

— The return of Millennial Pink

Nostalgia is the main ingredient in millennial pink's revival as it takes over our homes once again.

Amthal Karim, Head of Design at [Furniture And Choice](https://www.furniturechoice.co.uk) comments:



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“Over the past decade, pink trends have never really left. We welcomed the 2020s with the Barbiecore trend, which saw hot pink take centre stage with its bold, unapologetic hue. As we’re now midway into 2025, we’re seeing the reemergence of Millennial Pink. This dusty rose pink hue, popular in the mid-2010s takes us back to the early days of Instagram and when the term ‘Girlboss’ was coined. Its popularity was sealed when ‘Rose Quartz’ was crowned the Pantone Colour of 2016 alongside Serenity (a calming light blue).

It’s no surprise that many of us are yearning for simpler times and we’re looking to colour psychology for that antidote. Pink with all its promises of joy, light-hearted fun is commonly associated with peace, femininity and healing. Millennial pink continues to be influential thanks to social media. The popularity of the Wicked movie and TikTok trends like ‘soft girl era’, ‘clean girl aesthetic’ and ‘demure’ have brought millennial pink back into the spotlight. Its dusty, muted shade makes it easy to pair with other colours like white, grey, beige, light blues, pastel greens and metallics like gold and brass.

In the interior world, millennial pink has made a splash once again with an eye-catching installation of a pink jungle daybed called Le Refuge by designer Marc Ange at Milan Design Week. Millennial pink has also been the go-to pick for many Scandinavian furniture brands, highlighting its clean, contemporary (yet inviting) appeal.



[Lexi 2 Seater Sofa](http://www.furniturechoice.co.uk) - www.furniturechoice.co.uk

Even though pink has feminine connotations, its evolution (and trendiness) has made it a 'new neutral'. Introducing it as a sofa colour makes your living room feel fresh, chic and sophisticated. It goes effortlessly with white walls or darker colours like grey or black accents, making your living room feel edgier.

When it comes to decorating with millennial pink, texture matters. Velvet or plush fabric upholstery will elevate the look, making the room more luxurious giving the room that soft and inviting feel. Layering pink on pink for accessories creates a stylish monochrome look with cushions or artwork on the walls. You can introduce darker pink accents through glass accessories and lighter pink touches with artwork. This will add more depth to the room, giving more variety and texture. If you want to keep it simple, perk up your room with fresh flowers (in pink of course) to add a cheerful touch.

Will millennial pink still be trending this time next year? We may not know the answer, but it can't be denied that it has staying power, that's for sure."

For more tips on [decorating pink living rooms](#), check out our guide for inspiration.

Credit

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