



2025 TREND REPORT

BUTTER YELLOW

— Key Signs In the Market & Media —

— Home Appliances —

KitchenAid

Announced "Butter" as their 2025 Color of the Year, introducing a soft, energizing butter yellow with a creamy, satin finish to their appliance lineup.



— Fashion —

Zara

Released a range of butter yellow pieces in their Spring 2025 collection. Inditex, the parent company of Zara, has one of the most advanced trend forecasting systems. They spend significant amounts on data analysis, with teams that track consumer preferences, competitor activity, and emerging styles.



— Pop-Culture —

Showcased a bold butter yellow suit worn by **Timothée Chalamet** at the Oscars, highlighting the color's red carpet presence.



Sabrina Carpenter's embrace of butter yellow highlights its growing influence -25th Birthday (May 2024): Sabrina wore a silk butter-yellow minidress inspired by Kate Hudson's How to Lose a Guy in 10 Days, blending nostalgia with modern elegance.

-Montreal Performance: She took the stage in a bold yellow ensemble, incorporating the shade into her dynamic on-stage presence.

-Variety Power of Young Hollywood Event: Sabrina further cemented butter yellow's prominence by choosing the hue for this high-profile red carpet appearance.



— WHY IS IT TRENDING? —

1. *Comfort & Positivity*

Soft, muted tones like butter yellow evoke a sense of coziness and optimism. After years of bold and moody colors, there's a shift toward gentle, uplifting hues.

HOW DO WE SHOW IT IN THE MARKET?

Fluffy Textured Comforters And Fun, Inviting, Playful Prints



— WHY IS IT TRENDING? —

2. Versatility in Design

It serves as a fresh alternative to neutrals like beige and cream, making it easy to style. It complements both minimalist and maximalist aesthetics.

HOW DO WE SHOW IT IN THE MARKET?

Use butter yellow as a solid or accent color with threading or simple texture to make it easy to match any space.



— WHY IS IT TRENDING? —

3. Nostalgia & Vintage

Butter yellow evokes nostalgia, reminding people of cozy vintage styles and the simpler times of the 1970s.

HOW DO WE SHOW IT IN THE MARKET?

Use butter yellow as an accent piece alongside warm browns, burnt orange, and olive green to evoke a rich, vintage-inspired palette. Incorporate scalloped and ruffled edges, embroidery, and retro prints for a nostalgic, '70s aesthetic.



— WHY IS IT TRENDING? —

4. Soft Luxury & Wellness

The color aligns with wellness and self-care movements, often associated with warmth and serenity. It's seen as a luxurious yet approachable shade.

HOW DO WE SHOW IT IN THE MARKET?

Combine varying textures, high-quality materials, and sleek, tailored design.

