

# **N E L** **COLORE**

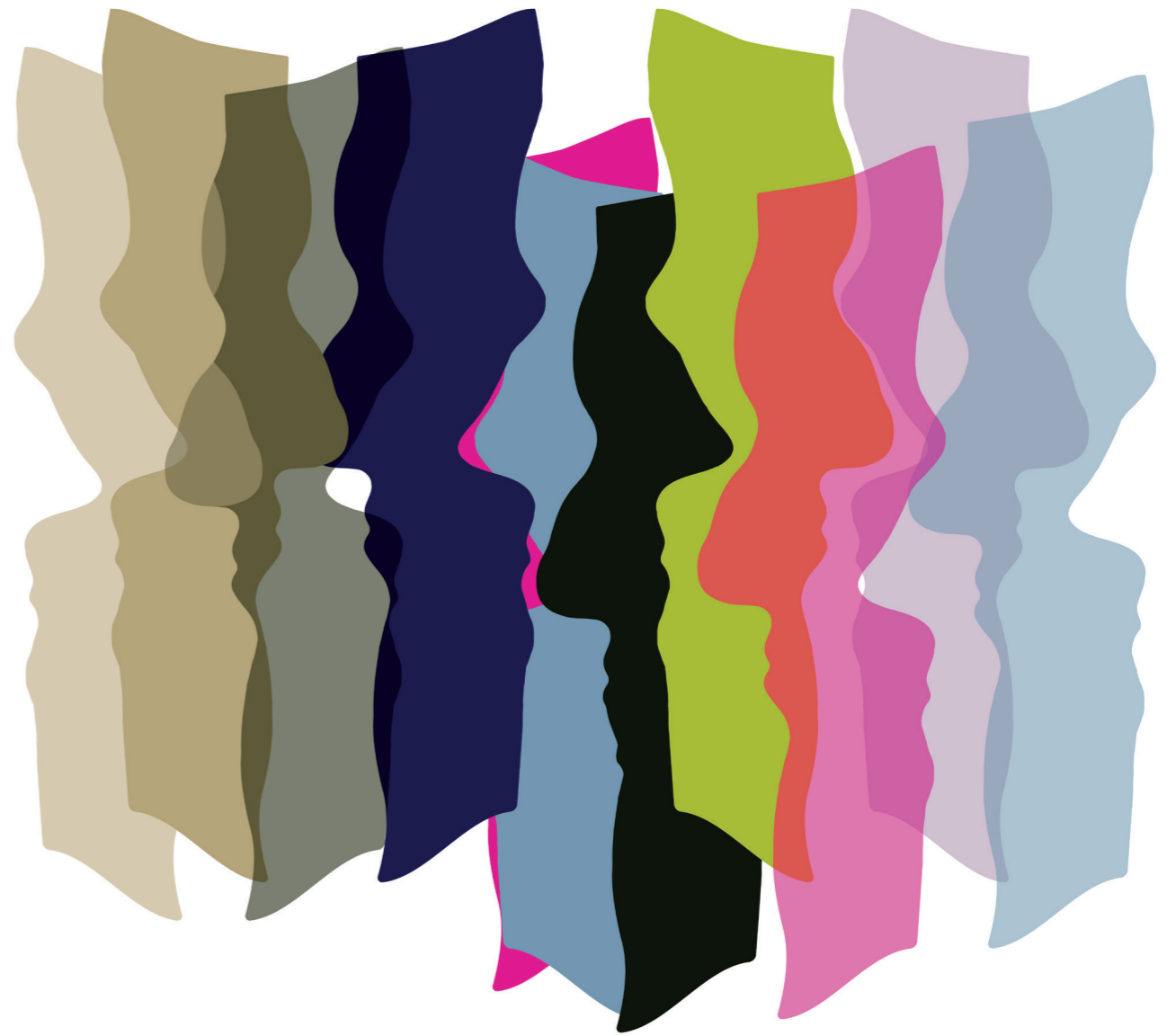
**COLOR TREND  
AUTUMN/WINTER**

**2025/26**

**BY NELLO MARELLI**

COLOR TREND AUTUMN/WINTER 2025/26

# ARCHETYPE



# ARCHETYPE

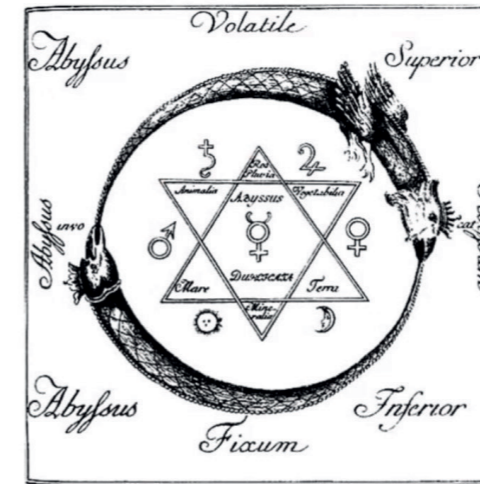
In the Fall-Winter 2025-26 season the technology (all the technology) will provide the Copilots, the phone will evolve into „intelli-phone“ after we called it „smart-phone“ and at the beginning it was just „phone“. Microsoft’s slogan: „We’ll be helped accomplish things like you’ve never done before using the power of artificial intelligence.“ But it’s not intelligence, machines aren’t sentient, machines are mechanisms that handle data and words. They do not come into contact with madness to generate a new word, a new thought. The word, the language and the sign, the work of art. Poetry is a Greek word that Plato introduced in the Symposium. „Poiein“ means „to produce“; What? Words are language, because we must know that it is not that language is a tool in the hands of thought, it is the opposite! You can only think from the words you possess, and if poets produce language, they are the ones who provide humanity with the conditions for thinking, where do poets get their aspiration from? From contact with madness, certainly not from reason, which is a tool. Heidegger says that poets are the most risky because they risk remaining in it in contact with madness, like Hölderlin, like Rilke, like so many others.

Karl Jasper, who was the greatest psychopathologist and philosopher of the twentieth century says: artists belong more or less to the same world as poets. When you admire a pearl you must know that the pearl is the disease of the shell. Without the schizophrenia of the author, that work would never have been born. So if we realize these things, we must have great respect of poets and artists because they provide the language and with risking the madness, with which they have to enter into a relationship, otherwise no new word is born. Quotes from Umberto Galimberti, philosopher and psychoanalyst. Our age offers us possibilities that were previously unimaginable; technological development has profoundly influenced our culture by prompting new approaches to color, it is no longer true, as it has been for centuries, that the archetypes of color are exclusively attributable to nature.



The archetype of the chromatic wheel has remote origins and was born as a symbolic representation of the cycle of the seasons (IACC Italia).

# COLOR TREND AUTUMN/WINTER 2025/26



The Ouroboros represents the cycle of nature, the theory of eternal return, without end. (IACC Italia)

We are faced with a dizzying multiplication of artificial chromatic stimuli. The chromatic scenario of contemporaneity is very dynamic and continuous technological evolutions call into question many practices and certainties of the past. To begin with, we have revolutionized the relationship between matter and color, between real and virtual. In the digital age, the virtual world provides us with several million colors. That is, we can choose up to 16 million different combinations of saturation and brightness. The AW 2025-26 trends express the dualism between speed, complexity of change, political instability, social polarization, and the desire for simplicity and security that finds the solution in applying ARCHETYPES in every field of our business activities. BASICS are the „archetype“ colors, the synthesis and spirit of the AW 2025-26 season. OMBRE are the warm colors, in chromatic scale, the Pink component for the desire for peace and simplicity. TERRA and ALPS as a symbolic representation of passion for nature and the cycle of the seasons. MISSION and STELLARIS because in the AW 25-26 season man will be back on the Moon and space missions and stars will be part of the social imagination. AFTER IMAGE, the trend that expresses the application of the new sense of digital color. FROSTY the major contrasts of light and dark and the reds of passion for an increasingly tense and polarized society.

NELLO MARELLI. Textile and color advisor, trend forecaster, project professor at the FIT students based at Design Department/Politecnico of Milan. Nello currently teaches in the IACC-Italy seminars where he is also serving as vice president. He specializes in Future studies with a second level master's degree from the University of Trento. Nello Marelli is the author of this Color Trend Book. The method, the colors, the layout, the texts are exclusive result of his knowledge and work.

KATALIN WINTER. Textile designer, graduated from State Acedemy of Art and Design Stuttgart (Germany) in 2021. Currently working and researching in Como (Italy). She has a deep knowlege in textiles: printing, weaving and knitting. As well as a high affinity for colors, shapes, materials and techniques in Design.

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**08**

**EIGHT THEMES**

**28**

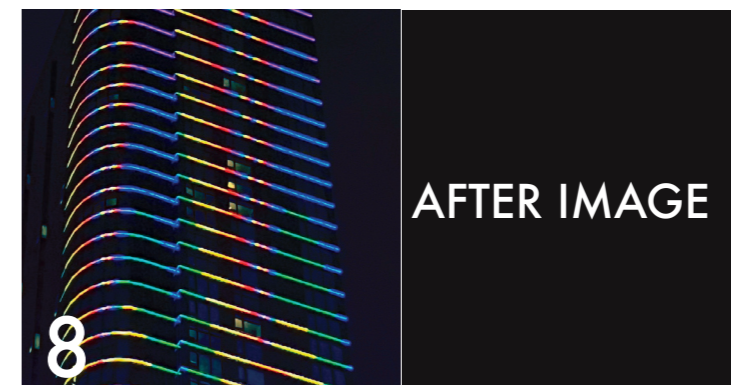
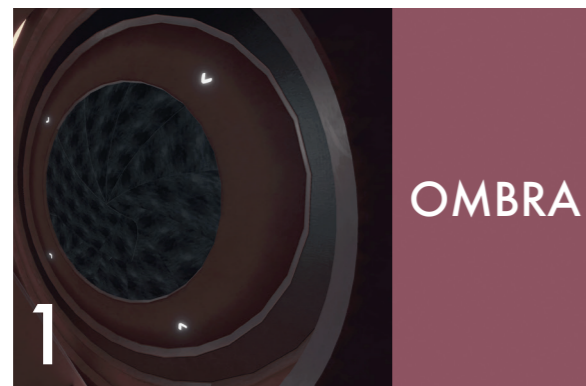
**COLOR TREND  
AUTUMN WINTER 2025**

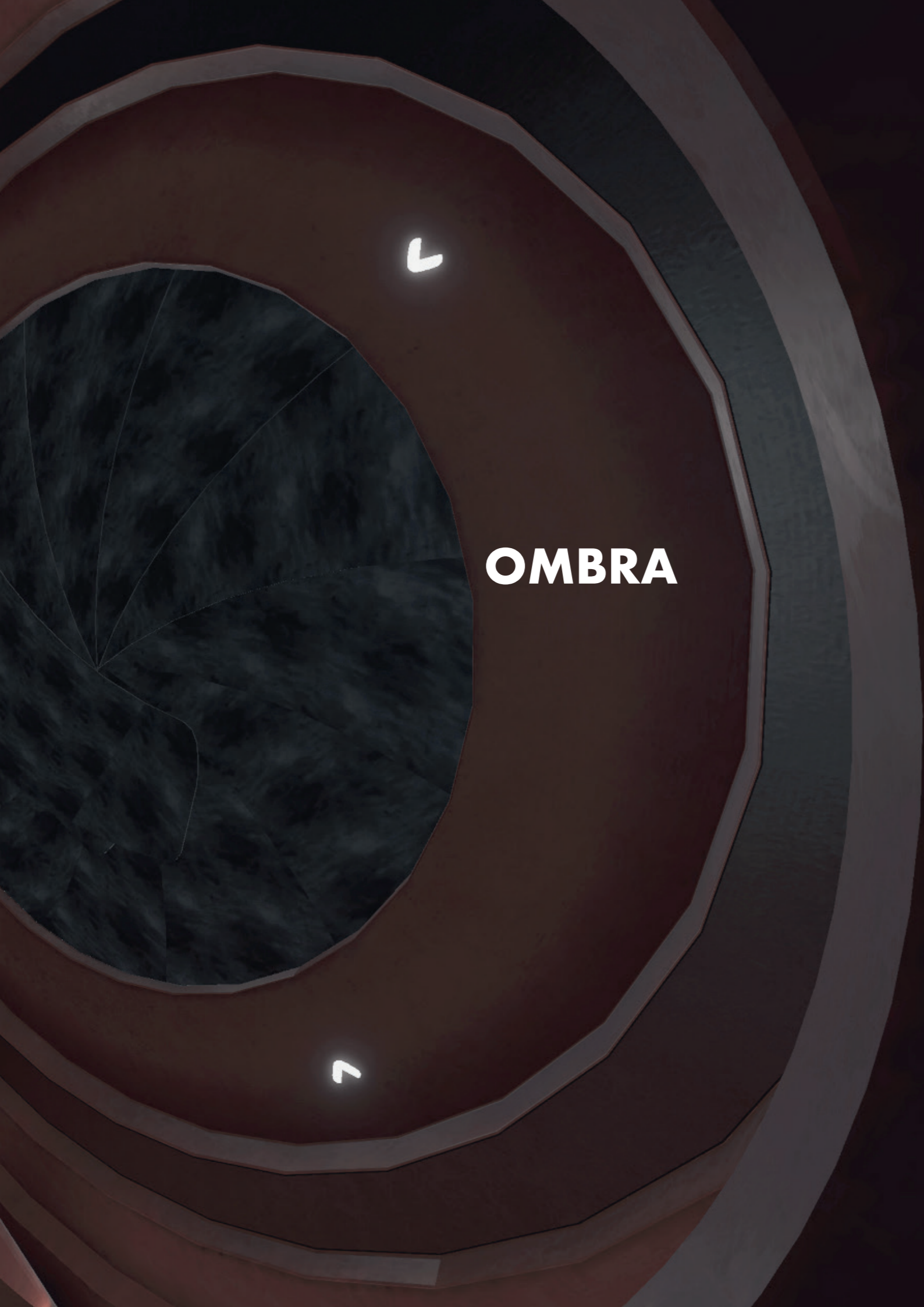
**44**

**COLOR SYSTEM  
CORRESPONDENCES**

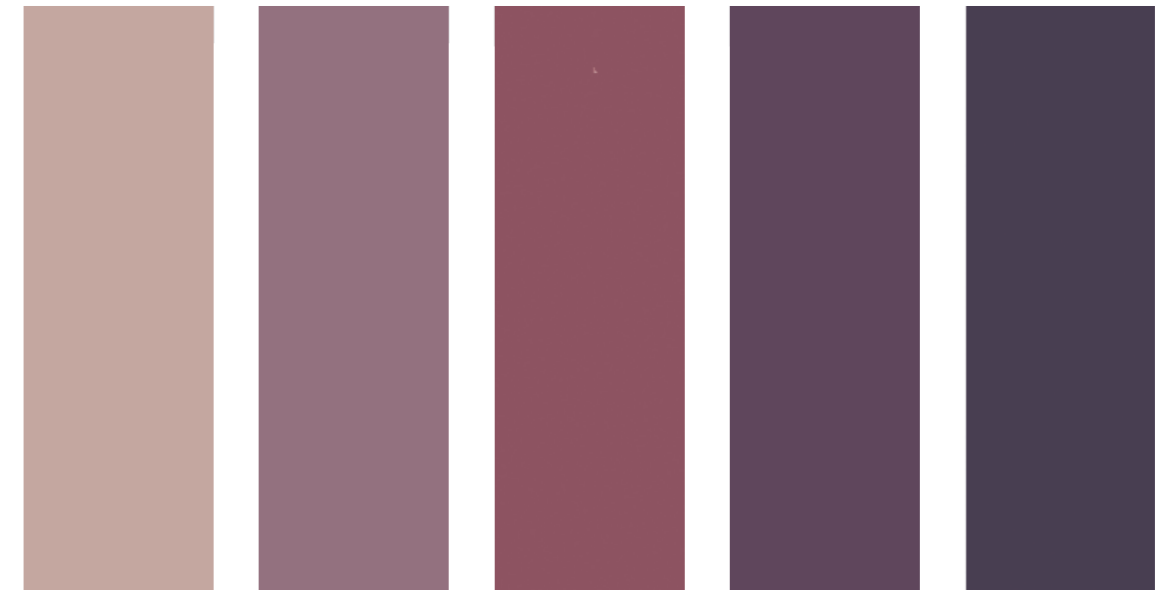


# EIGHT THEMES





# OMBRA



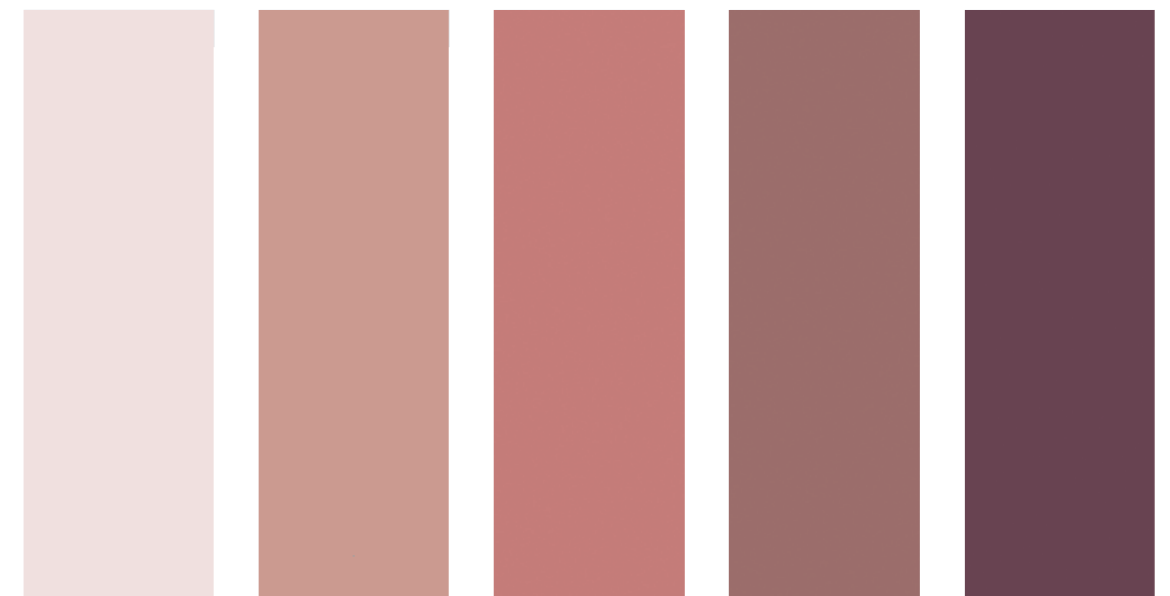
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AW-02-25

AW-03-25

AW-04-25

AW-05-25



AW-06-25

AW-07-25

AW-08-25

AW-09-25

AW-10-25

Warm colors, in a chromatic scale, the Pink component for the desire for peace and simplicity. Various shades of desaturated berry tones, almost arriving to the brown. The pale/bleached plum colors, are calm, with a sophisticated touch of softness. The combination of mauve and grape shades, with only a little gap of intension, makes a romantic feeling.





# STELLARIS



AW-11-25



AW-12-25



AW-13-25



AW-14-25



AW-15-25



AW-16-25



AW-17-25



AW-18-25



AW-19-25

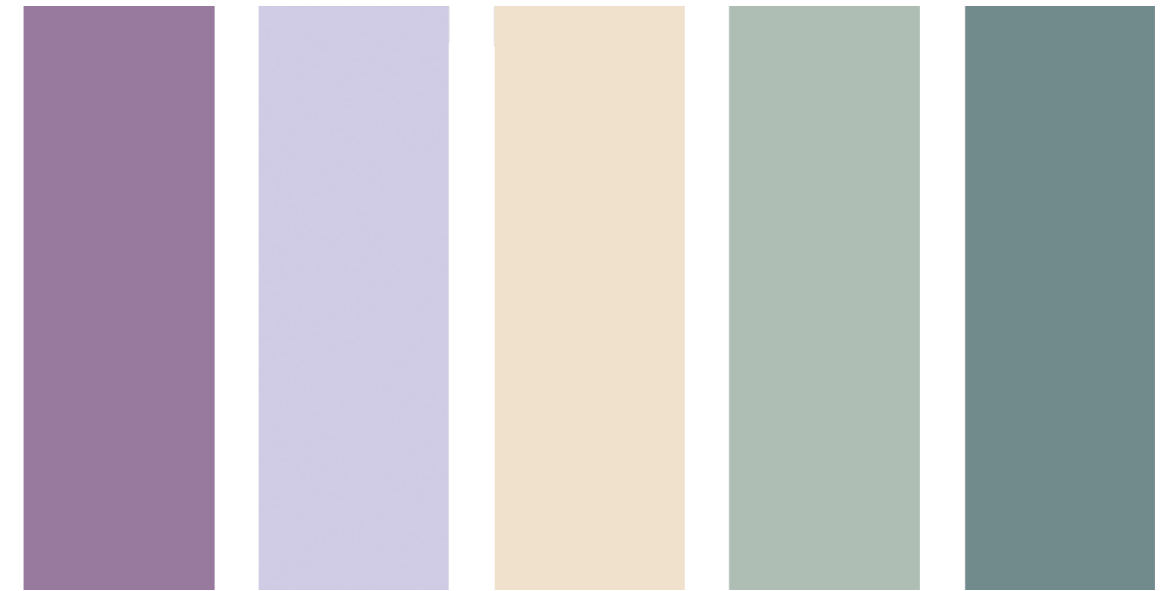


AW-20-25

Stars are fascinating: they are so far away and yet they seem close enough to touch when they twinkle high up in the sky. A magical atmosphere in a purple/blue color palette. The color or spectral class of a star is determined by its temperature. The contrasting colour palette creates a cosy atmosphere and let us feel connected to the Galaxy.



# MISSION



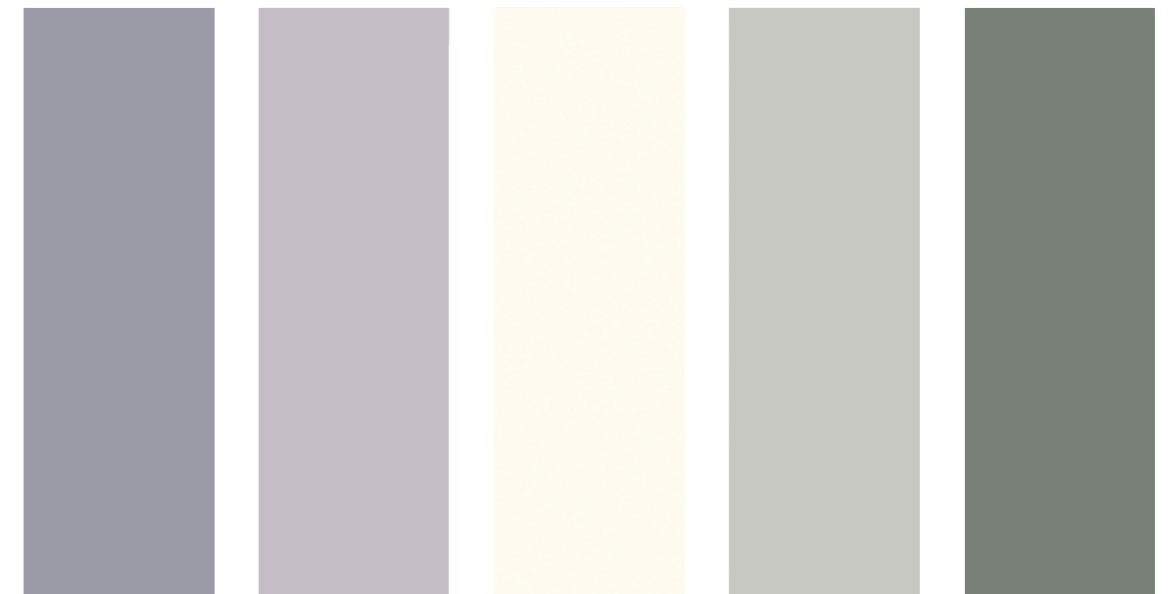
AW-21-25

AW-22-25

AW-23-25

AW-24-25

AW-25-25



AW-26-25

AW-27-25

AW-28-25

AW-29-25

AW-30-25

A very light desaturated colour palette. On the mission to the moon, to other planets, it reflects the colours of substance in space. Light stone, slightly greyish nuances of the Milky Way, which is a luminous gas nebula in our galaxy and has a bright, milky appearance. The combination with greyish purple and green makes this palette very elegant.



# BASICS



AW-31-25



AW-32-25



AW-33-25



AW-34-25



AW-35-25



AW-36-25



AW-37-25



AW-38-25



AW-39-25



AW-40-25

BASICS are the „archetype“ colors, the synthesis and spirit of the AW 2025-26 season. A timeless palette of colors with blue, grey and a beige/brown range, bringing a simple base, a fundamental ground. The word archetype, „original pattern from which copies are made,“ first entered into English usage in the 1540s. Contrasting combinations of white and black or beige and blue, fit to our desire of a classic, a everyday effortless appearance.





# TERRA



AW-41-25



AW-42-25



AW-43-25



AW-44-25



AW-45-25



AW-46-25



AW-47-25



AW-48-25



AW-49-25

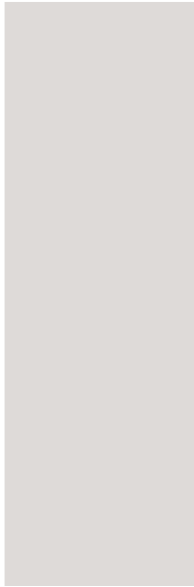


AW-50-25

Earth tones from brown and to taupe grey, in combination with ocker and greens. A color range close to the soil. Warm shades, of moss greens, orange and a touch of Lila, bringing a grounding feeling and a protecting feeling. It's a natural feeling, comfort, colors what we find in the autumn forest.



# ALPS



AW-51-25



AW-52-25



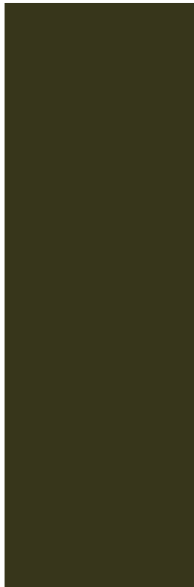
AW-53-25



AW-54-25



AW-55-25



AW-56-25



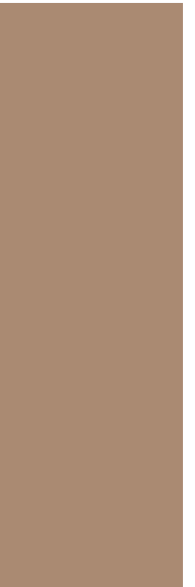
AW-57-25



AW-58-25



AW-59-25



AW-60-25

Grey and light blue come together with a fresh green, forest green and a touch of lime. Contrasting shades of the Alps: the grey Mountains, decorated with snow, greens of Trees and Plants and the blue sky. A place, an atmosphere to reenergize and find a time to come down. Visual oxygen: a destination with breathtaking panoramas, fresh air and clear colors. A fusion of fresh yellow, cold blue and green positively vibrates with energy to a very modern combination.





# FROSTY



AW-61-25



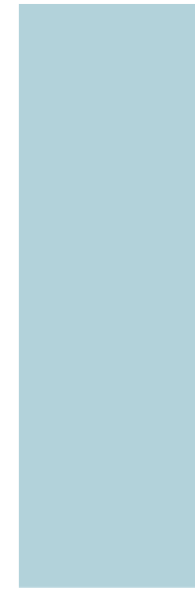
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AW-63-25



AW-64-25



AW-65-25



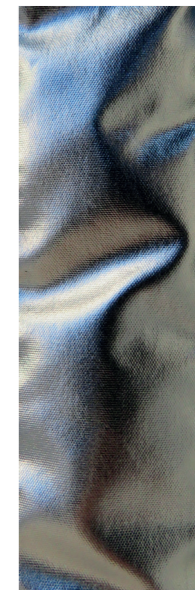
AW-66-25



AW-67-25



AW-68-25



AW-69-25



AW-70-25

Light pastel colors in contrast with dark shades and silver/metallic. A frozen, cold range of colors with a strong accent of pink. A very energetic group of colors, with a strong dynamic in to different directions. Combinations into a sporty look, like a light rose with navy blue or light blue and gray.





**AFTER IMAGE**



AW-71-25



AW-72-25



AW-73-25



AW-74-25



AW-75-25



AW-76-25



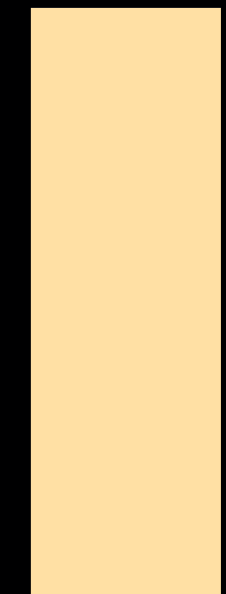
AW-77-25



AW-78-25



AW-79-25



AW-80-25

Colourful range of colors, from very vivid blue, green, yellow, reds to pale pastels. The new sense of digital color, with all its characteristics. The humans are in between the digital and the real world, with an after image impact of colors, shapes and sounds.



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AW-75-24		AW-76-25	
AW-77-25		AW-78-25	
AW-79-25		AW-80-25	

OMBRA

STELLARIS

MISSION

BASICS

TERRA

ALPS

FROSTY

AFTER  
IMAGE

# **COLOR TREND BOOK**

AW 2025/26

**BY NELLO MARELLI**

APRIL 2024    CONCEPT AND REALISATION :  
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