

Apple is bringing back crazy colors after years of *minimalism*, Here's why

Time moves fast. It's been almost 20 years now since Apple turned away from building colorful computers, and embraced the minimalist white, black, and gray look. Through the years, we still had occasional pops of color from the iPod mini line and the short-lived iPhone 5c, but the Apple of the 2000s and 2010s has largely been defined by glass and machined aluminum.

Suddenly, Apple is presenting consumers with a *slew* of color options again — and in its flagship products. The new iPhone 11, announced this week at the company's annual launch event, is available in a *whopping* six colors, from a bold red to a *trio* of *pastels* including a light *lavender*, yellow, and teal.

minimalism 极简主义

slew 大量; 许多

whopping 巨大的; 非常地

trio 三重奏

pastel 彩笔

lavender 薰衣草; 淡紫色

So why is Apple embracing its past now? Because as Laurie Pressman, VP of the Pantone Color Institute, points out, Apple is thinking about its iPhones as accessories, not technologies. And color is currently on trend.

At Pantone, Pressman has worked for multiple consumer electronics companies like LG and Huawei. While she was working with Huawei, picking colors for phones that would be sold in China, one insight in particular stuck with her. "Huawei told us, people keep their phones for a year, then trade them in," she says, "because people [in China] were treating their phones as an accessory."

The pastels offer us something else, Pressman argues. In a world where our *gadgets* are seen more like drugs than salves, "they're the *antithesis* of technology," says Pressman. "These colors are calming. They're optimistic. They're gentle."

gadget 小玩意; 小配件

antithesis 对立面