



Press Loft

# Summer Keyword Guide





# Colours

turquoise, sky blue,  
mediterannean blue, azur,  
golden, ochre, sunset pink,  
fuchsia pink, bubblegum pink,  
forest green, emerald, aqua,  
lime green, burnt orange,  
tangerine, lemon yellow, red,  
terracotta, earthy brown, sand,  
gold, rainbow, bright, colourful,  
multi-coloured, tropical,  
sapphire, magenta, ruby,  
sunshine yellow, gradient

# Events & seasons

Summer, beach, holiday,  
vacation, staycation, garden,  
Eurovision, alfresco, barbecue,  
picnic, pool party, camping,  
festival, Wimbledon, back to  
school, outdoor heating, garden  
party, end of term, travel,  
wedding, honeymoon, summer  
socialising;

# Trends

Folk floral, boho, 70s revival, woodland, rustic, nautical, coastal, marine, Moroccan, Mediterranean, eco-friendly, plastic free, zero-waste, biodegradable, new-eco, cottagecore, cabincore, biophilic, wicker, rattan, jute, folk, botanical, statement stripes, warm minimalism, heritage styling, ocean hues, raw beauty - marble & minerals, objet d'art, red clay, waves, calming curves, colourful eclectic;

# Patterns, shapes & materials

gingham, checked, floral,  
paisley, jacquard, terrazzo,  
marble, swirl, aztec, moroccan,  
jungle, leopard, cheetah, zebra,  
wood, wooden, rattan, wicker,  
boucle, linen, glass, beaded,  
crystal, worn, rustic, jute, oak,  
cedar, sand, stone, clay,  
mahogany, leaf, daisy,  
scalloped, towelling, macrame,  
tassel, crocheted, fringed, fruit,  
lemon, orange