



Let's talk color!

26

Winter 2004/05 represents a season that combines diverse elements like spirit and sensuality, along with austerity and frivolity, all of which enhance the essence of fashion and the fabrics that are used to make them.

The Colors

The colors this season are paired in unequal proportions making everything that they are applied to look interesting. They are a combination of cold and dark mixed with more vivid brighter shades, which add a lively spirit.

Tanned neutrals and washed pink provide the backdrop of soft shades to be combined with the bright harshness of White, Gold and Tandori Spice.

PANTONE® 14-1905 Lotus
PANTONE 18-1444 Tandori Spice
PANTONE 15-1314 Cuban Sand
PANTONE 14-0740 Bamboo
PANTONE 11-0601 Bright White
PANTONE 16-1105 Plaza Taupe

Colorful and subtle describe the pairing of Mahogany and Brown against Fuchsia, Turquoise and Yellow-Green.

PANTONE 17-2227 Lilac Rose
PANTONE 19-1241 Tortoise Shell
PANTONE 17-4421 Larkspur
PANTONE 19-0815 Desert Palm
PANTONE 16-0233 Meadow Green
PANTONE 18-1425 Mahogany

Pale offbeat shades of Lilac, Lavender and Frosty Green add punch to the murky darks of Major Brown, Rabbit and Huckleberry.

PANTONE 15-0703 Ashes of Roses
PANTONE 15-5706 Frosty Green
PANTONE 19-0810 Major Brown
PANTONE 19-3905 Rabbit
PANTONE 14-3209 Pastel Lavender
PANTONE 19-1620 Huckleberry

The strange mix of dark, diaphanous tones are illuminated with Endive, Sterling Blue and Afterglow.

PANTONE 13-0632 Endive
PANTONE 18-0503 Gargoyle
PANTONE 19-0303 Jet Black
PANTONE 15-4309 Sterling Blue
PANTONE 19-3926 Crown Blue
PANTONE 11-0510 Afterglow

The Fabric Source

There were five trends that earmarked the direction in fabric development.

Condensing – describes those materials which are comfortable and reassuring. Their density is created through technology and can give the appearance of being heavy without the actual weight. Dense piles can now have drape and movement, which are created through unique fibers and yarns.

Magnetizing – highlights the importance of the ingredients that go into making the actual textile materials. The finishing of fabrics stays true to the raw material and moves away from the vintage aspects of destroying it. Natural fibers of cotton and wool are the mainstay and are used in creative blending with synthetics for feminine activewear and sophisticated city looks.

Branching Out – emphasizes the importance of using irregular yarns and fabric constructions to indulge the non-conformist. Weightless textiles that combine texture and transparency are especially important for novelty looks. Look for light wrinkling, smocking, lace, open knits and grainy textures.

Plotting – denotes the significance of classicism and its continued importance within the clothing market. What makes them look new and different is the way color is applied and pattern is executed. The classics of herringbone, houndstooth, tie patterns and mini jacquards are all reinvented through scaling and contrast.

Taming – takes a look at how technology affects every stage of manufacturing from the fiber to the yarn to the textile to the garment and how it is affected by the way color is used. Knitwear, as well as woven diagonals, calvary twills, herringbones and honeycombs, are updated using fine, mercerized, lustrous and matte yarns.

Europe at Retail – Fall 2003

Anything goes when it comes to fashion this fall. No matter what your taste is, styling runs the gamut from the sublime to the ridiculous. The attitude was very individualistic and consumers can certainly beat their own drum. From color to silhouette, the choices were varied and drew its inspiration from the 20s flapper to the elegant 40s to the swinging 60s, and onto the S&M influences of the late 70s and early 80s.

Color was a key catalyst in all classifications, whether for men or women, but there was nothing that looked out of place. If anything, colors created the balance when the styling was a bit offbeat. Classic shades of black, brown, red and petrol mixed well with fashion shades of chartreuse, light and bright pink and yellow made a more understandable statement.

There were monochromatic combinations for more elegant and sophisticated looks, but there was also the daring pairing of colors, which resonated the return of fun whimsical fashion.

Even during these tenuous times, people don't want to give into their fears or uncertainties and fashion is one of those things that can provide relief and escape. If its something the consumer doesn't already own, they will spend money on the things they want.

Color Watch!

"Color me pretty" was the buzz phrase to describe the looks for women with several key palettes of color.

Classicism was the focus with lush autumnal darks, which were saturated in depth.

PANTONE 19-1020 Dark Earth
PANTONE 19-4013 Dark Navy
PANTONE 19-2118 Winetasting
PANTONE 19-0303 Jet Black

Jewel tone shades added that touch of fun for a more playful approach to accessories and casual sportswear.

PANTONE 19-1763 Tango Red
PANTONE 15-0332 Leaf Green
PANTONE 19-2047 Sangria
PANTONE 17-3323 Iris Orchid
PANTONE 18-3921 Bijou

Neutrals, off-white and washed pinks were the key balancing act for an otherwise dark season.

PANTONE 16-1106 Tuffet
PANTONE 16-1334 Tan
PANTONE 13-1504 Peach Blush
PANTONE 12-0304 Whitecap Gray

For men, the message was clear - be confident, be consistent and be true to what's important to you. Fashion need not be too trendy to be in style. The simple details make the man.

Saturated winter shades provide the sophistication for the modern business wardrobe.

PANTONE 19-0912 Chocolate Brown
PANTONE 19-4007 Anthracite
PANTONE 19-1116 Carafe
PANTONE 19-4024 Dress Blues

Autumn Harvest shades put the punch back into casual sportswear and knitwear.

PANTONE 19-3939 Blueprint
PANTONE 19-0419 Rifle Green
PANTONE 19-1726 Cordovan
PANTONE 18-1447 Orange Rust
PANTONE 19-1763 Formula One

Pure and simple fondants give shirtings a new meaning.

PANTONE 11-0617 Transparent Yellow
PANTONE 16-4021 Allure
PANTONE 12-1305 Heavenly Pink
PANTONE 11-4201 Cloud Dancer

The Watch List!

For Her:

- ▶ Corseted closures for dresses and blouses
- ▶ Patent leather or suede knee high boots
- ▶ Square shaped 40s-style handbags
- ▶ Short flip skirts
- ▶ Fitted slim coats
- ▶ Needlepoint handbags
- ▶ The "Mini" dress or skirt
- ▶ High heeled strappy crocodile sandals
- ▶ Savile row inspired print blouses
- ▶ Bomber-style leather jackets
- ▶ Funnel collared coats
- ▶ Uneven hems, smocked waists and tiered flounces on dresses and evening gowns
- ▶ Colorful tights and fishnets
- ▶ Pucci print jersey coats
- ▶ Anything animal
- ▶ Modern tartans for skirts, jackets or tights

For Him:

Cyber punk meets macho with styling that's a mixture of new age dressing and what real men wear.

- ▶ Corduroy jeans and suits
- ▶ Five-pocket jeans in shades of blue denim
- ▶ Two-button velvet blazers
- ▶ Split toe suede lace-up shoes
- ▶ Dressy chronograph watches
- ▶ French cuffs
- ▶ Checked and striped dress shirts
- ▶ Short-waisted fitted leather bomber jackets
- ▶ Paisley corduroy casual shirts
- ▶ Shawl collared cardigans
- ▶ Chesterfield dress coats
- ▶ Cable front sweaters
- ▶ Ankle high lace-up boots
- ▶ The three-button suit
- ▶ Oiled cotton parkas
- ▶ Striped crew neck sweater
- ▶ Oversized striped knit scarves

PANTONE goes chromatic!

All of the PANTONE Textile Colors are arranged chromatically in the PANTONE for fashion and home and PANTONE for architecture and interiors color systems. New colors, larger chips and more chips on each page make the world's most widely used color products a design essential.

For more information on our products and services, contact your local dealer, call 888-PANTONE or visit us at www.pantone.com.

TO ORDER:

Contact the Pantone Desk at PERRY COLOR CARD

Phone: 909.599.7954

Fax: 909.592.9976

E-mail: pantone@perrycolorcard.com

visiting our website at perrycolorcard.com