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7 most underrated paint colours, according to colour experts

It's time to rediscover these designer-approved, versatile hues that can transform your home's interior

BY SOPHIE VENING | PUBLISHED: 14 APRIL 2025



BOZ GAGOSKI / FARROW & BALL

It's easy to get swept up in the excitement of a new paint colour trend – in the past month alone, we've been tempted to drench our living room in terracotta red and came *this* close to repainting our kitchen cabinets butter yellow.

If you truly love a particular on-trend hue, there's no harm in rolling out the dust sheets to give your room a colour refresh, but we also wanted to celebrate some of the tried-and-tested shades that don't regularly grab the headlines. Here, we spoke to seven colour experts and interior designers about the overlooked colours they love right now and their tips and tricks for using them in the home.

1. Try a not-quite-taupe

Kate Aslangul, founder & creative director of Oakley Moore Interior Design:



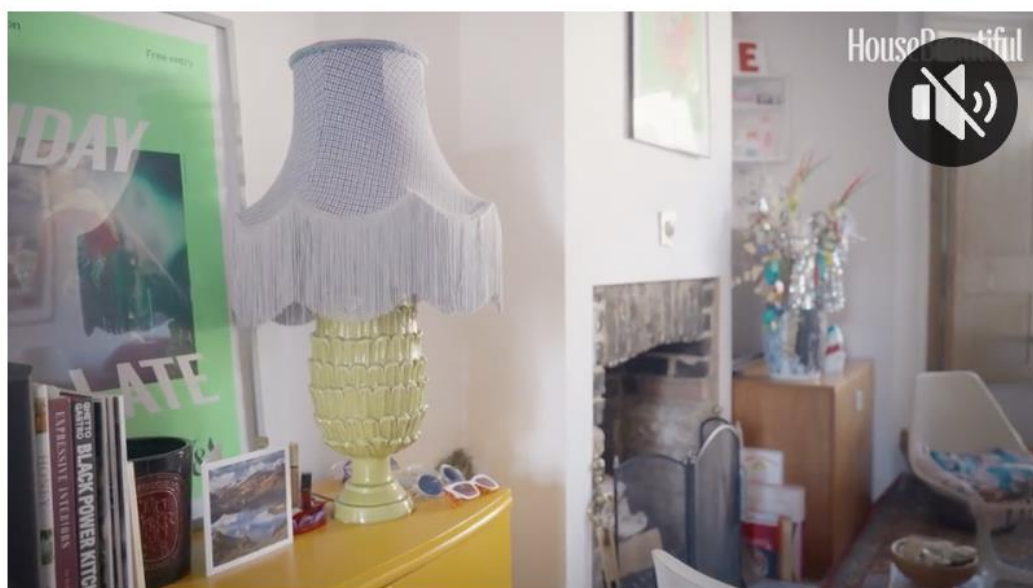
RACHAEL SMITH

Designer Kate Aslangul of Oakley Moore Interior Design opts for uplifting pale taupe shades, as with this bathroom painted in Dimity by Farrow & Ball

'There's been a lot of love for bold colours and colour drenching over recent years, so much so that warm neutrals, especially the not-quite-taupes, have slipped off the radar. However, I find they are an incredibly versatile colour for elegant, understated spaces, such as hallways, sitting rooms, bathrooms and bedrooms.

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'My go-to is Dimity from Farrow & Ball,

which boasts a rich depth and soft pink undertone that adds warmth to a room.

The most magical thing about it is that it changes colour subtly throughout the day.

Pair with a

complementary white

and add colour and texture through fabrics and art for a sophisticated backdrop.'

2. Go bold with red

James Flett, partner & senior studio lead at [Sims Hilditch](#):



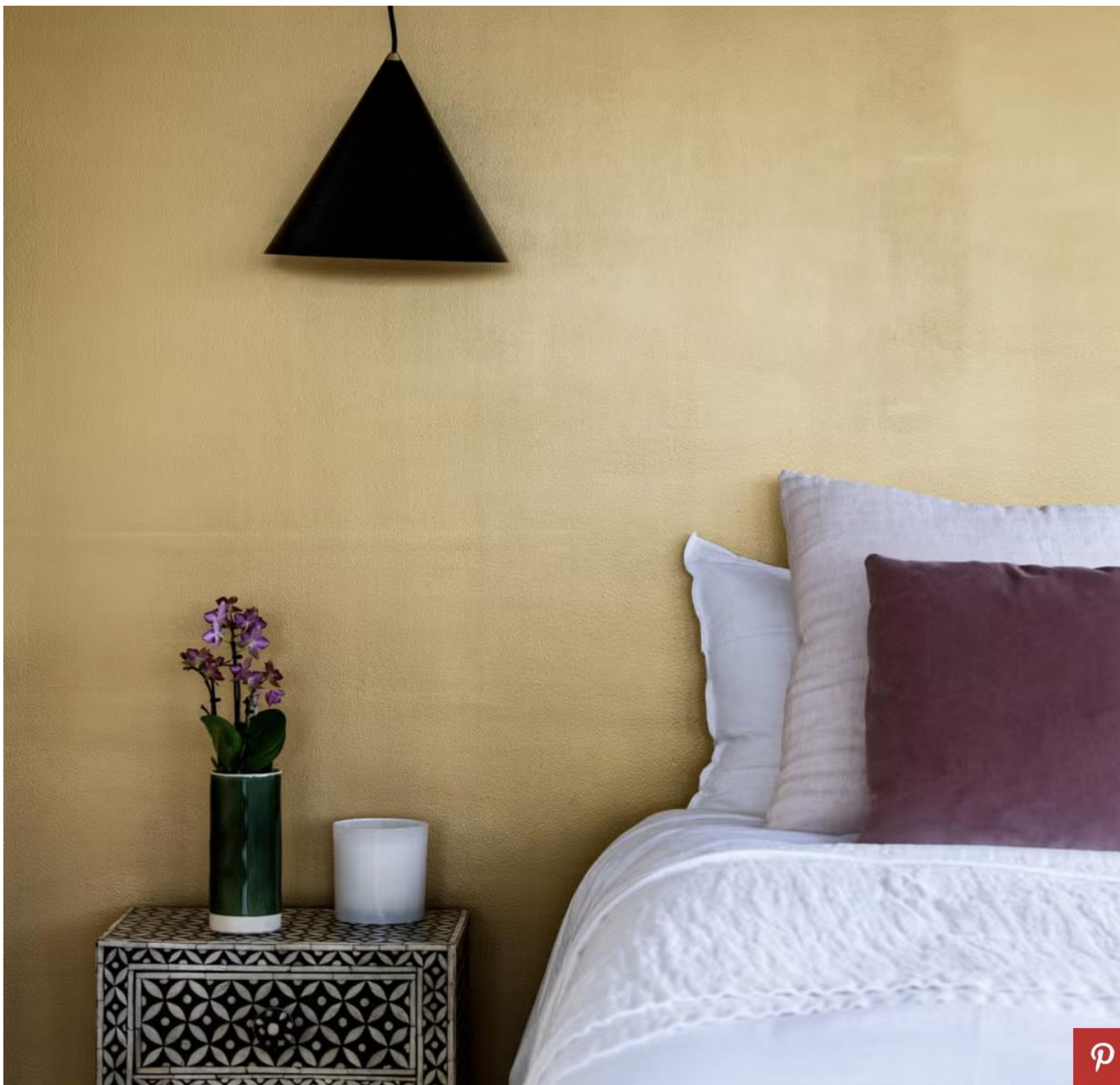
CHRIS HORWOOD

Designer James Flett at Sims Hilditch recommends a deep red for small spaces, such as Edward Bulmer's Pompadour

'**Reds** are often overlooked, but it's an adaptable colour that provides a striking accent when used on neutral furniture as a trim or piping, or as a backdrop in muted spaces. Be cautious, as scientifically, red is a very unstable colour so it needs to be handled with care. Reds work well in dark spaces to add drama and depth. We recently used [Edward Bulmer's Pompadour](#) – a deep rusty red – on powder room's ceiling and woodwork.'

3. Shine with gold

Dominic Myland, CEO of [Mylands](#):



TATJANA VON STEIN

Gold is a surprisingly adaptable colour, suggests Dominic Myland, CEO of Mylands. Bedroom designed by [Tatjana von Stein](#)

'Gold is often seen as too opulent, yet it's an incredibly versatile shade that brings depth and **quiet luxury** to any space. Our **FTT-001** and **FTT-002** hues can be as grounding as an earthy tone, or as radiant as a rich yellow shade, making it a colour well worth reconsidering for walls or ceilings.

'Start small with architectural detailing before committing to larger areas. However, FTT-001 hue can definitely handle taking centre stage. I love seeing it being used to colour drench a room. It really thrives in spaces where you want lots of atmosphere, such as a bedroom or dining room.'

4. Add fresh lilac

Emma Bestley, creative director & co-founder of [YesColours](#)



MEGAN TAYLOR

Emma Bestley of YesColours nominates Fresh Lilac for a joyful, unconventional palette

'**Fresh Lilac** often gets overshadowed in the YesColours palette by conventional neutrals or bolder colours. It's a soft and uplifting hue, associated with tranquillity, and reminds me of amethyst stones, springtime hyacinths and Parma violet sweets. It's a big part of the colour scheme for Wes Anderson's amazing Grand Budapest Hotel.

'It pairs well with **Friendly Peach** to add warmth and a gentle contrast to your space or, when combined with a vibrant **Electric Mint Green**, it can result in a lively and refreshing atmosphere which is perfect for creating a dynamic and modern look. The ultimate complementary colour is **Fresh Yellow** – both being bright, cool-toned pastels – they pack a punch when used together.'

5. Warm white is always right

Benji Lewis, interior designer & founder of [Benji Lewis Design](#):



BENJI LEWIS DESIGN

The warm white shades create an inviting atmosphere in this room conceived by Benji Lewis Design

'White is often seen as a mere fallback choice, which does it such a disservice. For clients wary of strong colours, I suggest choosing a warm white with ivory undertones, providing soft luxury like Farrow & Ball's **Pointing**. A warm white works well as a backdrop with a single accent, blue or raspberry, or combined with other soft neutrals like frothy latte, tan and mocha.

'One of the best applications of white in a home I ever saw was when a designer had taken a crisp contemporary white paint and used it in a period home. They layered the interior in antique furniture and soft furnishing fabrics in varying shades of red, with **blue** and white ticking, showcasing modern Perspex-framed 18th century hand-blocked Indian textiles on the walls. The whole vibe was so exciting. Never underestimate how powerful a white paint can be!'

6. Make a beeline for brown

Tash Bradley, director of interior design and colour psychologist, Lick:



LICK / @CITYTOSEASIDEHOME

Lick's **Brown 02** shade anchors the bedroom belonging to [@citytoseasidehome](#)

'**Brown 02** is often misunderstood as too dark, heavy, or old-fashioned, yet it is an incredibly rich, versatile and grounding shade with warm red undertones that brings warmth and security to a space. It's a colour that feels hug-like – wrapping a room in warmth with a sense of security. It's got this deep, earthy sophistication that people don't always expect until they see it in action.

'I love to see it paired with Lick's **Purple 03** in a bedroom, with Brown 02 offering grounding and assuring qualities, while the burgundy Purple 03 adds warmth and a touch of luxury. Don't forget to incorporate textures like linen, wool, and leather to enhance the tactile appeal of a brown tone.'

7. Let the sun in with yellow

Patrick O'Donnell, brand ambassador for Farrow & Ball:



JAN BALDWIN

A sprightly shade of yellow, Gervase Yellow from Farrow & Ball, nominated by their brand ambassador Patrick O'Donnell

'**Yellow** has disappeared off the conscious decorating map for the last couple of decades but is rightly sneaking its way back into our hearts. Use wisely, as yellow is an energising colour, so great for kitchens and living rooms, but it's not so good for bedrooms!

'I love our archived **Gervase Yellow**, a subtle pale-to-mid yellow shade that never shouts too bright and can bring a discreet energy to a room whilst remaining calm and elegant. It pairs beautifully with a just off-white trim and ceiling colour or, for something bolder, try our **Breakfast Room Green** or **Arsenic**, the latter bringing a lovely 1930s country house aesthetic. It's a great choice for bathrooms, adding character to standard white sanitaryware. Keep it fresh with whites or introduce a blue, such as our archived **Berrington Blue** on a clawfoot bath or a similar colour on a hand-glazed tile.'

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