



25

# Let's talk color

## EUROPE AT RETAIL

### Not so simple!

Summer 2004 looks to be a season where a natural cotton spirit and casual dress dominate. It's a season where aesthetics are blended with function. Everything is interconnected from fiber to structure, from treatment to color. With an outwardly simple complexity and a deceptively obvious simplicity, Summer 2004 ignores the ordinary.

## COLOR WATCH!

The colors for summer 2004 exhibit both simplicity and complexity, along with a strong feeling for delicately colored neutrals. There were four atmospheric directions:

- ▶ Vibrating light pulses of disturbing reds and lightened naturals
- ▶ Refining cold tones, balancing manicured blues and ethereal grays bringing soothing purity and lightness
- ▶ Freshening fruit shades and soft acidic tones with tender and dynamic accents
- ▶ Drying out shades which have been beaten by the wind or baked by the sun.

### Quivering

PANTONE® 18-1612 Rose Taupe  
PANTONE 17-1641 Chrysanthemum  
PANTONE 18-1762 Hibiscus  
PANTONE 17-2127 Shocking Pink  
PANTONE 15-1216 Pale Khaki  
PANTONE 13-1007 Oyster White

### Refining

PANTONE 19-3919 Nightshadow Blue  
PANTONE 18-4011 Gobelin Blue  
PANTONE 18-4041 Star Sapphire  
PANTONE 14-4214 Powder Blue  
PANTONE 14-4203 Vapor Blue  
PANTONE 12-5203 Murmur

### Freshening

PANTONE 15-0332 Leaf Green  
PANTONE 16-1435 Carnelian  
PANTONE 12-0736 Lemon Drop  
PANTONE 13-4909 Blue Light

### Drying

PANTONE 19-1533 Cowhide  
PANTONE 19-4220 Dark Slate  
PANTONE 16-1326 Prairie Sand  
PANTONE 17-6206 Shadow  
PANTONE 18-1124 Partridge  
PANTONE 18-1535 Ginger Spice

## Fabrics

The fabric direction for Summer 2004 is a season of manipulation where treatment to fiber and hand provide hidden attributes to otherwise simple things.

**Cultivating Paradox** – a season which emphasizes little distinction between end-use and raw material. City wear moves toward a casual attitude with its influences coming from sportswear. There is a strong emphasis on the usage of cotton fiber used in both active and work wear. In all areas of business, the buzzword is simplicity and it is this plainness that invites us to touch the things we see. The fabrics are either smooth or textured like piques, honeycomb, ribs and looped terry cloth.

The hand of the fabrics can be dense, compact, limp, oiled or sticky, but they always project a look of both chic and casual. Hybrid looks that cross between new and old and careless looks like poor ironing or sophisticated wrinkling emphasize these dichotomies. Dry wool is now washed and takes on a pigment dyed appearance. Cotton and linen grow softer and surfaces are irregularly lustrous which conveys the appearance that color has been added on.

**Manicured Details** – are at a premium! All natural materials of linen, wool, cotton and silk play on an air of fineness and lightness. Look for contrasting weaves and twisted yarns. Fluid fabrics become springy and slippery for sensual draping. There is a consistent emphasis on details even the most insignificant, with filigreed decoration, precise tone-on-tone sculpture and jacquards. Small embroideries, micro patterns, dobbies, mini-stripes and checks all give evidence that the trend toward extreme fineness and precision for fabric construction is key. There is also a movement towards using materials and detailing that emphasize the illusion of light such as transparency, hem stitching and yarn-cut decoration. Almost transparent structures such as gauze, tulle, chiffon and organza are layered and create unique looks through layering. Irregular looks such as linen voile; lace and mesh are light reflecting fabrics that work around the body.

Make a difference by putting value on unique things such as handmade, preciously re-cycled or good vintage. Plays with contrasts of using oversized jacquards and stripes. Look to prints and pattern with overprinting on stripe or relief grounds. For even more surprising effects, shine is played off matt metal, oxidized looks, lacquered or waxed surfaces. Look for wet effects, gelatinous or creamy coatings, shimmering yarns and shots of embedded gilt. Extravagant weaves come in macro formats, giant two or three toned structures, contrasting yarn counts and fibers that mix linen, raffia and rayon.

**Cultivating Luck** – can come about by manipulation and the unusual treatment of a textile can portray multiple looks. Weavers have begun to mix different things that are sometimes unexpected. Seersuckers and cloques' all reveal their textures, as do moving and shirred surfaces. The happy blend of juxtaposing urban with ethnic, tribal and techno or digital and primitive all bring about interesting combinations. Imagination plays with the haphazardness of nature: the organic aspect of linen, hemp, ramie; slubs that are truer than life; and arid, dry handles. The story goes through to work wear fabrics inspired by constructions that incorporate different yarn counts or where yarns and badly spun stripes enliven plain piece-dyes or authentic denim.

## EUROPE AT RETAIL!

Despite these strange times of terror alert, the threat of war and demonstrations, there was still some optimism in the air. With freezing temperatures still, stores just began to unveil their newest looks of the season. The looks are a combination of the 50s and 60s, both diametrically opposed in terms of attitude but they both seemed to co-exist.

Thanks to films like *Far from Heaven*, *Catch Me If You Can*, theater revivals like *Flower Drum Song* and the newest fun on Broadway *Hairspray*, this year will prove to be a stroll back to an era that I would now call simpler by comparison.

The looks are fun, tempting and seductive. Both for men and women, there was an attitude of individualism.

## COLOR WATCH!

Something for everyone was the message! Color stories ranged from colorless neutrals to the height of sun filled brights that resembled the beaches of Mexico.

### For Women:

Several different moods set the stage and were anything but boring. Neutrals continue as the quintessential balancing act that everyone used whether alone or in combination with other shades.

PANTONE 11-4201 Cloud Dancer  
PANTONE 14-0002 Pumice Stone  
PANTONE 16-1105 Plaza Taupe  
PANTONE 19-0608 Black Olive

Bold, bright shades were evocative of hedonistic places on earth. They were bold attempts to help us forget and focus on having some fun.

PANTONE 18-1663 Chinese Red  
PANTONE 17-2033 Fandango Pink  
PANTONE 18-1445 Spicy Orange  
PANTONE 19-2428 Magenta Purple

A small range of sun baked natural colors that evoked a primal message of ancestral memory.

PANTONE 19-1528 Windsor Wine  
PANTONE 17-1134 Brown Sugar  
PANTONE 17-1340 Adobe  
PANTONE 18-1855 Molten Lava

### For Men:

The choices were clear, keep it clean and keep it simple! Off-white and neutrals provided the newest balance when worked with a new range of blues.

PANTONE 14-0002 Pumice Stone  
PANTONE 17-2601 Zinc  
PANTONE 16-1105 Plaza Taupe  
PANTONE 14-4115 Cashmere Blue  
PANTONE 19-4024 Dress Blues  
PANTONE 19-0608 Black Olive

Updated colored neutrals that are clear and fresh are ideal updating woven stripes that work with all those new khaki bottoms.

PANTONE 11-0601 Bright White  
PANTONE 13-4103 Illusion Blue  
PANTONE 16-0110 Desert Sage  
PANTONE 14-1110 Boulder

Young, bright color for the active set is anything but traditional. Mix it with lots of white to bring it down a little and make it more commercial.

PANTONE Bright White 11-0601  
PANTONE Pool Blue 15-5218  
PANTONE Dazzling Blue 18-3949  
PANTONE Spicy Orange 18-1445

## TREND TRACKER!

### For Her:

- ▶ Hip stitch pleated skirts
- ▶ Sailor front trousers
- ▶ Military cargo pants
- ▶ Ankle zipped cigarette pants
- ▶ Sequined halters
- ▶ Mesh sweater knits
- ▶ Patent trench coats
- ▶ Ankle strapped sandals
- ▶ Pleated trim dresses
- ▶ Mini shorts
- ▶ Studded belts
- ▶ Empire line baby doll dresses
- ▶ Snap side slim pants
- ▶ Denim bell bottoms with print fabric insets

### For Him:

- ▶ Striped shirts in all variations
- ▶ Flat front slim trousers
- ▶ Rugby shirts
- ▶ Low boot cut denim in faded finishes
- ▶ Pattern-on-pattern shirts and ties
- ▶ Single-breasted suits and jackets with higher gorges
- ▶ The "dress chino"
- ▶ Square faced chronograph watches with leather straps
- ▶ Cargo pants
- ▶ Striped neckties
- ▶ Yarn dyed rib pullovers
- ▶ Six-button Henleys
- ▶ Jam shorts
- ▶ Colored sneakers
- ▶ Band collared shirts with lace up fronts

To order PANTONE® and  
PANTONE Textile Products,  
please call, fax, or e-mail us at:

## Perry Color Card

685 Terrace Drive

San Dimas, CA 91773

Phone (909) 599-7954

Fax (909) 592-9976

E-mail: [pantone@perrycolorcard.com](mailto:pantone@perrycolorcard.com)