

Say Hello to the “Loneliest” Color of 2025

And Why You’ll Want to Be Its New BFF

Radiant Lilac may be flying solo, but this daring shade is ready for its moment in the spotlight!



Who says being the least-tinted, least-popular colour has to be a bad thing? Sherwin-Williams is putting a fun spin on colour trends with its pick for The Loneliest Color™ of 2025: Radiant Lilac SW 0074. It's vibrant, it's full of personality, and it's here to shake things up.

Despite its low profile, with fewer than 1,000 gallons tinted in 2024, Radiant Lilac is bursting with charm and confidence. Think of it as the underdog of the paint world, finally getting its moment to shine. It's the perfect blend of timeless and trendy, with a warm energy that brings rooms to life.

“We love encouraging people to be bold with their color choices,” says Sue Wadden, Sherwin-Williams' color guru. *“Radiant Lilac isn't just a color — it's a statement. It reminds us that beautiful design often starts with the unexpected.”*

Not sure how to use it? Try it on a feature wall, dress up your kitchen cabinets, or give your favorite piece of furniture a fresh coat. Whether



your vibe is boho, modern, or somewhere in between, this lilac hue is a fun way to add flair to your space — and maybe even start a new trend while you're at it.



Paige Bueckers Professional Women's Basketball Player

"I want people to feel empowered to be unapologetically themselves and find what sparks that confidence for them. Self-expression is worth more than anyone's acceptance."

So go ahead. Give Radiant Lilac a chance. Who knows? It might just become your new favorite.

CONFIDENT & DARING

Pair These with Radiant Lilac

ADD TO CART

SW 2846
Roccroft Bronze Green

SW 6206
Oyster Bay

SW 6252
Ice Cube

SW 9086
Cool Beige

SW 0060
Alexandrite

SW 2801
Rookwood Dark Red

SW 6698
Kingdom Gold

SW 6861
Radish

SW 7005
Pure White

SW 7701
Cavern Clay