



FOR IMMEDIATE RELEASE

Minwax® Brand Unveils Violet as 2025 Color of the Year

Violet reimagines living spaces by blending heirloom designs with bold aesthetic

CLEVELAND – [Aug. 27, 2024] – Minwax, America’s No. 1 selling brand¹ of interior wood stains and clears, announced today its [2025 Color of the Year](#), Violet. Violet signals a bold new era of home design where self-expression takes center stage. This dynamic color, available in both the new Minwax® Wood Finish™ Color Series Premium Oil-Based Stain and the Minwax® Wood Finish™ Water-Based Color Stain, beautifully complements traditional wood tones while breathing new life into heirloom pieces, allowing them to effortlessly blend with modern design trends.

As homeowners seek unique ways to personalize their living spaces, Violet empowers DIYers to explore new frontiers in wood staining, offering a canvas for imaginative and personalized designs. Inspired by cultural movements like cafécore and the rise of book communities on social media, Violet reflects a broader trend toward incorporating diverse influences into home interiors.

A Vision for the Future

Lisbeth Parada, Minwax Color & Design Lead, describes Violet as a bold and saturated color that is both playful and expressive. It embodies the future as it makes traditional spaces feel new again without sacrificing the natural beauty of wood grain.

“Deeper, more saturated colors, including violet-influenced blues, can serve as compelling alternatives to timeless shades,” said Parada. “Violet, when paired with natural wood tones, creates a striking contrast that feels both classic and contemporary. From subtle color accents to bold statements with color drenching, this versatile shade offers homeowners countless ways to infuse depth and character into any space.”

Trend-Driven Violet

Violet isn’t just a color choice; it mirrors prevailing design trends shaping modern living spaces. Minwax Violet draws inspiration from the growing maximalist movement, featuring vivid, saturated colors combined with intricate patterns and textures. Maximalism celebrates personal expression with eclectic combinations and bold statements, adding character and energy to one-of-a-kind pieces.

¹ Based on Epicor’s Industry Data Analytics and third-party survey results for interior wood stains for the 12-month period ending 12/23.

Moreover, with a rising appreciation for quality and upcycling, younger generations embrace preloved heirloom furniture. Violet supports this trend by revitalizing existing wood pieces and promoting longevity through thoughtful design and reuse.

By embracing Minwax Violet, homeowners can infuse their spaces with positive energy and a sense of renewal.

“Violet redefines interior wood finishing by blending timeless elegance with contemporary boldness,” Parada said. “Whether adding character to a cherished heirloom, revitalizing furniture or creating inviting spaces like home coffee bars or reading nooks, Minwax Violet interior stain adds a touch of joy to any room. It inspires creativity and encourages homeowners to embrace their personal style, making everyday spaces extraordinary.”

About Minwax®

For 120 years, Minwax® has been a leading brand of high-quality wood finishing and wood care products. From wood stains to clear protective finishes, plus solutions for wood preparation, maintenance and repair, Minwax® products are requested by the do-it-yourself consumer, seasoned woodworkers and professional contractors.

Minwax® is part of Sherwin-Williams Consumer Brands Group, headquartered in Cleveland, Ohio. Minwax® can be found online at www.Minwax.com, on Instagram at [Instagram.com/MinwaxUSA](https://www.instagram.com/MinwaxUSA), on Facebook at [facebook.com/Minwax](https://www.facebook.com/Minwax), on Pinterest at [pinterest.com/Minwax](https://www.pinterest.com/Minwax) and on YouTube at [youtube.com/user/MinwaxUSA](https://www.youtube.com/user/MinwaxUSA).

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Note to Editors: High-resolution images of Minwax Violet, project guides and product samples are available upon request.

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