

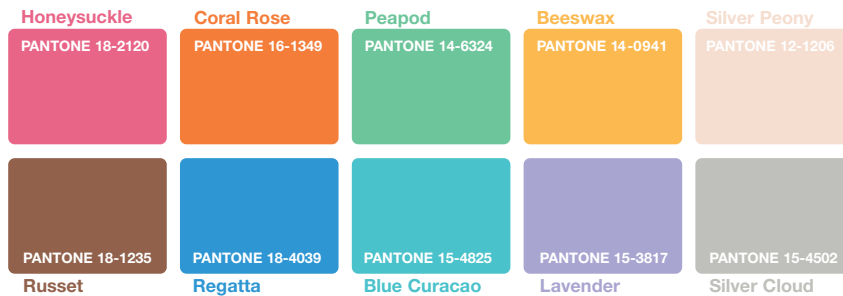
PANTONE fashion **color** report spring 2011

NEW YORK FASHION WEEK • SEPTEMBER 9–16, 2010



Honeysuckle
PANTONE 18-2120

Spring 2011 – An Exotic Journey



Citing exotic destinations like Africa, India, Peru and Turkey as inspiration for spring 2011, designers continue to satisfy consumers' need to escape everyday challenges with intriguing color combinations that transport them to foreign lands.

"The colors designers have chosen for the spring season present an interesting marriage of unexpected warm and cool tones," said Leatrice Eiseman, executive director of the Pantone Color Institute®. "By cleverly combining complementary colors, those that are opposites on the color wheel, they have created a striking intensity to the palette. These unique color combinations make it possible for consumers to pair existing pieces in colors traditionally associated with fall, with new favorites to punch up springtime wardrobes."

Flirtatious **Honeysuckle** is a feel-good hue that brings a festive sense of playfulness to this season's palette. This vibrant pinkish-red for both apparel and cosmetics makes consumers feel alive, and is a perfect post-winter pick-me-up.

Spicy, gregarious and persuasive describe **Coral Rose**, a sophisticated orange that, much like **Beeswax**, a warm,

honeyed yellow, conjures up feelings of faraway lands and locales. Pair either of these piquant hues with a cool, refreshing color-wheel opposite like **Regatta** for a vibrant color combination that will add zest to any wardrobe. Romantic, fanciful **Lavender** implies sensuality with its subtle hint of red undertone. Combine it with Beeswax or Coral Rose for a unique counterpoint.

Alluring **Blue Curacao** evokes thoughts of tropical destinations and pays homage to the 2010 Color of the Year, Turquoise. Practical consumers can continue to incorporate enticing Caribbean blues into spring by pairing Blue Curacao with warm, complementary colors like Honeysuckle or Coral Rose. **Peapod**, a fresh yellow-green, brings an organic element to the palette and is reminiscent of the green shoots that signify change and new beginnings traditionally found in spring.

Trans-seasonal neutrals ground this season's palette and provide a stable backdrop for all the other colors. The so-called "nude hues" are represented in the range of ethereal **Silver Peony** to dramatically deep **Russet**. Another dependable background color, **Silver Cloud**, is the quintessential neutral that consumers can rely on to coordinate with everything in their closet.

For 17 years, Pantone, the global authority on color, has surveyed the designers of New York Fashion Week and beyond to bring you the season's most important color trends. This report previews the most prominent hues for spring 2011.

www.pantone.com/spring2011

Honeysuckle PANTONE 18-2120	Russet PANTONE 18-1235	Coral Rose PANTONE 16-1349	Regatta PANTONE 18-4039	Peapod PANTONE 14-6324	Blue Curacao PANTONE 15-4825	Beeswax PANTONE 14-0941	Lavender PANTONE 15-3817	Silver Peony PANTONE 12-1206	Silver Cloud PANTONE 15-4502
CMYK 4-75-24-0 GOE 26-2-4 PLUS 205	CMYK 44-67-76-9 GOE 21-4-3 PLUS 876	CMYK 0-63-86-0 GOE 19-1-4 PLUS 1645	CMYK 73-28-0-0 GOE 83-1-3 PLUS 660	CMYK 56-0-51-0 GOE 124-1-2 PLUS 7723	CMYK 63-0-22-0 GOE 98-1-3 PLUS 3115	CMYK 0-30-78-0 GOE 9-1-3 PLUS 157	CMYK 33-32-0-0 GOE 56-1-2 PLUS 522	CMYK 3-13-15-0 GOE 13-4-1 PLUS 7604	CMYK 25-19-23-0 GOE 158-1-1 PLUS warm gray 3

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Lela Rose’s spring 2011 collection was inspired by “the richly woven Peruvian textiles in Lima, Peru” while Rebecca Taylor got her inspiration from “wild flowers against luxe Green fields.” Love fashion and color? Constantly finding inspiration on the go like your favorite designers? Then the myPANTONE Application for the iPhone is for you!

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