

Top Winter Hair Color Trends to Try Now

Published on 06 Jan 2026 | By IFI Correspondent



As the winter season settles in, hair color trends are shifting toward rich, warm tones and multidimensional hues that complement cooler weather and cozy wardrobes. From deep brunettes to soft blondes and moody reds, winter 2026 offers a vibrant palette for anyone looking to update their look.

1. Deep Espresso & Luxe Brunette Shades

One of the defining trends this winter is **rich, dimensional brunette hues** such as *espresso martini* and *luxe chocolate brown*. These shades add depth and shine to hair, creating a polished look that pairs beautifully with winter outfits. Stylists note that deeper browns provide a smooth, elegant finish and work across hair lengths and textures.

2. Chestnut Undertones for Subtle Warmth

For those who prefer a little warmth without dramatic change, **chestnut undertones** are key. These tones add soft red hints that catch the light, giving hair a natural glow against the winter backdrop. They're particularly flattering on medium to dark brown bases and can subtly elevate everyday styles.

3. Soft Satin Blonde and Muted Light Tones

Blondes aren't left out this winter — **soft, satin blondes** and **muted blonde shades** are trending as more wearable alternatives to bright, icy blondes. Instead of stark contrast, these hues offer a gentle brightness that complements cool skin tones and winter's subdued light.

4. Moody Reds and Berry-Infused Colors

Moody reds, including berry brown, bordeaux, and plum-infused shades, are gaining popularity as dramatic yet sophisticated options. These colors add depth and richness to hair while staying in line with winter's richer color story. Burgundy and wine-inflected tones are especially striking on textured styles and darker hair bases.

5. Gloss and Dimensional Shine

Beyond specific colors, a major winter trend is **glossy, high-shine color finishes**. A glossy glaze boosts the intensity of hair color, making even deep shades look radiant against winter outfits and muted landscapes. Colorists emphasize gloss treatments as an easy way to elevate any hue without a complete re-dye.

Why These Shades Work for Winter

Winter weather often brings duller natural light and heavier clothing palettes, so hair colors that add warmth, depth, and dimension are especially appealing. Rich brunettes and moody reds create a striking contrast with cool tones, while softer blondes brighten the face and overall look. Expert stylists suggest choosing a shade that complements both **your**

natural base and the **season's fashion trends**.

Tips for Choosing Your Winter Shade

- **Match your undertones:** Warm hues like chestnut and caramel work well on warm-toned skin, while cooler blondes and berry reds flatter cool undertones.
- **Maintain shine:** Use gloss treatments or color-protecting products to keep hues vibrant in dry winter months.
- **Blend dimension:** Soft highlights or subtle balayage can add movement and prevent tones from looking flat.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.