CALMING COLORS FOR EVERY SIGN
ZULILY’S ASTROLOGICAL COLOR WHEEL

According to new Zulily data, 86% of new moms are up at least once a night. To help promote peace, calm and relaxation at home, Zulily has teamed up with color expert Kate Smith to offer design and color suggestions for moms of all signs. From nursery and home décor to colors for baby clothes, these colors are intended to calm even the most energetic Aries and sleepless Scorpios!

A calming effect isn’t the only impact color can have at home! New moms look at design and color as a way to impact their child’s development.

More than half of moms (65%) introduce their child to new colors as they grow to achieve different psychological effects. Identifying and sorting colors is more than just fun and games; it is part of a child’s cognitive development. When choosing toys and books, black and white paired with bold colors create a high contrast that grabs a child’s attention.

65% of moms believe they can inspire a sense of adventure in their child through décor. Intense, high-energy colors paired with neutral tones, natural materials, and various textures create a dynamic space with an adventurous spirit.

71% of moms say elements of nature, like woven or wood accents and earth tones, make them feel calmer at home. Nature-inspired colors, materials, textures, shapes, and imagery in room decor have been shown to create a sense of peacefulness, reduce anxiety, help the mind to focus, and enhance feelings of overall well-being.

According to a July 2021 online survey via PollFish from 1,000 new moms based in the U.S.

Professional insight from Color Expert Kate Smith.

*A July 2021 online survey via PollFish from 1,000 new moms based in the U.S.

AQUARIUS moms say blue and purple calm them, using vibrant shades of these colors will bring out their charming personalities.

ARIES moms said purple and blue are calming colors, and mixing in soft, buttery yellow can amplify their feelings of well-being.

Blue and green calm PISCES moms, while lavender almost magically evokes their inner wisdom and creative ability.

CANCER moms are calmed by blue and purple, but white gives them a place to rest, allowing their minds to wander freely.

CAPRICORN moms are calmed by blue and purple, but emerald green can help them feel focused and well-organized.

CANDIDATES moms say blue and purple calm them, using vibrant shades of these colors will bring out their charming personalities.

SAGITTARIUS moms say purple and blue are their calming colors, and clay red can connect them to their free-spirited soul.

SCORPIO moms say purple and blue are their calming colors, and clay red can connect them to their free-spirited soul.

65% of moms believe they can inspire a sense of adventure in their child through décor. Intense, high-energy colors paired with neutral tones, natural materials, and various textures create a dynamic space with an adventurous spirit.

LIBRA moms find blue and green calming but crave bright pink to bring out their playful, giggly side.

Blue and yellow calm VIRGO moms, and aqua can make them feel calm and inspire imagination and big ideas.

Blue and yellow calm TAURUS moms, and a touch of pale pink reminds them they deserve pampering, too.

71% of moms say elements of nature, like woven or wood accents and earth tones, make them feel calmer at home. Nature-inspired colors, materials, textures, shapes, and imagery in room decor have been shown to create a sense of peacefulness, reduce anxiety, help the mind to focus, and enhance feelings of overall well-being.

* A July 2021 online survey via PollFish from 1,000 new moms based in the U.S.

Professional insight from Color Expert Kate Smith.

AQUARIUS moms say blue and purple calm them, using vibrant shades of these colors will bring out their charming personalities.

ARIES moms said purple and blue are calming colors, and mixing in soft, buttery yellow can amplify their feelings of well-being.

Blue and green calm PISCES moms, while lavender almost magically evokes their inner wisdom and creative ability.

CANCER moms are calmed by blue and purple, but white gives them a place to rest, allowing their minds to wander freely.

CAPRICORN moms are calmed by blue and purple, but emerald green can help them feel focused and well-organized.

CANDIDATES moms say blue and purple calm them, using vibrant shades of these colors will bring out their charming personalities.

SAGITTARIUS moms say purple and blue are their calming colors, and clay red can connect them to their free-spirited soul.

SCORPIO moms say purple and blue are their calming colors, and clay red can connect them to their free-spirited soul.

65% of moms believe they can inspire a sense of adventure in their child through décor. Intense, high-energy colors paired with neutral tones, natural materials, and various textures create a dynamic space with an adventurous spirit.

LIBRA moms find blue and green calming but crave bright pink to bring out their playful, giggly side.

Blue and yellow calm VIRGO moms, and aqua can make them feel calm and inspire imagination and big ideas.

Blue and yellow calm TAURUS moms, and a touch of pale pink reminds them they deserve pampering, too.

71% of moms say elements of nature, like woven or wood accents and earth tones, make them feel calmer at home. Nature-inspired colors, materials, textures, shapes, and imagery in room decor have been shown to create a sense of peacefulness, reduce anxiety, help the mind to focus, and enhance feelings of overall well-being.

* A July 2021 online survey via PollFish from 1,000 new moms based in the U.S.

Professional insight from Color Expert Kate Smith.