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HOME > DECORATING > DECORATING TIPS AND TECHNIQUES

5 Paint Colors You Wouldn't Think to Use—But Totally Should

Why didn't you think of that?

By Amanda Lauren | Published on November 8, 2023



PHOTO: CLARE

No matter what room you're painting, if you're sick of looking at four white walls or that Agreeable Gray is really starting to look disagreeable, it's probably time to mix things up and go with a unique color. But choosing something unexpected can feel a little bit unnerving. After all, you still want the space to feel livable, even if you're craving something just a little bit different. Here are five paint colors you might not think to use, but definitely should consider. Try one of these hues for your next paint project.

RELATED: [How to Make Bold Paint Colors Work in Your Home](#)



PHOTO: CLARE

Deep Green

Nicole Gibbons, founder and CEO of [Clare](#), tells me one unexpected color that has been popular recently is the aptly named [Current Mood](#). "A lot of people are surprised by its popularity. It's a rich, moody shade, but it's surprisingly versatile—it seamlessly fits any space. I've seen people use it in bedrooms, bathrooms, kitchen cabinets, home offices—really anywhere!" Gibbons says.

A similar, slightly darker hue Gibbons recommends as an alternative is [Deep Dive](#), which is a bold blue-green.

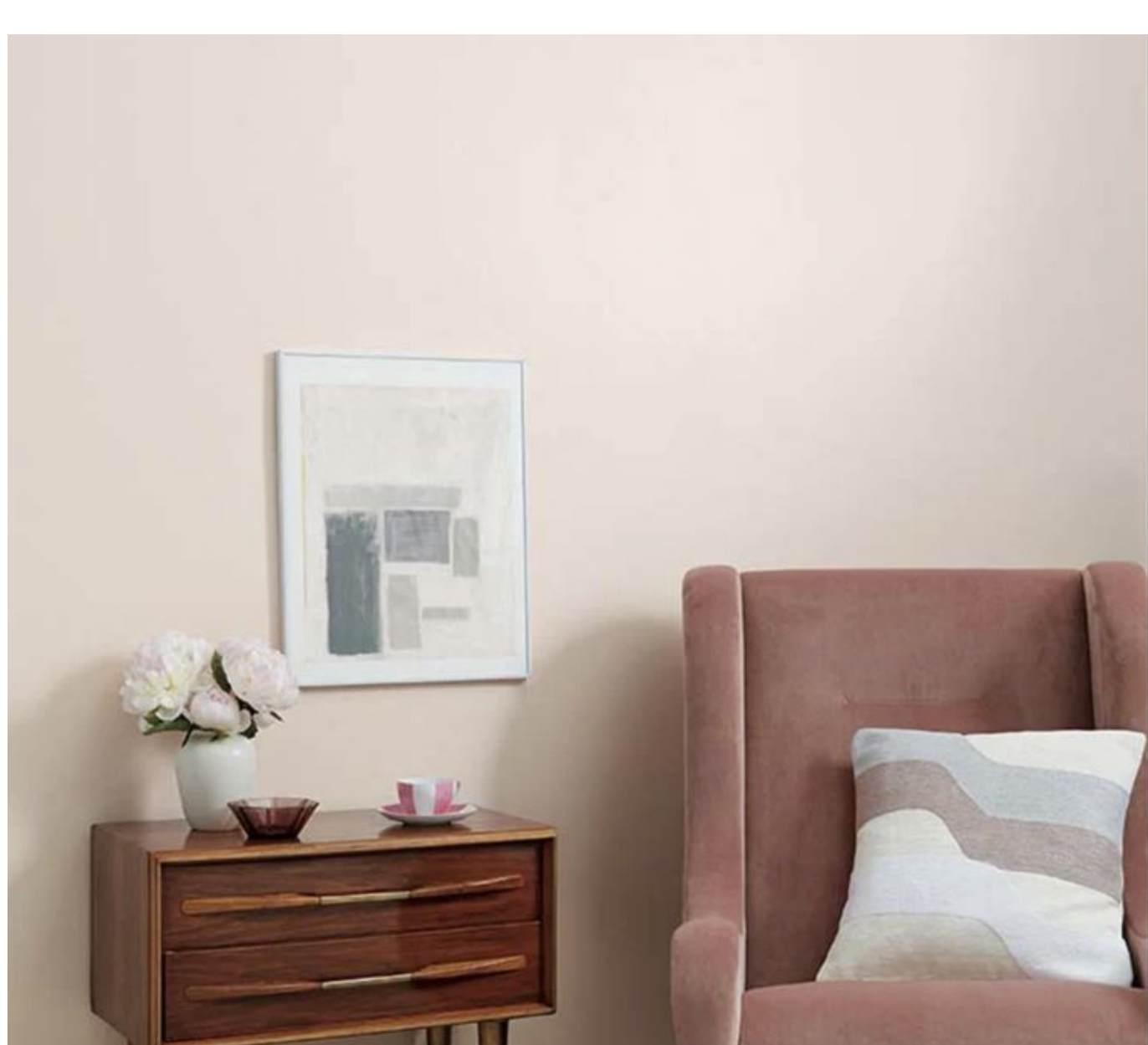


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Pink

While many of us are under the impression that pink is over, this couldn't be further from the truth. "Even though millennial pink was such a trend a few years ago, it's still around and still popular," Gibbons explains. "[Wing It](#) and [Meet Cute](#) are proving that pinks can be both playful and sophisticated. When a color lasts beyond a season, that's when you know it's more than a trend and here to stay."

If you like pink but don't quite know the best way to use it, you can always try it in a bathroom or powder room.

Red and Purples

Reds and purple are bold but really fabulous choices for anyone looking to make major design impact. "We love using reds and purples!" says interior designer [Sarah Stacey](#). "At first, it can scare a client, but it is all about the shades that you use and how you pair them. We love a really rich shade of both purple and red—they can add so much warmth and dimension to a space," she explains. "We've done a full set of kitchen cabinets in a sort of rich cranberry red and it was so successful."



PHOTO: CLARE

Navy

According to Clare's sales data, deep navy blues are trending. Gibbons tells me, "[Goodnight Moon](#) consistently ranks high on our lists, while [Nearly Navy](#), introduced just last fall, is rapidly climbing the popularity ladder. These shades are proof that bold choices can be both daring and timeless."


These colors are great for bedrooms because they make the space feel cozy yet sophisticated. If it feels a little dark, you can always consider it for a guest room.


A Custom Color


Is there a paint color you're considering but wish it were just a little bit more or less saturated? Interior designer [Audrey Scheck](#) suggests having it customized to get the exact intensity you're looking for. "One of our favorite paint tricks is altering the saturation of the color to create a slightly more subtle or bold version of a hue you're already using. For example, if you're painting your walls Pigeon by Farrow & Ball, we would do the standard formula for the walls and then increase the intensity of the color for the trim so that it's more intense. To achieve this, simply ask your paint provider to adjust the formula before mixing the color."

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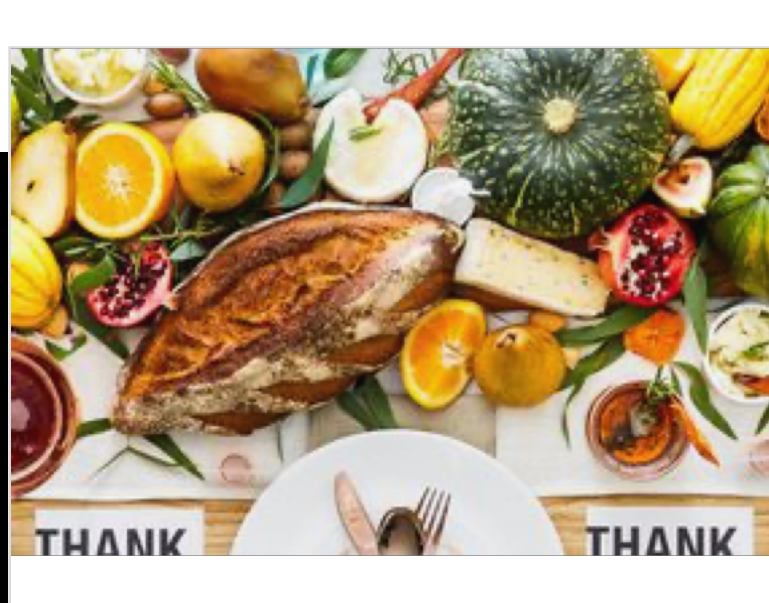
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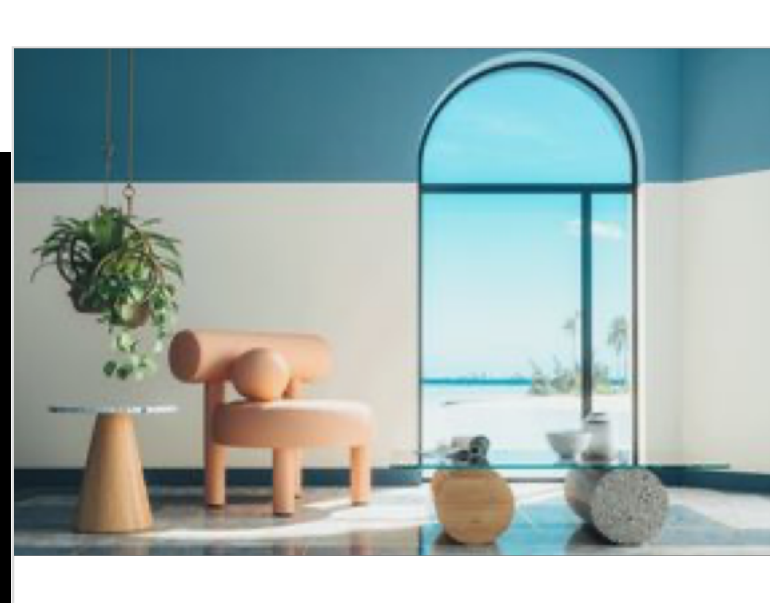
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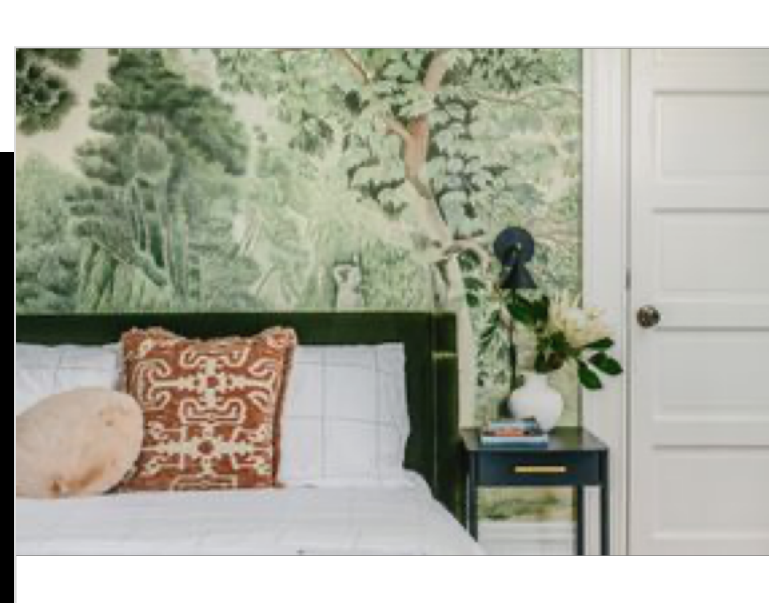
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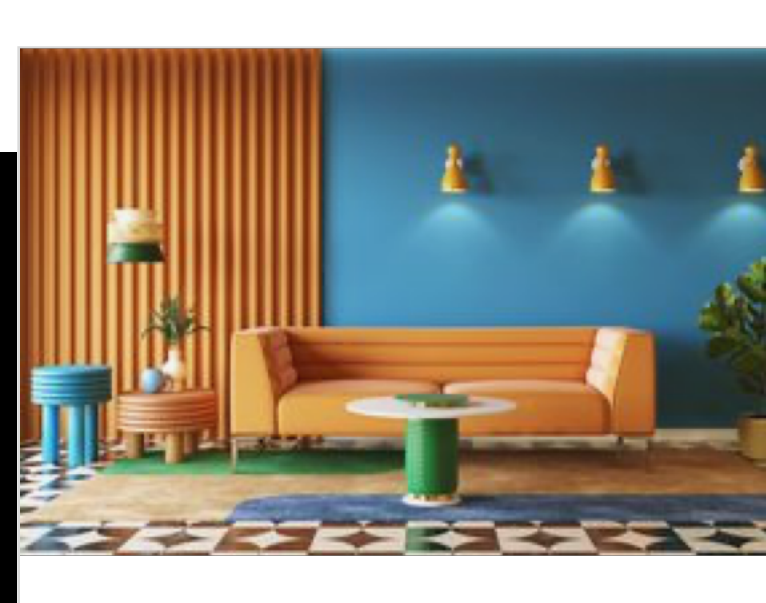
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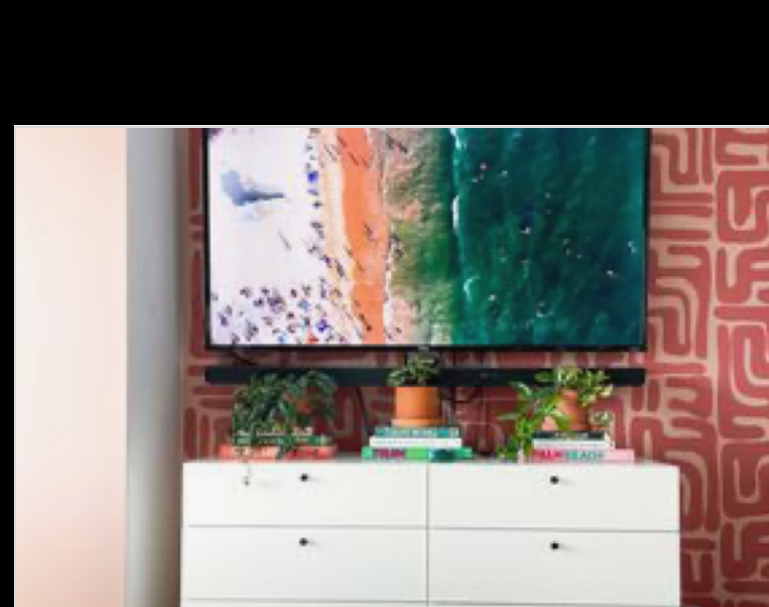
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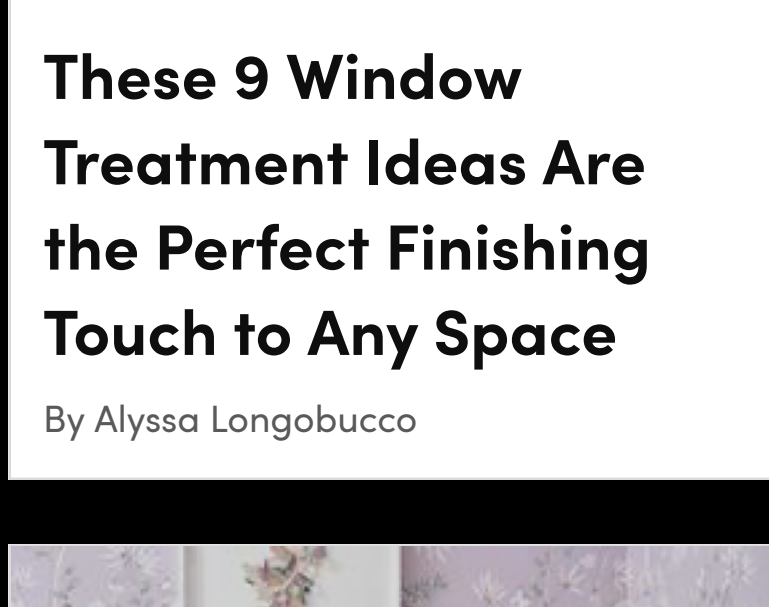
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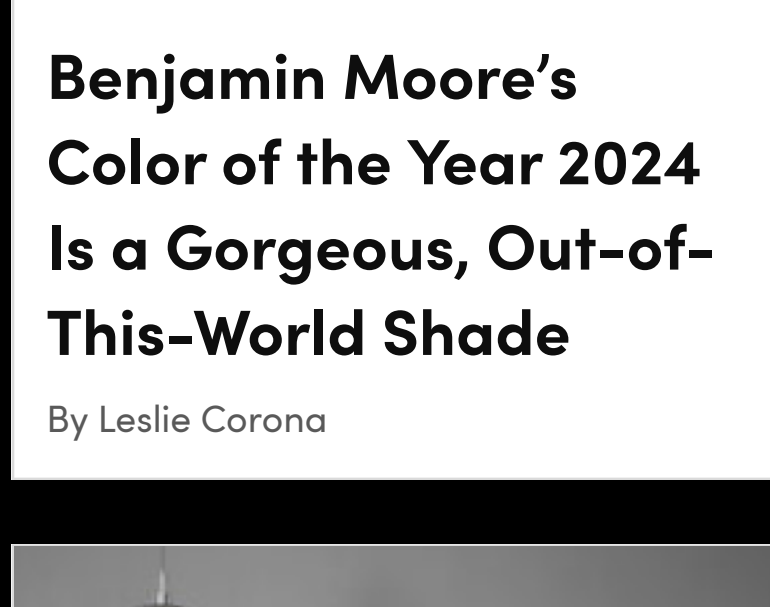
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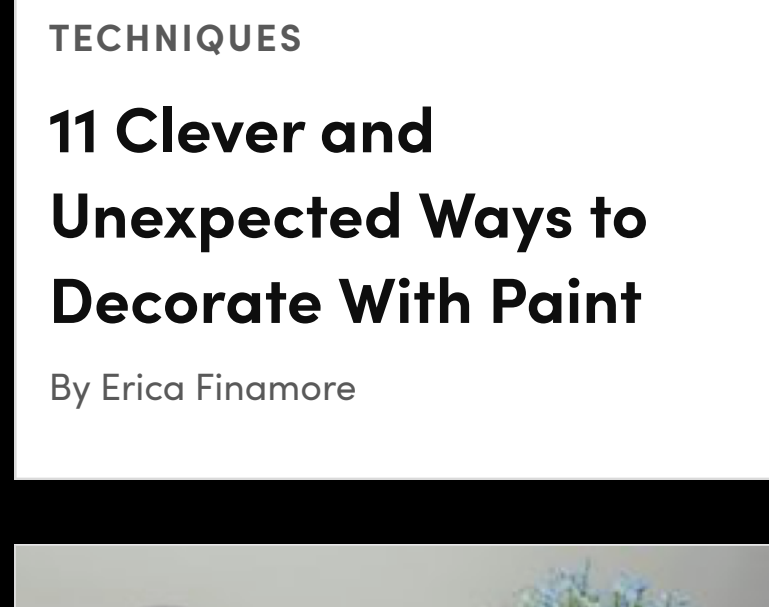
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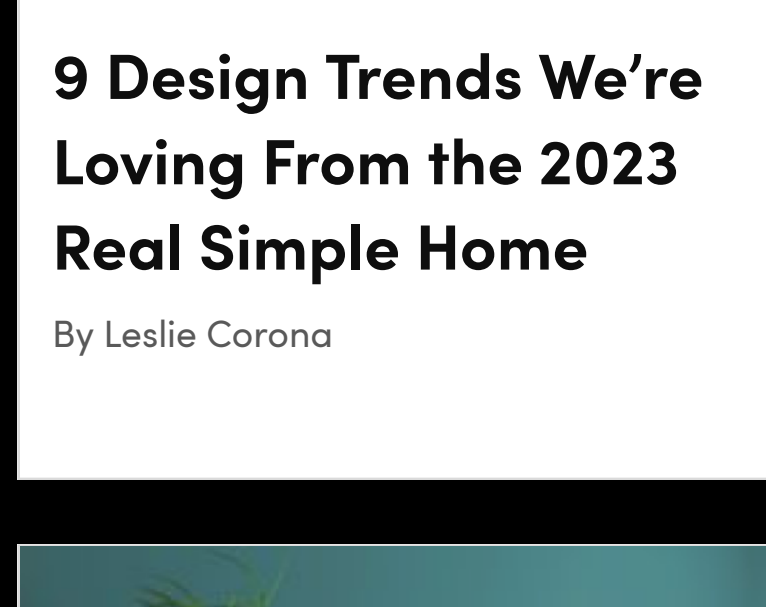
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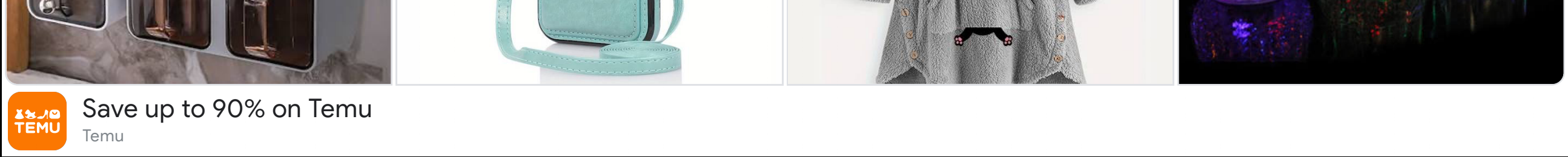


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