

## DIY Experts Share 5 Design Takeaways from Painting with the Sherwin-Williams 2023 Color of the Year

Sherwin-Williams asked DIY experts to share an inside look at their 2023 Color of the Year projects, including lessons they learned about experimenting with [Redend Point SW 9081](#) and how designing with the blush-beige hue helped them achieve color confidence. Reach out to [Sherwin.Williams@clynch.com](mailto:Sherwin.Williams@clynch.com) for additional commentary or images.

**Tell us something we wouldn't know about the decision process for your 2023 COTY project. Did you learn any new or notable lessons about experimenting with color throughout the process?**

“This project challenged me to do something I had never done before, which was to decorate from a distance. I traveled to my hometown for this room makeover, which meant I needed to pick a paint color ahead of time. Usually when I am painting a space, I can stand in the room and visualize the color. This required me to make decisions without being there in person. [Redend Point SW 9081](#) was the perfect color to take this risk with since it offers so much versatility. It ended up being a great fit!” – *Annika Hinds*, [Blondesigns](#)



*Credit Annika Hinds*



*Credit Thistlewood Farms*

“I planned out the entire space with [Pure White SW 7005](#) as the base. Then I painted [Redend Point SW 9081](#) as the top stripe. Painting Redend Point next to the white brought out the pink undertones. I love the warm earthy feel of Redend Point and how it made a simple thing like stripes on the wall feel so current.” – *KariAnne Wood*, [Thistlewood Farms](#)

**How did you want your chosen space to feel once the project was complete? What did you learn about using a blush-beige hue to achieve this feeling?**

“I wanted the room to combine the warmth of home with the softness of a cozy throw—the kind of room that makes you want to snuggle into layers of warmth. Using a blush-beige hue in the space created a soft glow. It’s almost like taking a mini vacation in your home. You can close the door and let the space renew and refresh you.” – *KariAnne Wood, [Thistlewood Farms](#)*

“My intention was to create a space that felt peaceful and inviting. The little nook I painted is right by the back door with windows looking out onto a garden, so I wanted the color to feel like an extension of that view. I wanted a timeless color that keeps the space feeling cozy and relaxing all year round. Once I painted the wall, I knew [Redend Point SW 9081](#) was the perfect fit! As the sun changed throughout the day, the color glowed so beautifully with it—keeping that calming feeling I was hoping for.” – *Annika Hinds, [Blondesigns](#)*



*Credit Thistlewood Farms*



*Credit SG Style*



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“In the end, I wanted this space to feel warm and welcoming, and the blush-beige of [Redend Point SW 9081](#) really provided that. Because the rest of our walls are black, the contrast of color also really draws your eye to the space and highlights it. It was a great way to create a bit of a focal point.” – *Shavonda Gardner, [SG Style](#)*