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Brown Is Back: Here's How to Decorate With This Formerly-Passé Hue

After years of gray decor and cool tones, brown is set to be one of the biggest home decorating trends of 2025



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For the last decade or so, everyone was trying to offload their old brown sofas and paint over brown walls. The tides are starting to turn on the muted shade, however, it is undeniably starting to come back *en vogue* as a sophisticated neutral that's equal parts [warm and rich](#).

"The evolution of interior design continues to embrace warmer tones, moving away from the stark whites of the past. The shift from gray to *greige* has officially made its way to beige and brown," explains Gena Kirk, VP of Design Studio at [KB Home](#), one of the nation's largest homebuilders.

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"Brown works exceptionally well in fabrics, art, and decor accessories, adding depth and sophistication," adds Victoria Holly of [Victoria Holly Interiors](#), a *Los Angeles Times* top interior designer. "The goal is to use it thoughtfully, complementing the overall aesthetic without overpowering a space."

However—decorating with brown can be hit or miss, if you're not careful. That's why we reached out to a handful of interior designers and color experts to get their insights on getting the brown [color trend](#) right.

Here's what you need to know about how to decorate with brown (and what to avoid!):

8 Tips for Decorating With Brown

Opt for textured accents

To avoid a dull space, Kirk suggests opting for shades like oatmeal or chocolate and considering incorporating brown with textures such as wall coverings, wood paneling, wallpapers, or textured

painted accent walls. “Lighter accents and textures prevent brown tones from overwhelming a space, making it ideal for living rooms, [bedrooms](#), and dining rooms,” she explains.

Avoid dark brown in small spaces

“I never say never in design, I believe personal preference and experimentation are key, however, I would caution against using dark brown in small, dimly lit spaces like powder rooms or north-facing modest bedrooms,” adds Kirk.

Don’t overlook texture

“Brown is making a strong comeback, but the key to decorating with it is choosing the right shade and using it strategically,” warns Holly. “A rich brown mohair sofa, for example, brings a warm, luxurious texture that’s worlds apart from brown bedding or drapery.”

High gloss versus matte

When it comes to paint, the finish and context are essential. “A high-gloss brown lacquer in a cozy library creates an elegant, layered look, while a matte or limewash brown offers a softer, more organic feel,” explains Holly.

Avoid brown-greens

“I avoid brown-greens or a red-brown, as both can be a little overwhelmingly too far on the warm or cool spectrum,” explains Jennifer Guerin, of San Diego-based [JG Color Studios](#). “The more neutral or grayer shades of brown can be so versatile within a space, allowing the walls to recede.”

Don't be afraid to go modern

If you prefer a warmer aesthetic but are curious to have a more minimal or modern home, brown might be the solution you're after. "The brown color family can suit many different styles. We see clients and designers using these finishes in clean [modern spaces](#), as well as projects with more traditional qualities," says Kantor. "One thing that's great about browns is that we can take a very contemporary pattern, and make it look more traditional by using the right shade of brown."

Consider neons or earthy tones

You can use neon pops of color or earthy tones depending on your design goal, says Guerin. "I don't think there is a space I wouldn't shades of brown,I say go for it. The best part about color scheme is it's the easiest and biggest design shift you can implement in a space."

Opt for bronze

According to Annie Kantor, creative maker at [Modern Metal Designs](#), metallic shades like bronze and other glossy brown hues are a rich neutral, which means they stand strong against almost any palette. “These finishes are a lovely way to add richness and depth of quality to a space,” she explains.

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