

color essentials

TRENDS IN COLOR this year swing from **SOFT PASTEL TONES** to **HIGHLY SATURATED, VIBRANT** hues. From the **RUNWAYS** to the sidewalks and from **ACTIVEWEAR** to office-ready, **ESSENTIAL COLORS** will run from **FADED TO FIERCE**.



YELLOW & GREEN

For Spring 2015, yellow is bright and energetic. Look for everything from warm buttercup shades to more acidic tones – especially in sports apparel.

Green will mimic tropical foliage in hues reminiscent of emerald, the 2013 Pantone Color of the Year. Military themes also play a role, including everything from olive to rich hunter green.



ON TREND

PASTELS

Pastels remain important in 2015. Look for soft, sophisticated, chalky hues even in performance knits. In cottons, a return to pigment dyeing elevates the pastel color story to significant status.



MARSALA

Marsala is a warm terracotta hue that is often interpreted into tones anywhere from rich red-brown to burgundy. It is the **2015 PANTONE COLOR OF THE YEAR** and will hit the scene in a vast range of product categories.



PASTELS



**2015
COLOR OF THE YEAR
MARSALA**

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WATER & SKY

This season **blue** is greatly inspired by the sea and sky. Beautiful shades of blue evoke images of lakes and tropical waters, clear skies and dark, stormy clouds all play a part in this palette.



PURPLE & PINK

Purple is an increasingly important color family that will gain market share through the year and into 2016. Lavender, lilac and dark iris will all be at home in retail windows.

Pink and **berry** continue to be essential colors in women's activewear. These tones are anything but "girly," conveying instead a strong, feminine energy with their rich, saturated hue.



VIVID

