

Find Your True Colors

What if personality and lifestyle, rather than aesthetic preferences, dictated the palette of one's life? Kaitlin Petersen, editor in chief of *Business of Home*, reveals why choosing hues has become more personal than ever.

TEXTILE DESIGNER LORI WEITZNER HAS A unique window into how Covid changed our relationship with color. For her 2016 book, *Ode to Color*, Weitzner identified 10 essential palettes and then teamed up with a psychologist to develop an 18-question quiz (offered on her website) that helps readers figure out which palettes suit them best. Questions touch on everything from preferred genres of books, music, and movies to one's tolerance for risk-taking and sentimentality.

Before the pandemic, the quiz results reflected a need for creativity, connection with nature, and relaxation, with the Alchemy, Fragrant Woods, and At Ease palettes (see right)

as its most frequent outcomes—fitting for a go-go-go world. Then, starting in 2020, Weitzner noticed a change in the data: “Waterside is by far the most up,” she says. “It’s about feeling grounded in a world that is disrupted, about creating a world for yourself with no surprises or shocks. And Earthly is about people discovering their passions and following through on their dreams.” It’s little surprise: As our homes become the epicenter of our lives, what we need from them—aesthetically and emotionally—is more important than ever.

Find yourself in one of Weitzner’s 10 palettes, then decorate accordingly. “Start to think of color as a tool,” she says, “and come up with your own color worlds.”



Romantic

Rust, clay, aubergine. The rich, exuberant colors of **Earthy** remind us to follow our passions—fitting coming off the stagnation caused by pandemic lockdowns. “I always say that you can smile through life or you can sing through life. Earthy inspires you to sing,” says Weitzner. At home, she recommends incorporating terra-cotta pots or simply “starting by lighting a candle.”



Escapist

Whisper is a world awash in airy shades of white, symbolizing retreat and tranquility, a respite from the frantic flow of day-to-day life. “In order for you to really feel it, texture is an important part,” Weitzner says. Elements like a woven wallcovering or layers of textiles can go a long way in warming up white paint. For a small touch, try a silk or linen lampshade.



Creative

The sun-kissed honey glow of **Alchemy** resonates most with imaginative individuals who are distanced from their craft. (Think interior designers bogged down running their businesses, yearning for more hands-on time.) “Any building you’ve been in with gold leaf—something happens to you, and you feel transported,” says Weitzner. That’s the feeling Alchemy should inspire in the everyday.



Healer

Verdant, beckoning shades like those in a dappled pine grove distinguish the **Fragrant Woods** palette, which centers around feelings of sentimentality, physical touch, and wellness. It’s about slowing down, being present, and connecting with nature. Wood flooring and furniture tap into this essence, as do sensory experiences like using a paper calendar or nurturing a houseplant.



Loyal Friend

The **Waterside** palette, which evokes the ethereal blues of the sea and sky, is grounding and familiar. “If you had Waterside at your dinner party, they’d be there early to set up and stay late to help you clean up,” says Weitzner. For a subtle but impactful way to embrace these colors at home, paint your bedroom ceiling a barely-there shade of blue to feel closer to the heavens.



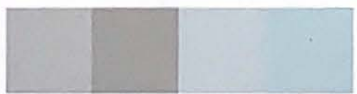
Daydreamer

Fresh tulips, scoops of sorbet, rows of macarons in a patisserie... The **Garden Party** palette is all about a return to playfulness and simple pleasures. But these colors don’t have to be saccharine: Pair whimsical tones with more stately furnishings or traditional architecture. “Everyone can have their own take,” says Weitzner. “Either way, it’s a lighthearted energy.”



Confidant

The alluring shades of a city skyline at midnight—truffle, onyx, and deep, dark browns—define the **Night Shadows** palette. “A room of Night Shadows is where you feel safe to share your secrets,” says Weitzner. “These saturated colors are more moody and make you feel like you’re in a place of comfort.” Bring them into your home through dark floors or ceramics in a deep glaze.



Ideator

With a subtle shimmer, like the gossamer strands of a spiderweb or Harry Potter’s Patronus, **Silverlight** represents innovative ideas that have been put on the back burner. “These colors can put you back in touch with what you love and with the ideas you’ve been too busy to focus on,” Weitzner explains. Incorporate them by way of gleaming mirrors, frosted glass, or even thrift-store crystal.

“Color is not just what you see, it’s what you feel. That’s why it can help us.”



Innovator

Like a Dr. Seuss dreamworld, the **Out Loud** palette offers endless possibilities, an injection of energy. Bold, daring colors inspire us to be courageous and uninhibited. Choose hues from this palette for a home office, Weitzner says, to put yourself in a creative mindset. A persimmon sofa would make a major impact, or you can just add vibrant artwork or flowers to boost your space.



Free Spirit

A haven of sun-bleached grasses and sand shades is endlessly versatile. The natural linen tones of **At Ease** are perfect for those who simply want to come home and relax. “Linen-colored sofas are genius,” says Weitzner, as they allow you to completely unwind. Plus, they’re mutable. Layer pillows and blankets from other color worlds over them as your needs change.