



FROM THE OSCARS TO INTERIORS, 'BUTTER YELLOW' IS THE HOTTEST NEW COLOUR THIS SPRING

- Timothée Chalamet's Oscars look has sparked 'butter yellow' being the newest trend exploding onto the scene this season
- Searches for "butter yellow" peaked on Google Trends with the most searches in the past five years on Oscars night
- B&Q's Head of Décor, Gill Baker, shares her expert tips and picks on how to incorporate this joyful shade into the home
- B&Q's paint mixing service allows homeowners to recreate trending colours with ease and all yellow paints and decor mentioned are available at [diy.com](https://www.diy.com) and in store

March 2025 – Following Timothée Chalamet's stunning 'butter yellow' suit at Sunday night's Oscars, the world of fashion has once again intertwined with the latest interior trends. This bold, joyful hue of Timothée's suit comes after Dulux's 2025 Colour of the Year, [True Joy](#), and is already sparking a new wave of 'joy drenching' in home décor.

Searches for "butter yellow" surged and hit its highest peak in five year on Google Trends the night of the Oscars and have continued to stay at peak popularity, highlighting a growing interest in the soft, sunny shade. As the days get warmer and spring fashion takes centre stage, it's clear that Brits are embracing this cheerful hue for the season ahead.

The concept of 'joy drenching' is taking the widely known interior trend of 'colour drenching' a step further, by embracing colours that not only cover walls, doors and trim (and ceiling if brave enough) but also fills a space with positivity and warmth.

For homeowners who are looking for a more subtle inclusion of the colour of the season in their homes to brighten up their space, B&Q stocks a variety of butter yellow decor such as [plant pots](#) for £10.99, [duvet covers](#) from £22.99 and [throws](#) for as little as £11.

Alternatively, for those who are committing to joy drenching this Spring, B&Q offers a huge range of buttery shades such as [Yellow 01 Matt Emulsion paint](#), [GoodHome Durable Andalusia](#) and [Dayroom Yellow](#). Homeowners who want to capture the exact yellow tone seen on the Oscars red carpet can utilise B&Q's innovative [paint matching service](#) that allows customers to bring in a sample of any colour, whether it's a swatch from a magazine or a print and B&Q's experts will instantly generate a unique matching colour.

To provide some inspiration on how to seamlessly bring one of this Spring's hottest new colours into the home, **B&Q Head of Decor, Gill Baker** has shared her tips and product recommendations.

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Gill says: "Much like the fashion world, interiors are turning to joyful colours that evoke positivity and energy. If you're feeling adventurous, consider using a bold yellow on an accent wall or throughout an entire room. For a more subtle approach, introduce 'butter yellow' through accessories like cushion and throws or pair it with soft neutrals and rich blues to create a balanced, dynamic palette. And for those looking to recreate the exact yellow seen on Timothée Chalamet, B&Q's paint matching service makes it easy. Simply bring a swatch of fabric or an image, and our experts will generate an accurate colour formula, allowing you to bring your perfect shade to life."

All items are available in-store at B&Q and online now. Next day click & collect delivery is available on many products for a convenient shopping experience and B&Q Club members enjoy rewards every time they shop - helping them to create a home they love. For more information visit: www.diy.com.

Gill's picks:



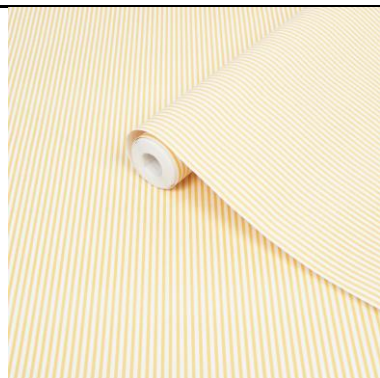
[Dulux vanilla sundae matt emulsion, 2.5L](#) - £22



[Farrow & Ball Modern Dayroom Yellow No.233 Matt Emulsion paint](#) - £63



[Lick Yellow 01 Matt Emulsion paint](#) - £36





Joules yellow stripe wallpaper - £48 per roll	Vibes Fold Round Plant Pot - £10.99	Luxury Large Waffle Honeycomb Mink Warm Throw - £11
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About B&Q:

B&Q is the UK's leading home improvement and garden living retailer with over 300 stores throughout the UK and Ireland, offering great prices, with over 700,000 products available to order at [diy.com](#) for home delivery or click and collect.

For trade professionals, B&Q TradePoint offers exclusive membership to those in trades such as electricians, plasterers, fitters, plumbers, roofers, decorators, joiners, tilers, builders, landscapers and facilities and maintenance professionals. TradePoint members have exclusive access to dedicated TradePoint counters at around 200 B&Q stores as well as to [Tradepoint.co.uk](#).

B&Q launched the UK's first home improvement marketplace in March 2022, adding additional choice for consumers. The marketplace offers a unique, integrated experience with in-store returns for many products and Click + Collect options being explored.

Their team of more than 21,000 colleagues of all ages are respected nationwide for providing great home improvement help to customers. They're the beating heart of B&Q and their iconic orange aprons are worn with pride.

Every year, more than 20 million people improve their homes and make life better with B&Q, and every year the company achieves ever-higher standards for sustainable operations and sourcing, and supports our local communities, including funding B&Q Foundation grants and Shelter's DIY Skills Advisors. For more information on our community initiatives visit [diy.com/corporate/community](#) or to read our Build a Life Project annual report visit [diy.com/responsible-business](#)

B&Q is part of Kingfisher plc, the international home improvement company, operating 2,000 stores in 8 countries across Europe.

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