# Pantone names Mocha Mousse as 2025 colour of the year highlighting warmth and versatility



Pantone has announced Mocha Mousse as its Colour of the Year for 2025, signalling a continuation of the chocolate brown trend that has been prominent throughout 2024. This choice aligns with the current global climate, where themes of “comfort, harmony and connection” have been highlighted as important, and the warm, inviting shade of Mocha Mousse reflects these sentiments.

The colour authority’s decision emphasises the versatility of Mocha Mousse, particularly as an enriching addition to winter wardrobes. Incorporating this shade into seasonal staples offers a refreshed take on classic attire. Notably, Adidas has embraced the trend with its SL72 OG sneaker collection. These retro-inspired trainers feature three colourways, with brown as the dominant tone, complemented by burgundy and yellow stripes, presenting an accessible way to integrate the hue into everyday fashion without committing to an entirely monochrome look.

For those favouring more traditional pieces, a classic trench coat in Mocha Mousse paired with a black foundation outfit allows the coat to stand out as the focal point. Accessories also provide a practical and often budget-friendly way to adopt the colour trend. The Margeaux bag from The Row, widely regarded as a must-have item among celebrities and influencers over recent months, is now available locally, with retailers also offering more affordable alternatives for consumers interested in embracing this colour theme.

According to Glamour South Africa, the rise of Mocha Mousse encapsulates a broader cultural moment, offering fashion enthusiasts a palette that inspires both comfort and style in the seasons to come.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.pantone.com/color-of-the-year/2025> - This URL confirms that Pantone has announced Mocha Mousse as its Color of the Year for 2025, aligning with themes of comfort and harmony. The choice reflects a warm and inviting shade that resonates with current global sentiments.
* <https://www.instagram.com/nytstyle/p/DDNisyKycF9/> - This Instagram post supports the announcement of Mocha Mousse as Pantone's 2025 Color of the Year, describing it as a soft brown shade that evokes feelings of comfort and indulgence.
* <https://www.realsimple.com/pantone-color-of-the-year-2025-8756260> - This article highlights Mocha Mousse as Pantone's 2025 Color of the Year, emphasizing its warm and comforting qualities. It aligns with the trend of seeking comfort and style in current fashion.
* <https://www.marthastewart.com/pantone-color-of-the-year-2025-8754242> - This source emphasizes the rich and luxe qualities of Mocha Mousse, highlighting its versatility for both home decor and fashion. It supports the idea that this color is not just a trend but a sophisticated addition to various styles.
* <https://www.adidas.com/en/SL72-OG> - Although specific details about Adidas' SL72 OG sneaker collection featuring Mocha Mousse-like tones are not readily available, Adidas often incorporates trendy colors into their retro-inspired collections, aligning with the broader trend of using Mocha Mousse in fashion.