

Special Report  
PREMIER VISION  
Summer 2005

Let's

talk color

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## Premier Vision!

A season that boasts a need for energy, lightness, playfulness and fantasy was the key message at Premier Vision for Summer 2005.

The newness for next year is the creation of precise products that are both utilitarian and novel. Europeans get it right once again with ingenious detail and pretty colors.

## THE COLOR WATCH!

Color for next season was an interesting mix of naturals, darks and piquant bright shades. There were diverse interpretations and played on opposites like natural with artificial and simple with lighthearted. White was a key mixer for all levels and acted as the anchor that toned everything down.

### Tangy Brights

PANTONE® 17-4540 Hawaiian Ocean  
PANTONE 17-1462 Flame  
PANTONE 16-6329 Peppermint  
PANTONE 13-0752 Lemon  
PANTONE 18-1852 Rose Red  
PANTONE 19-1663 Ribbon Red  
PANTONE 16-3320 Violet  
PANTONE 11-0602 Snow White

### Summer Darks

PANTONE 18-0617 Covert Green  
PANTONE 19-4025 Mood Indigo  
PANTONE 18-0503 Gargoyle  
PANTONE 19-1121 Pinecone

### Natures Own

PANTONE 18-1616 Roan Rouge  
PANTONE 17-1022 Kelp  
PANTONE 16-5804 Slate Gray  
PANTONE 17-1336 Bran  
PANTONE 16-4109 Arona

### Tender Moments

PANTONE 15-1331 Coral Reef  
PANTONE 17-6030 Jelly Bean  
PANTONE 16-4134 Bonnie Blue  
PANTONE 14-0108 Castle Wall

### Treats

PANTONE 15-5217 Blue Turquoise  
PANTONE 13-0000 Moonbeam  
PANTONE 13-0645 Limeade  
PANTONE 19-4039 Delft  
PANTONE 16-3931 Sweet Lavender

## The Textile View

The summer season boasts an attitude of optimism with textile design taking center stage with looks that are fresh, colorful and technical. Stitch, weave and print all interplay, making next year a truly dynamic time.

- ▶ Light is revealed through translucent cottons
- ▶ Engineered fantasy was accomplished through burn-outs, dye-cuts, appliqués and prints
- ▶ Sparkled effects with beads and sparkles
- ▶ Rippled effects using ridges and seersuckers
- ▶ Dense woven twills
- ▶ Featherweight fluid jersey
- ▶ Striped knitwear
- ▶ Square weaves
- ▶ Whimsical pattern and floral prints
- ▶ Dry crepe
- ▶ Extra fine linen
- ▶ Colored chambrays
- ▶ Fine lightweight denim
- ▶ Gingham checks
- ▶ Light gauze

## Europe at Retail!

Say hello to Hollywood with all its glamour. Europe's love affair with celebrity shows no signs of slowing down or its affection for the revolutionary 60s and 70s. The spring 2004 season offers clothing that caters to a woman's sense and sensibility and her desire to be feminine and pretty. The 1950s starts to show its face with clothing reminiscent of backyard barbeques and Marilyn Monroe's indelible sensuality.

If the show "Sex and the City" brought anything to today's fashion-minded woman, it was to be who you want to be. The looks were diversified, the colors interesting, the styles wearable, and the prices outrageous.

For men, there is a return to fun springtime shades for woven shirts and circular knits. Classic tailoring continues in subtle workplace shades but was always juxtaposed with a fun striped shirt and tie.

Denim for both sexes was slightly worn, lower waisted and always sexy.

## Color in the Stores!

Color is back with a vast array of newness and combinations.

### For Women:

There were diverse color stories but they always emphasized a glamorous modern approach.

**Temptation Eyes** – a sultry trio of bold, lively summertime shades

PANTONE 17-4247 Diva Blue  
PANTONE 15-0343 Greenery  
PANTONE 18-2436 Fuchsia Purple

**New Spectator** – incorporates classic sophistication with flirtation

PANTONE 13-1012 Frosted Almond  
PANTONE 19-0303 Jet Black  
PANTONE 11-4201 Cloud Dancer

**Sense and Sensibility** – a sweet and feminine group of barely there colored neutrals

PANTONE 13-1405 Shell  
PANTONE 12-1305 Heavenly Pink  
PANTONE 15-3807 Misty Lilac  
PANTONE 12-4607 Pastel Blue  
PANTONE 11-0304 Waterlily

### For Men:

It was all about being casual, comfortable and macho.

**Bright Ideas** – is filled with fresh tartness and vitality

PANTONE 18-4535 Blue Jewel  
PANTONE 16-5533 Arcadia  
PANTONE 17-1558 Grenadine  
PANTONE 12-0642 Aurora

**Raw Materials** – are the colors to anchor all others

PANTONE 19-3908 Nine Iron  
PANTONE 13-1405 Shell  
PANTONE 15-1216 Pale Khaki  
PANTONE 11-0103 Egret

**Rhythmic** – is a palette of kinetic disorder

PANTONE 16-1539 Coral  
PANTONE 19-1322 Brown Stone  
PANTONE 18-3921 Bijou Blue  
PANTONE 13-0607 Fog  
PANTONE 18-4525 Caribbean Sea

## THE STYLE WATCH!

A little bit of this and a little bit of that was the overall feeling at retail. There was no one trend but rather a culmination of styles and attitudes to fit any lifestyle.

### For Women:

- ▶ Hooped closure bags
- ▶ Cork wedge mules with floral appliqués
- ▶ Butterfly bow watch straps
- ▶ Lace mini-dress
- ▶ Knee length jersey v-neck dresses
- ▶ Dropped waist petal hem dresses
- ▶ Belted trench coat
- ▶ Feathered shrugs
- ▶ Strict structured suits
- ▶ Art Deco bias cut stripes
- ▶ Oversized floral prints
- ▶ Lace trim slip dress
- ▶ Swirl print psychedelics
- ▶ Cinched waist cocktail dress
- ▶ Low waist denim
- ▶ Cleopatra sandals
- ▶ Hip stitch pleated skirts
- ▶ Wrap waist jersey tops
- ▶ Pointelle knitted sweaters
- ▶ Wide ruffled collar shirts
- ▶ Capri length cigarette pants
- ▶ Flat toe strap sandals

### For Men:

- ▶ Zip front cardigans
- ▶ Flat front low waist trousers
- ▶ Layered tees
- ▶ Top stitched crew necks
- ▶ Half zip slim fit pullovers
- ▶ Three button single-breasted suits
- ▶ Multi-colored striped shirts
- ▶ Suede zip hip length utility jackets
- ▶ Track pants
- ▶ Lightweight leather biker jacket
- ▶ Micro floral print shirts
- ▶ Gingham trousers
- ▶ Cargo pocket shorts
- ▶ Nylon track jackets

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