

Color trends and forecasts by Pantone, Inc. *the color authority.*



# Let's talk color

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“Color is key when applying them to solid woven textures.”

**THAT OPTIMISTIC FEELING AND A SENSE OF FREEDOM FROM LIFE'S DAILY TROUBLES SEEMED EVIDENT AT THIS YEAR'S PREMIER VISION FOR SUMMER 2003.**

Although attendance was down from past seasons, the message for fashionistas was clear: keep it clean, keep it refreshed and keep it simple.

There was newness in all classifications of fabrics that were retrospective of past trends, but the approach was neat and novel. Even the decorative classifications were decidedly uncontrived. The market is now appealing to the consumers' desire for sensible uncomplicated things.

It's time to “look back and spring forward” toward the return of fresh sorbet inspired brights and flattened neutrals that will enhance yarn dyed shirtings, fine cut circular knits and informal wovens. Color is key when applying them to solid woven textures like crepe, twill, herringbone and pique, where the face of the fabric needs to be seen.

**Denim, corduroy and canvas** continue as the mainstay fabrics for street inspired work wear. Colored fill yarns of lime greens and purple are now mixed with blue indigo and navy to give an iridescent look to traditional denim.

Woven shirt fabrics are most often seen in plaids and the more important stripes in all types of widths. The colors used are a combination of soft brights and refreshing cool greens mixed with neutrals and dark pigments for accents.

## THE COLOR WATCH

Even with the shift toward using more tonal and monochromatic shades, color continues to be a key ingredient. Stay true to the spirit of the season by keeping it light, bright, intense and colorful.

### CONFIDENTIAL

A barely there palette of cool neutrals that have a flattened dusted quality.

PANTONE® 11-0107 Papyrus  
PANTONE 13-0614 Garden Glade  
PANTONE 13-4305 Foggy Dew  
PANTONE 13-4308 Baby Blue  
PANTONE 12-1107 Pink Champagne  
PANTONE 13-3803 Rose Lilac  
PANTONE 11-4202 Star White

### EXPERIMENTAL

Chlorophyll inspired range that mixes both a biological freshness and an artificial experience.

PANTONE 11-4202 Star White  
PANTONE 16-4021 Allure  
PANTONE 17-1210 Moon Rock  
PANTONE 13-0220 Paradise Green  
PANTONE 14-4809 Eggshell Blue  
PANTONE 16-0613 Elm  
PANTONE 15-5711 Dusty Jade Green  
PANTONE 12-0530 Charlock

### SENSORY

Warm sensual colors that have a more subdued quality than the bright colors from past seasons.

PANTONE 17-1635 Rose of Sharon  
PANTONE 16-1150 Topaz  
PANTONE 11-4202 Star White  
PANTONE 14-1228 Peach Nectar  
PANTONE 16-1529 Burnt Coral  
PANTONE 13-0917 Italian Straw  
PANTONE 17-1510 Antler  
PANTONE 14-2311 Prism Pink

### INTELLECTUAL

Deep dark shades now possess a flattened pigment quality that project a feeling of both calmness and intensity.

PANTONE 19-1543 Brick Red  
PANTONE 19-4035 Dark Blue  
PANTONE 18-1709 Tulipwood  
PANTONE 11-4202 Star White  
PANTONE 19-1118 Chestnut  
PANTONE 18-0503 Gargoyle  
PANTONE 17-1047 Honey Mustard

## THE FABRIC SOURCE

Wool makes its statement for summer 2003 as the quintessential fabric of choice for the office when used as a lightweight pure version or mixed with linen, silk, viscose, polyester or nylon.

While knitwear continues as the key fabric staple for the season, it is now yarn dyed, twisted, textured, jacquarded or shiny. Openwork lace, burnout and semi-transparencies continue as the fantasy-driven constructions.

Wovens are fresh, refined and are mostly cotton-based. The patterns are simple yarn dyed checks, tattersals, ticking stripes and windowpanes.

Constructions to look for...

#### Knitwear

- ◆ Solid & striped jersey
- ◆ Pique
- ◆ Embroidery
- ◆ Lace insets
- ◆ Fused patterning
- ◆ Stretch
- ◆ Seersucker
- ◆ Slubbed yarns

#### Wovens

- ◆ Crepe and crepon
- ◆ Mini herringbone
- ◆ Deck chair stripes
- ◆ Taffeta
- ◆ Linen
- ◆ Solid satin
- ◆ Raw silk
- ◆ Basketweave
- ◆ Grainy texture
- ◆ Bi-colored denim
- ◆ Graffiti prints
- ◆ Mechanical stretch

# SHOPPING LONDON & PARIS

Spring arrives with a splash of optimism and fun. Bright colors were seen in all classifications, which was a respite from the overly dark somber colors from winter.

London's focus was that of 70s and 80s retro looks of trash and vaudeville, while Paris continued its emphasis on the slightly more conservative side.

The colors for women were a fun mixture of classic navy, light blue, black and toffee leather, which were now juxtaposed against bright red, orange, turquoise, fuchsia and pink.

The men's market maintains its conservatism with all levels of blues merchandised together in chromatic harmony. There is a movement toward using more violet casts of navy and indigo. The solid pink shirt adds the right amount of fun to the springtime suit. Brown casted oranges continue for both fine cut knits and woven shirts, while pure white makes its way into suits, casual wear and denim.

## COLOR IN THE SHOPS!

**For women**, there were dichotomies of ranges being used from colorless neutrals and sober darks to the fun bright shades usually associated with springtime.

### SIMPLE

PANTONE 11-4202 Star White  
PANTONE 19-5708 Jet Set  
PANTONE 19-4019 India Ink

### FUN STUFF

PANTONE 12-2906 Barely Pink  
PANTONE 18-2043 Raspberry Sorbet  
PANTONE 17-4435 Malibu Blue  
PANTONE 19-1763 Formula One  
PANTONE 15-1157 Flame Orange  
PANTONE 13-0758 Dandelion

### NATURALLY SPEAKING

PANTONE 13-0711 Putty  
PANTONE 14-0721 Hemp  
PANTONE 17-1045 Apple Cinnamon  
PANTONE 12-0605 Angora

*color, colour, colore...*

“Spring arrives with a splash of optimism and fun.”

**For men**, there were the subtle mixtures of using dusted flat pastels with both neutrals and darks and brighter shades most often set against dark somber pigments.

### DEAUVILLE

PANTONE 19-4025 Mood Indigo  
PANTONE 19-3712 Nightshade  
PANTONE 17-3917 Purple Dusk  
PANTONE 14-4307 Winter Sky  
PANTONE 19-3926 Crown Blue

### KEY ESSENTIALS

PANTONE 11-4202 Star White  
PANTONE 19-4005 Stretch Limo  
PANTONE 18-3905 Excalibur  
PANTONE 16-1010 Incense  
PANTONE 17-1129 Wood Thrush

### ANDROGYNY

PANTONE 14-3903 Lilac Gray  
PANTONE 13-1904 Chalk Pink  
PANTONE 13-4103 Illusion Blue  
PANTONE 12-0722 French Vanilla

## STYLE FINDER!

### For women:

- ♦ Hipstitched or inverted pleats skirts
- ♦ Peasant neckline blouses
- ♦ Quilted handbags
- ♦ Ankle tie pumps
- ♦ Handkerchief hems
- ♦ Coat-front dresses
- ♦ Ruffled neck blouses
- ♦ Railroad ticking stripe denim and chambray
- ♦ Wide-legged, low-waisted trousers
- ♦ Broken-faced denim
- ♦ Wrap tie blouses
- ♦ Deck chair stripes
- ♦ Peddle pushers
- ♦ D-Ring hip belts
- ♦ Chain linked shoulder bags
- ♦ Bias cut satin floor-length skirts
- ♦ Hook and eye closures
- ♦ Polka dot lace
- ♦ Satin trimmed knit cardigans
- ♦ Belts and handbags with grommets
- ♦ Engineered fruit prints
- ♦ Lettuce edged hems on woven blouses
- ♦ Graffiti print mules
- ♦ Prairie skirts
- ♦ Gauze two-piece dressing

### For men:

- ♦ Half zip long sleeve polos
- ♦ Wide, automatic striped, crew neck long sleeve pullovers
- ♦ Crew neck pullovers with stripe blocked sleeves and solid body
- ♦ Zip front running jackets with contrast piping on sleeves
- ♦ Contrast placket short sleeve polo shirts
- ♦ Long sleeve half button placket pullovers with embroidered chest pocket
- ♦ Ticking stripe shirts with contrast white collars
- ♦ Low waist trousers
- ♦ Zip front leather jackets with linear striped embossing
- ♦ Safari style jackets with epaulets and double-breasted pockets
- ♦ Head-to-toe white denim
- ♦ Railroad ticking striped gas station attendant jackets
- ♦ Contrast colored long sleeve baseball tees
- ♦ Suede baseball bomber jackets
- ♦ Chalk-stripped suiting

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