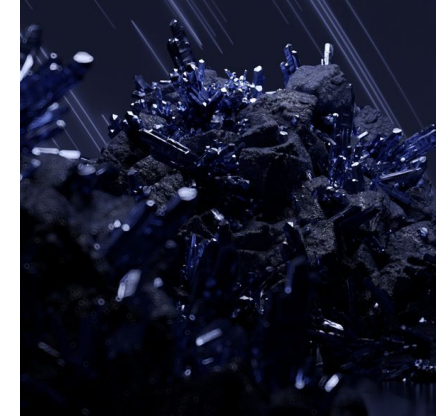
STEPIC Innovations 2026



Colour Combinations S/S 26



Colour Evolution S/S 26



COTY 2025: Future Dusk

Methodology

WGSN e-commerce data

- Data for this report was collected across retailers in the UK and US from January to December 2023 and 2022, across women's and men's apparel
- Please note, some retailers are excluded to ensure like-for-like calculations and to avoid inflated product counts due to the acquisition of new retailers on the WGSN e-commerce platform
- Numbers may fluctuate as we recategorise to help clarify ambiguous/new products or if retailers refactor their websites

Google Trends

- Data was collected worldwide over 12 months prior to April 2024

Definitions

- New-in: new products available online during the specified period
- Markdown percentage (%): markdown products as a % of total product offering
- Out of stock (OOS): products where at least 50% of the SKUs (colour or size) were not available for purchase on a retailer's site but still shown during the selected time frame
- YoY: year on year
- Percentage point (ppt): a percentage is the proportion of a set of products over a larger set, an example is new-in trousers over new-in apparel mix. A percentage point computes the arithmetical difference between percentages; going from 40% to 44% is a 4ppt increase
- Product, assortment or category mix: proportion of a set of products over a larger set. An example is volume of dresses over the whole volume of apparel: % Dresses within apparel = (volume dresses / volume apparel) *100