

PANTONE View Colour Planner – Winter 2008.09

Introduction

For next winter we wanted to emphasize a color approach that was bold and had a point of view.

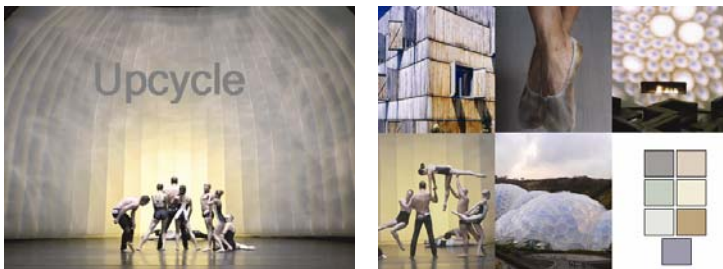
Today's consumers have become bored with cookie cutter choices of only being able to buy the same thing in any shop anywhere on the globe.

From a socio-economic standpoint since creative industries will grow at a rate of 6% a year more than any other sector it will be that consumer who will have an appreciation for design. And for that reason we should not be inflexible with our creations since old rules don't apply

Because art matters, it can move our hearts, make us think and inspires us to take an approach of creating the extraordinary. And it is that renewed philosophy that we see a return to an admiration for the one-of-a-kind design.

Adaptability will be key to creating things that are new since we want things to be familiar yet different.

Upcycle

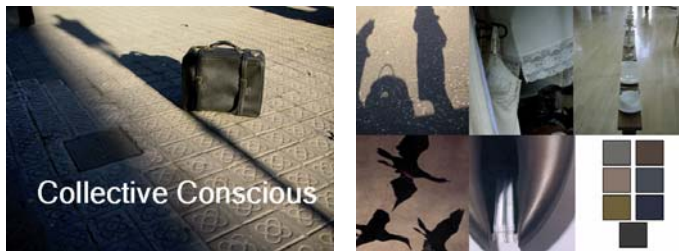


Upcycling refers to the importance of recycling but in a different way. The old way was to take the material and make the same thing over; the new way is to reinvent a recycled product that is even more special than the original.

From a design standpoint it is about exploring the possibilities and creating something totally different.

From a color perspective the focus here is to take two neutral groups that form the foundation for the season. On one end it is pale and color simple while the other is darker and provides a new aesthetic.

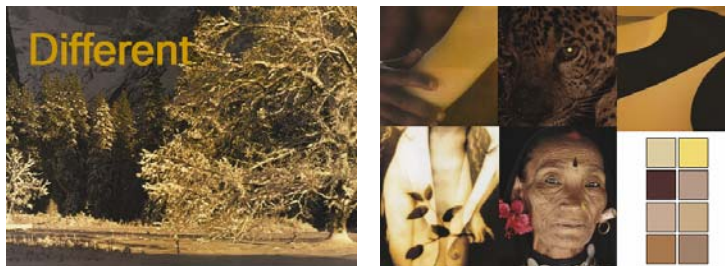
Collective Conscious



The ultra darks from last winter have evolved into a palette of half-light or semi-dark shades for next year. This lighter direction underlines a more natural influence and stresses the importance of grayish-green, khaki brown and ombre blue.

The flexibility of this palette will be seen in how you can merge either very pale neutral shades from upcycle or the violet and iris shades from our other ranges of Biological Identity and Younique.

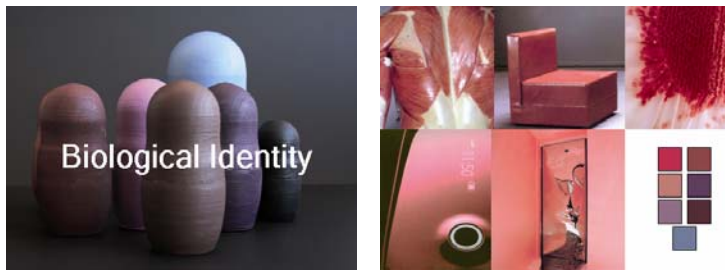
Different



The key to being different in this range is the collection of warm staple neutrals that are set off by a bright yellow and dark bitter chocolate. The attractiveness of the palette is its natural beauty, which comes from the earth, and its minerals such as gold and copper.

The opposition of very dark mixed with very light creates something of arrested beauty.

Biological Identity



The reds and violets of the last two seasons had to be tamed and cooled for next winter to give them a less aggressive look but still had a sensuous feel.

We see this being a flexible range which first warms with pink casted beige and then cools off with a grey casted blue ice. The overall feeling is one of two extremes; on one side it can be excessive or intense while the other could be tranquil or calm.

Re-affirming



Re-affirming is the diversity and uniqueness of everyone's memory. Since each autumn is different where different leaves fall from the trees we cannot rely on our memory to recall one season to another; so from a color standpoint we want you to re-look at the diversity of purple and how it integrates to form a more gothic interpretation.

Think of these shades as the colors of rare tulips, ancient lips and the colors of antique history.

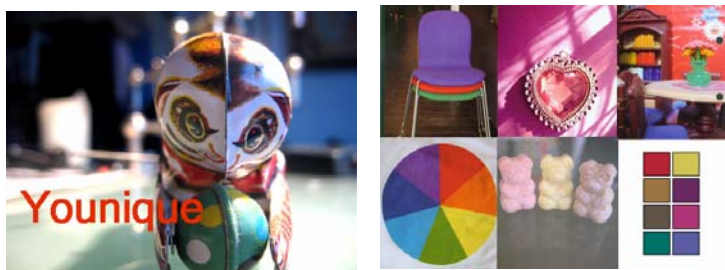
Freedom



Freedom is about doing anything you want and doing things that you never thought could be done. This expression is seen through the idea of mixing auburn, golden honey and vermillion orange in a bold way so that it dares to differ.

The way to enhance winter will be through glamorous and seductive charm. Think of using these expressive bright shades against semi dark colors for a look that is new and intuitive.

Younique



Here we see a different way of considering brights. The look here is highly charged and conspicuous but there is tremendous versatility since each one can exist independently from one another or used in combinations.

The range is intentionally extravagant and expressive but not in a vulgar way. It is more about being animated and having your viewpoint heard.

Diversity



Greens will always be but never the same because like nature it is in a constant state of flux. Our desire to connect with nature is primal and like human connections we all long for it.

But for next year we see a multitude of variations that move from the most acidic warm olive to the deepest dark rosin.