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Lifestyle
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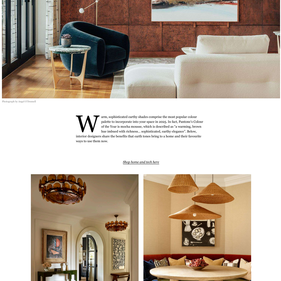
How To Use Earth Tones In Your Home In 2025 – And Why You Should

Words by Kate Hartmann
11 SEP 2024



Photograph by Angel Chiswell

Warm, sophisticated earthy shades comprise the most popular colour palette in interior design right now, according to Pinterest. Here's a round-up of the hues in modern menace, which is described as "a warming, brown hue imbued with richness… sophisticated, earthy elegance". Below, interior designers share the benefits that earth tones bring to a home and their favourite ways to use them now.

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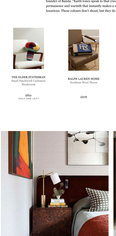
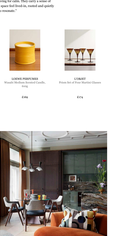


Photograph by Studio Tom Howe Kevin



Photograph by Studio Tom Howe Kevin

01. Get grounded

"Earth tones reflect our current desire for a feeling of grounding in interiors," says Romanna Reilly, the co-founder of Studio Tom. "We work with these shades to create environments with quiet confidence and timelessness. They bring both comfort and sophistication in equal measure, but lack effortless refinement.

"We've seen a growing desire for spaces that feel grounding and authentic – a response, perhaps, to the terrific digital, fast-paced world we live in," says Nat Wapchi-Wood, the co-founder of Nat Wapchi-Wood Interiors. "Earth tones can help to create a sense of permanence and warmth that instantly makes a space feel lived-in, rooted and quietly luxurious. These colours don't shout, but they do resonate."



Photograph by Studio Tom Howe Kevin



Photograph by Studio Tom Howe Kevin

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02. Seek authentic materials

"I am a firm believer that one should achieve cohesion between both decorative and 'fixed' elements of a space," says Reilly. "Introducing earth tones in the form of natural stone is a way to incorporate these colours into a space – be it warm tone window flooring or limber joinery. Artwork is also a great way of introducing these earth tones in a way which allows for a more reflexible approach."

"We like to express this palette through rich soft finishes – like textured glass cloth wallpaper – subtle timber and natural stone and velvet mouths," Reilly says. "Accessories such as ceramic ceramics and candles – currently I love mineral water and terracotta for upholstery – can add depth without overwhelming the space."



Photograph Lisette d'Arnbrie



Photograph Lisette d'Arnbrie

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Photograph Lisette d'Arnbrie

03. Think tone and texture

"We're increasingly drawn to materials that feel raw yet refined," Wapchi-Wood says. "Chalky plasters that diffuse light with softness, unfinished reclaimed timber that adds character, and natural fibres that bring an immediate, honest-to-you harmonise with their naturally layered characters.

"We balance these neutrals with saturated clay tones, burnt sienna, terracotta and deep olive greens to add depth and richness to still, weight and warmth. Accents in oxidised metals or aged bronze introduce a tactile, timeless quality that evolves with the space. It's not about following trends but creating environments that speak to the natural world, while still holding a sense of restraint and sophistication."



Photograph Lisette d'Arnbrie



Photograph Lisette d'Arnbrie

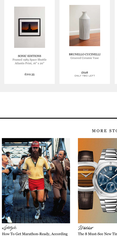
Photograph Lisette d'Arnbrie

Photograph Lisette d'Arnbrie

04. Make it intimate

"Earthy tones work particularly well in private spaces like the bedroom, bathrooms and snugs," Reilly says. "Here, we can lean into their depth. They're forgiving, they're timeless and it's where you start and end your day, so it's important that the colour palette is comforting and can withstand the test of time."

"The shades really come into their own in more intimate, cocooning spaces," Wapchi-Wood says. "Dramatic rooms, low areas or a jewel-box powder room lend away to a hallway. Layering these tones creates a sense of intimacy and calm, making the environment feel instinctive and more like light. There's something inherently cinematic about these colours – the depth of colour, the quiet weight of clay or the richness of umber tones. They create rooms that feel enveloping, like you're wrapped in a soft blanket, offering comfort and a sense of reassurance. We often use them in the chips, softer corners and encourage stillness."



Photograph Nathalie Krag/Interior Issue

05. Embrace the broadness

"These tones can work beautifully in both bedrooms and living spaces and are a great colour palette when wanting to create cohesion between rooms, without having you to match colours exactly," Rowe says. "There is quite a broad spectrum of earth tones, so separate rooms can still feel considered and cohesive without needing to be matching."





06. Layer up

"[Using earth tones] can provide the perfect blank canvas for similar earthy shades, or as a springboard for layers of colour," Ni says.

"You could start with a pale base palette and layer your earth colours – chestnuts, moss green, mustard yellows and terracotta reds – to top. Green and warmth," says Al-O'Donnell, the creative director of Angel O'Donnell. "Small, easy to manage accents. Or you could go all out and cover walls and ceilings in a deep, moody-inspired pigment. It's up to you. And if you're really fond with light neutrals, I'll go cosy and build up the textured tones bit by bit."

Photograph Angel Chiswell

07. Enjoy their perennial power

"The appeal of earth tones lies in their perennial power," O'Donnell says. "Warm and toasty and inviting, they're the perfect backdrop for grounding and easiness. They never look out of place, so they keep spaces vibrant year-round."

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