

Colour Trends: AI Colour

This report takes a deeper look at the colour harmonies from 2025 and beyond that are emerging from digital art and design and the impact they will have on physical products and experiences

Jenny Clark
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Refik Anadol

Executive summary

AI and digital design technologies are advancing at pace. Consumers are spending increasing amounts of time immersed in onscreen activities, impacting how they experience colour. In this report we take a detailed look at the colour trends emerging from generative art, design, entertainment and manufacturing.

The lines between the digital and physical are merging, and as a result, the colours consumers see onscreen are translating directly into the products they buy. These colours are becoming more nuanced in addition to uplifting glimmer brights and after-dark neons and natural, plantopia-inspired greens, echoed in consumer interest as “Glow in the Dark” and “Bioluminescence” each amassed over 130K Google searches globally in the past month. Sensorial pastels and digital neutrals will offer a humanised take on these emerging palette updates.

Here are the key colour directions that will inform products and styling:

- **AI Dreamscapes:** mix kitsch brights with Future Dusk to evoke glimmer moments
- **Imaginary Garden:** enliven long-term earth tone with synthetic biotech greens
- **Illuminated Brights:** blend mystical darks with near-neon brights for the after-dark economy
- **Sensory Pastels:** utilise tinted pastels for multi-sensory digital and physical experiences
- **Supernatural Darks:** explore otherworldly darks and gemstone brights for feel appeal
- **Organic Whites:** apply whites to speculative and boundary-pushing design
- **Redefined Neutrals:** use warm neutrals to humanise AI aesthetics and 3D fabricated products
- **Shimmering Lagoon:** combine marine darks with glowing underwater brights



AI Dreamscapes

Multicoloured AI-generated dreamscapes evoke a feeling of joy and childlike wonder, tapping into our desire for Glimmer moments.

Music festival Coachella is launching a series of three NFT collections that will unlock access to exclusive VIP areas. The design of the first keepsake represents a fossilised shell from the Coachella Valley which is reimagined as a colourful, translucent virtual object.

Australian based Atelier Sisu creates immersive IRL spacial experiences. Its combination of colour, light and form delivers a unique interactive, dreamlike environment which echoes AI-generative design.

Design direction

- Inject a multisensory quality into your designs by blending a spectrum of colours using translucent materials and jelly-like surfaces
- Anchor kitsch brights with otherworldly darks like WGSN's Colour of the Year Future Dusk
- A key direction for fashion footwear and accessories, use this dreamlike palette for colour-blocking or ombre effects
- Engineer Glimmers using colour: design hospitality space around joy and use this palette to define uplifting areas or highlight playful details



OpenSea / Coachella



Draga & Aurel / Todd Merrill Studio



@iimofox



Becky Smouha

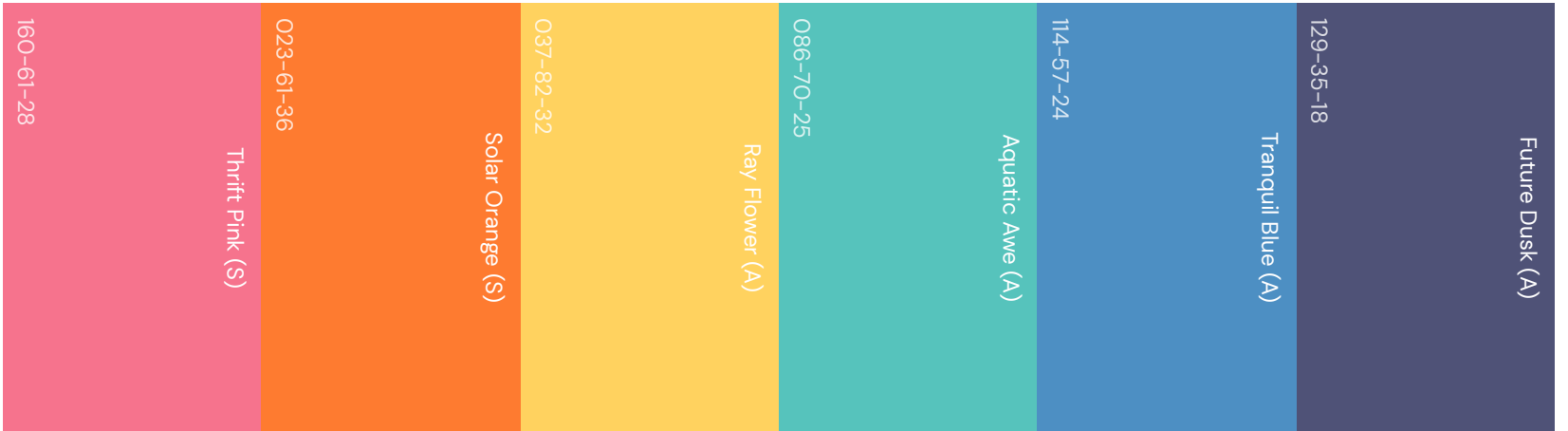


@futurismrevisited



@ateliersisu

This palette from A/W 25/26 is a kaleidoscope of kitsch brights grounded against Future Dusk, one of our mystical darks. Combine them all together for maximum impact or create complementary pairings.



Imaginary Garden

Brands are setting new products in fantasy gardens and virtual naturescapes – relating to the ongoing need to be immersed in nature.

French digital artist Maotik creates performance-generative artworks which use audiovisual tools. [Tree of Life](#) used computer-generated algorithms to connect the viewer to the natural world through projection mapping, which reacts to ambient music.

Design direction

- This [Plantopia](#) aesthetic aligns with the [bio-industrial revolution](#) and the mainstream adoption of bio-design
- It also reinforces the appreciation for the [diversity of nature](#) and importance of multi-species design
- [AI is set to pick](#) ‘green chemistry’ ingredients for fragrances. US fragrance brand [Future Society](#) uses [biotechnology](#) and DNA sequencing to recreate the fragrances of extinct flowers. The brand's visual identity combines science with an imaginary nature aesthetic
- Bring together a verdant palette of saturated nature tones centred around green. Mix synthetic and natural hues to create an otherworldly look and feel
- Invigorate your long-term green, red and brown hues with botanical season brights





@sounthie



We Are Future Society



@maotik

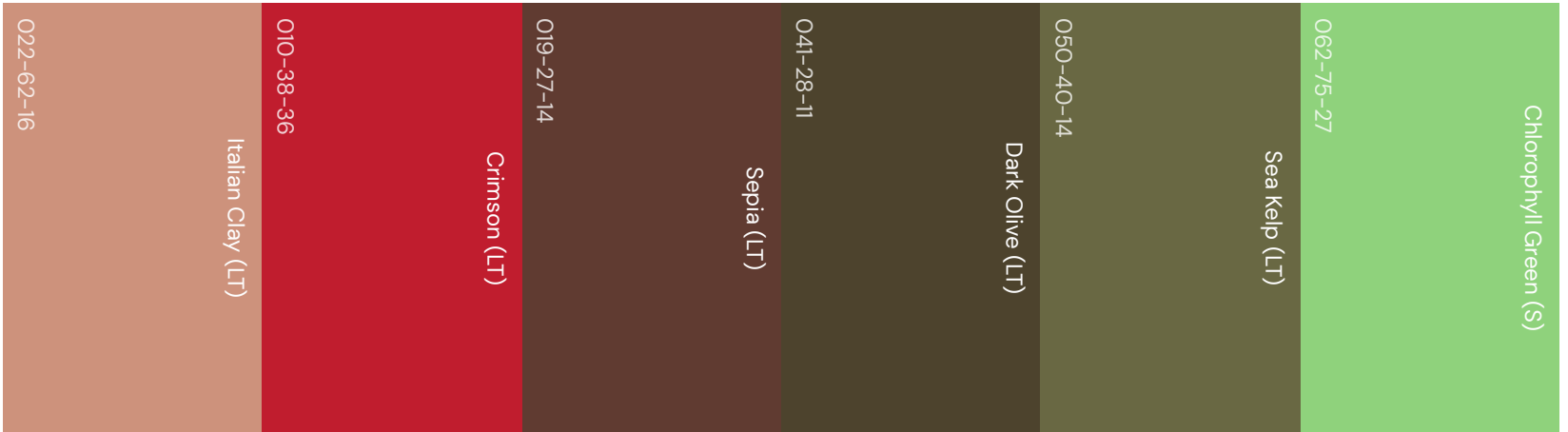


@hannainaiah



Helen Breznik

Structured around long-term 2025 colours, this palette reflects the influence of AI generative art and biotechnology. Enliven core colours with bio-driven bright Chlorophyll Green from S/S 25 and play with the balance of light and dark.



Illuminated Brights

Digital artists and creatives are exploring glowing and nocturnal AI aesthetics, mirroring the growth of the after-dark economy.

Digital artist Krista Kim's interactive installation Heart Space presented at Art Dubai 2024 used AI to vividly display viewers' heartbeats on a large digital screen.

Light trail photography is being re-imagined using AI generative tools and integrated into #Dreamcore aesthetics.

Design direction

- A fascination with glow-in-the-dark aesthetics coincides with the vibrant return of nightlife hospitality
- Design Aglaé is tapping into the after-dark economy through its sensorial illuminated plant experience, created using a bio-based serum
- For all product categories, explore thermochromic and photoluminescent pigments along with structural colour to create intelligent and responsive IRL glowing effects
- For after-dark activewear, invest in low-impact light-stimulated pigments which are UV reactive
- For interiors spaces, introduce light effects associated with the night: moonlight, neon strip lighting, fluorescent tubes and UV





@krista.kim / @artdubai



@alxndraai



WGSN AI Image



The Unseen Beauty



@carinashostary

This nocturnal-inspired A/W 25/26 palette brings together seasonal saturated brights with mystical darks and accents with a pop of Neon Flare. Illuminate these saturated colours using intelligent and transformative pigments.



Sensory Pastels

Pastels have become an integral part of the Digital Cosy aesthetic, and they continue to be used for hyper-imaginative environments and products. Brands and creatives are blurring the lines between the digital and physical, using tinted tones to enhance softness and tactility.

3D artist Andrés Reisinger continues to translate his digital work into a physical reality using his signature dusted pink. Most recently his 'take over' series saw his virtual artworks translated into real draped fabric experiences in major cities across the world.

Etro collaborated with digital artist Silvia Badalotti to produce an AI campaign which showcased its S/S 24 collection. The artist utilised soft tinted pastels to evoke a surreal dreamlike environment for the brand's womenswear line.

Design direction

- Multisensory interfaces are set to impact digital experiences, making them more realistic and impactful by 2026
- Use AI-powered pastels for tactile knitwear, second-skin bodywear, #PrettyFeminine styles and utilitarian menswear pieces
- For interiors, apply these #CalmingColours to #DigitalReal products and spaces. Play with hazy effects, ombré and translucency to create a soothing and restful environment
- Use the grungy grey tones for eyeshadow, lipstick, nails, temporary hair dye and hair chalk



@etro



@reisingerandres



@sarshakeel



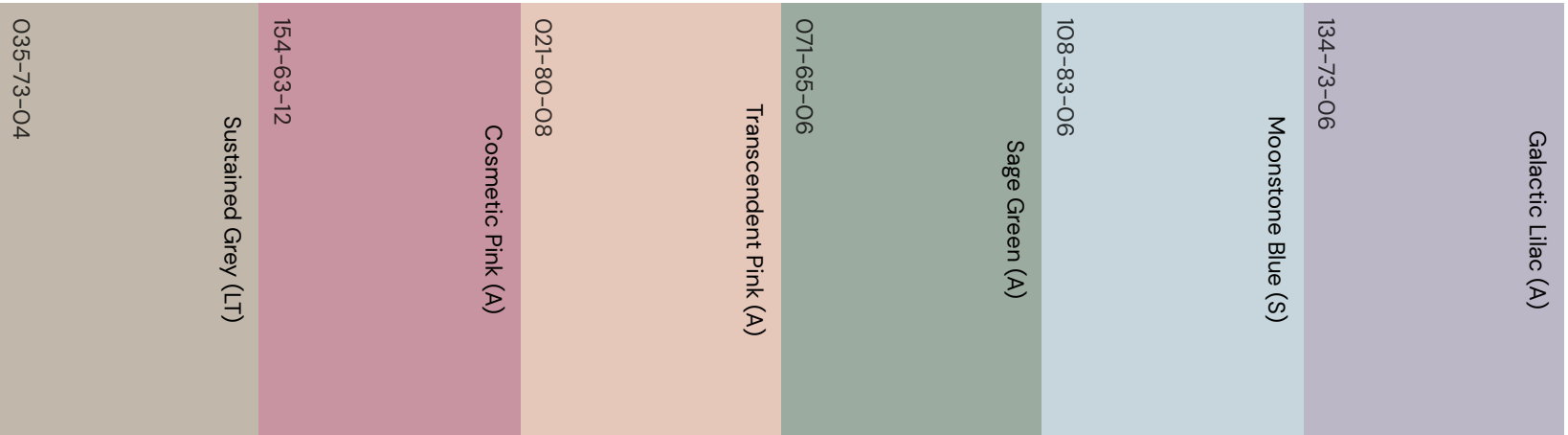
Tweda and Ai



WGSN AI Image



@etro



This desaturated A/W 25/26 seasonal and annual pastel palette can be applied in various ways. Play with warm and cool pairings, or apply as a full-colour spectrum using gradient ombré. Use dirtier tones like Sustained Grey and Sage Green to soften sweeter tints.

Supernatural Darks

Hyper imaginative digital creativity is impacting the use of restorative and mystical darks. Combined with transformative finishes and multi-sensory elements, dark colours have the ability to evoke a magical and mysterious mood.

The Oreum Restaurant by Dajoo Architects in Goyang City, South Korea is a sensory experience designed to induce relaxation and restoration. It covers three floors, with Feast of Water being a dark, cave-like space that recreates the sounds and appearance of water droplets.

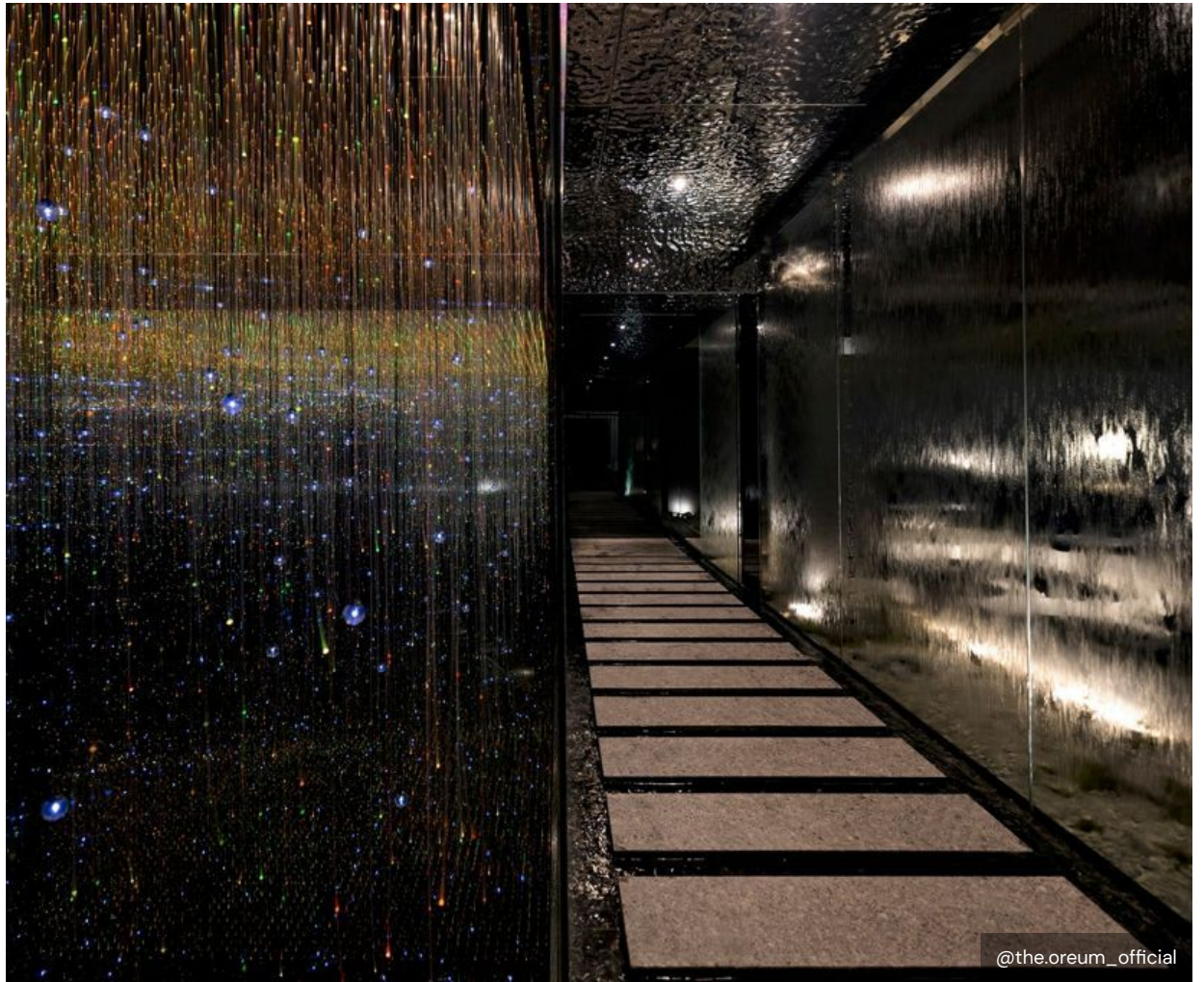
Perfumer and art collective Fischersund is a sensory driven brand which mixes physical experiences with digital elements to encourage the senses to synthesise and harmonise.

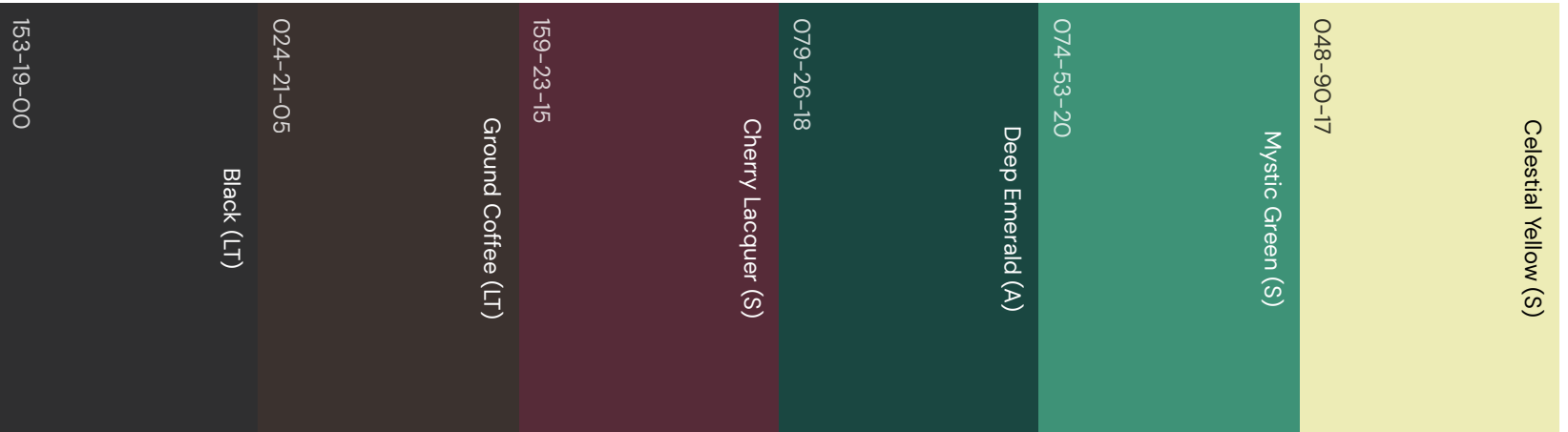
Design direction

- The combination of mystical darks and glowing brights reflects the influence of synthetic creativity and fascination with the supernatural
- For interiors, evoke an eerie aura quality through unexpected pairings or prioritise the nocturnal darks for a restorative mood
- Create feel appeal by combining these colours with multi-sensory aspects for beauty products
- Apply to modern occasionwear, tailoring and wellness-driven designs



Insideout Ltd





This A/W 25/26 palette blends otherworldly darks including Cherry Lacquer and alluring gemstone brights like Celestial Yellow. Combine the colours to create precious and supernatural qualities.

Organic Whites

Using AI for good and the growth of bio-industries is driving a more natural and organic approach to colour. Tinted whites are being combined with provocative and speculative themes which push the boundaries of what's possible in the future.

Denmark's Space10 partnered with design studio Oio to create Products of Place, a speculative exploration of how AI could help design tableware by identifying plentiful local materials in specific areas to make into plates, as envisioned by Midjourney.

Design studio Impudence created a conceptual beauty brand called KTULU. One of the products, Withchelium, is a personalised probiotic from farmed mushrooms that's grown from nail clippings, sweat, and hair.

Design direction

- Combine pure white and subtle off-whites with technology-driven Techno-lace materials and apply to footwear, bags, soft accessories and jewellery.
- Align this colour direction to bio-engineered beauty ingredients, designed-to-disappear packaging and #SolidSolutions
- Utilise for 3D ornamentation and combine with circular materials to create innovative exterior facades, furniture and homeware



External Reference / @la_manso



@aiworksco



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WGSN AI Image

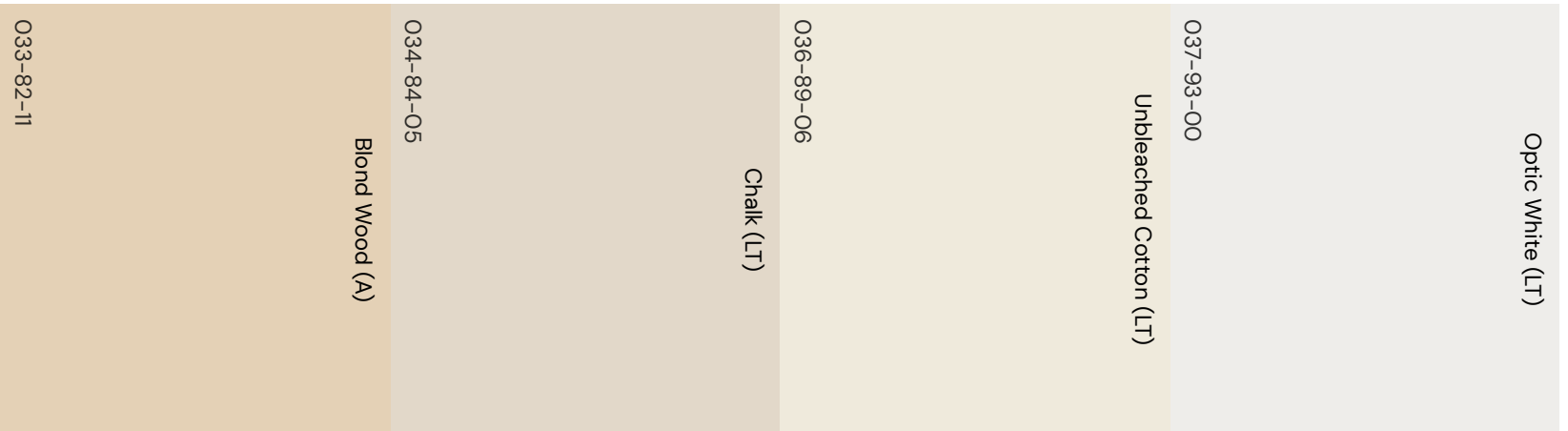


@imprudence__



@space10

Use this 2025 pale palette of pure and tinted whites for speculative, boundary-pushing, technology-driven design. Use in a singular application or pair together.



Redefined Neutrals

Design innovators are using AI technology and 3D fabrication to redefine classical aesthetics and organic motifs. In combination with new technologies, the use of natural materials is driving the application of brown and warm neutrals.

UK-based artist Eamonn Freel explores hyper-real skin-like aesthetics which look like a modern take on classical sculpture.

Architect Barry Wark created an intricate 3D-printed sand sculpture for the Museum of the Future in Dubai. AI software was used to design the large construction and the design explores the blurring between the natural and man-made.

Design direction

- A new generation of digital-savvy creatives are looking back to the past for inspiration and using new AI generative tools to reinvent ancient shapes and forms
- Use these warm neutrals to humanise AI aesthetics and cutting-edge manufacturing technologies
- Apply #EnhancedNeutrals to body wear, utility styles, hypertextures and #NotSoClassic styles
- Take inspiration from neolithic neutrals and apply these colours to contemporary homewares made of textural stone, minerals, ceramic, glass, resin and metal.





@str4ngething



SKAMMA

The New Raw



IM-A Studio

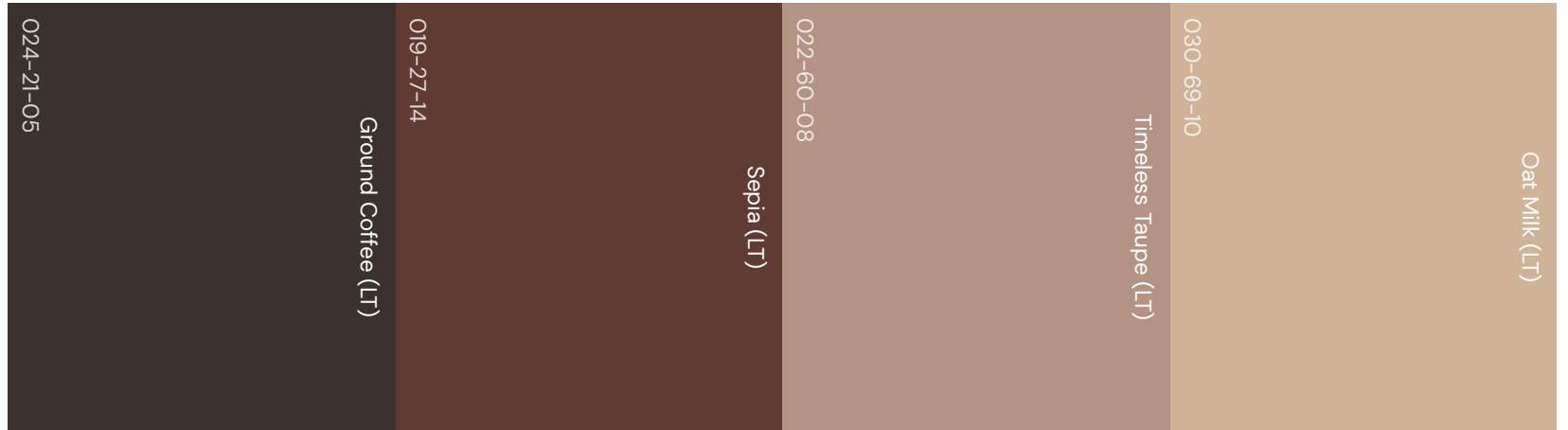


WGSN AI Image



Caleb Woodard Furniture

This palette brings together rich Ground Coffee and Sepia and combines with Timeless Taupe and Oat Milk. All of these colours are in our [long-term](#) 2025 palettes and can be modernised through digital applications and material innovations.



Shimmering Lagoon

The ongoing discovery of new marine species in the deepest parts of the ocean is encouraging an interest in the wider natural ecosystem. Digital artists and creatives are fascinated by aquatic environments and are using generative AI to create fantastical underwater worlds.

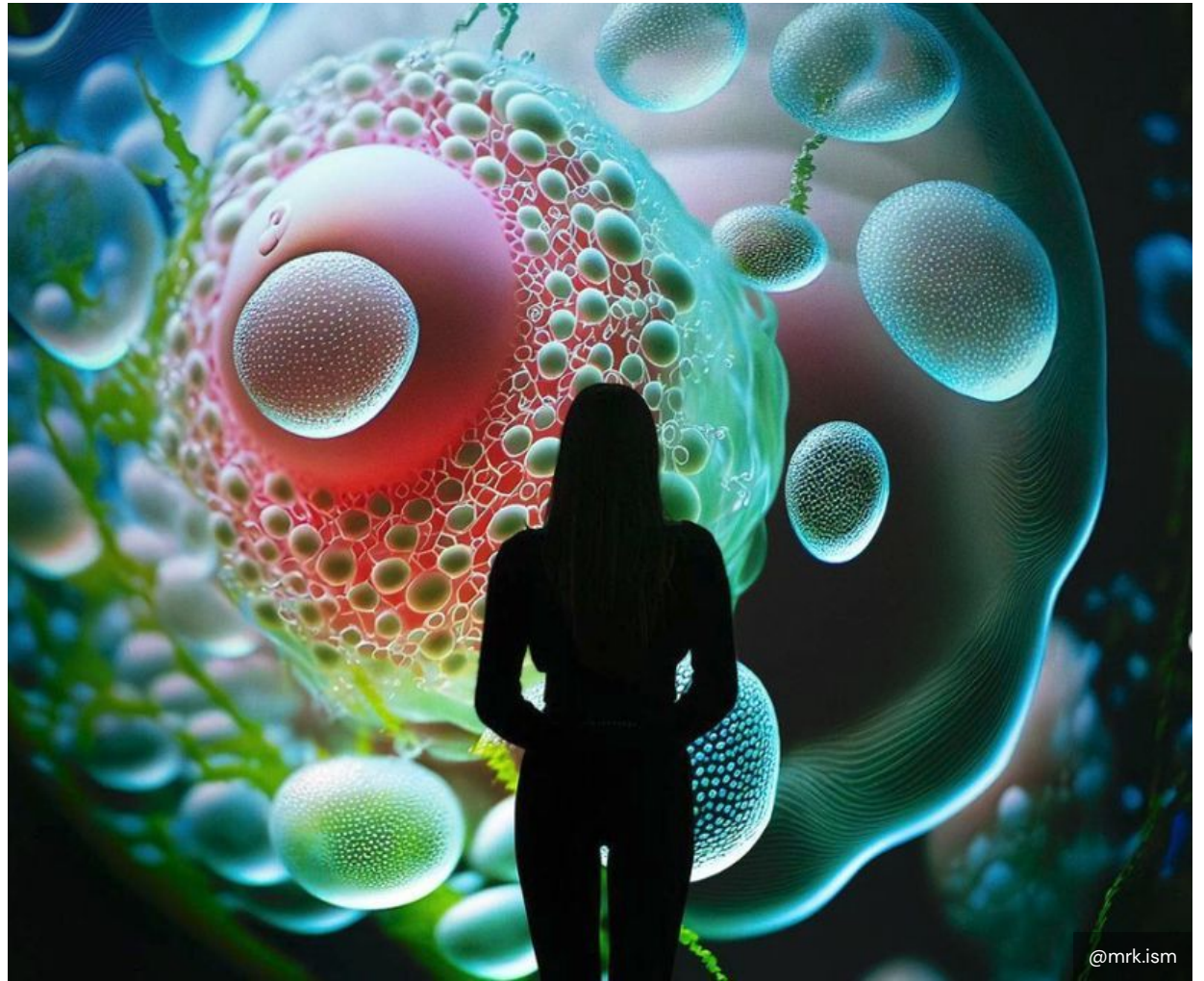
Markos Kay is a multidisciplinary artist focused on art and science. He uses generative experiments to explore the invisible worlds of molecular biology. His recent work, Latent Space, is an immersive experience which takes the viewer through an imaginative vision of unseen lifeforms and natural ecosystems.

With over 157k Instagram posts, #Bioluminescence is a popular marine phenomenon which is captivating the imagination of digital artists such as @spinkleofaj and @mariavierudesign

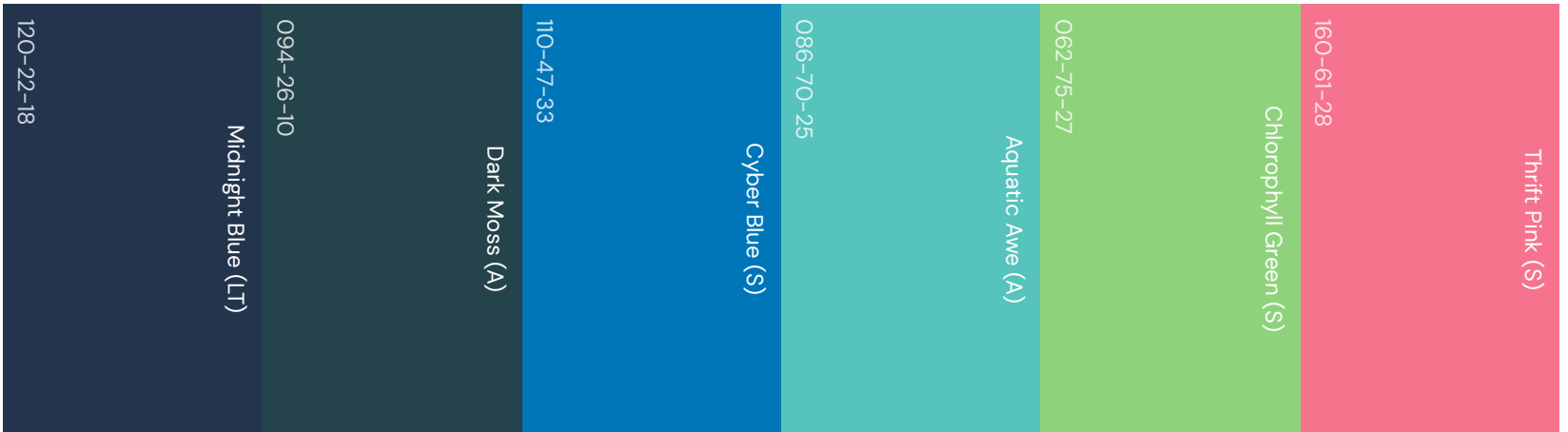
Design direction

- Watch out for startups developing bioluminescent pigments and invest in these new bio-technologies as an alternative to synthetic glow-in-dark effects
- Consider this palette for blue biotechnology-based beauty products.
- Apply this palette to solid materials, jewellery, underwater print designs, swim and surf wear





Lift anchoring darks, Midnight Blue and Dark Moss with a marine-inspired palette of glowing underwater tones such as Thrift Pink, Aquatic Awe and Chlorophyll Green. Combine these colours from S/S 25 and A/W 25/26 tonally or pair dark with bright for greater impact.



Action points

1

Use colour to integrate the digital and physical

Colour is a tool that can blend the physical and digital, so use it to merge your virtual product identity seamlessly with your physical brand aesthetic. Generative AI opens up possibilities to reinvent established aesthetics and colour palettes, so utilise it to innovate your creative design process

2

Apply digitised colour to evoke emotion

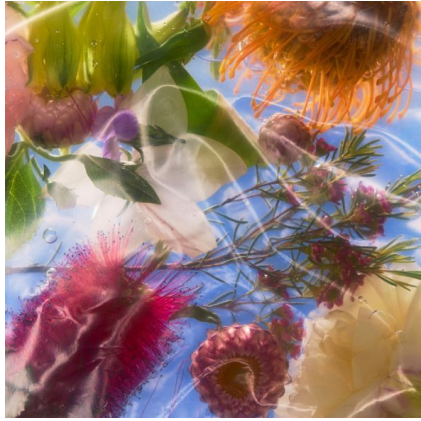
Whether you're applying kitsch brights or mystical darks, think about the emotional impact those colours will have on screen. Focus on evoking joy through Glimmer moments to lift consumers' mood, or use colour as part of a multisensory experience to enliven the body and mind

3

Explore transformative and intelligent colour effects

Use transformative and intelligent colour effects to engage the consumer and enhance the sensory appeal of your products. Apply glowing and neon effects via digital tools or try physical applications using low-impact colour technologies such as bio-luminescent pigments and structural colour colourants

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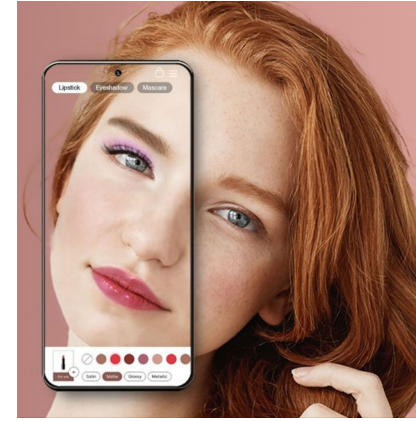
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