

PANTONE®

fashion color report fall 2010





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Fall's Fantasy

Designers continue to exhibit a degree of caution for fall 2010, yet offer a palette of beauty and excitement with a blending of colors, some with similar undertones, in surprising and intriguing combinations. Inspired by the ongoing phenomena of film animation, vivid colors are often juxtaposed in inventive ways, creating arresting and extraordinary color combinations.

"Mindful of consumers' need for practicality, plus their desire for newness, designers offer many options for women to extend and embellish their wardrobes this fall," said Leatrice Eiseman, executive director of the Pantone Color Institute®. "Building on the color palette from spring, this season's offerings include innovative takes on fundamental basics, as well as transporting, lively colors that conjure images of travel and adventure, whether real or aspirational."

Exotic **Purple Orchid**, a purple leaning to fuchsia, is an unexpected choice for fall, imbuing a bit of magic and vibrancy to the season. Elegant **Chocolate Truffle**, evocative of delicious treats, is a rich brown with piquant plum undertones, that pairs tastefully with Purple Orchid. Not your mother's avocado green, **Woodbine** takes last season's neutral greens to a whole new level, and when mixed with Purple Orchid and Chocolate Truffle, results in a stunning combination.

Lagoon, this season's turquoise – Pantone's 2010 color of the year – is guaranteed to add a tropical splash. A great color for fall and winter escapes, Lagoon is a popular hue, especially in accessories, pairing dynamically with all shades of red. **Lipstick Red**, a deeper, more dramatic sensual red, makes its imprint on fall, particularly in cosmetics.

Reminiscent of a radiant sunset on a brisk autumn evening, **Golden Glow**, an earthy, deepened shade of yellow, creates a retro look with Purple Orchid or Woodbine. A softer, more inviting orange with a hint of pink undertone, **Living Coral** is the perfect complement to Lagoon, whether heading for a tropical destination or just fantasizing about it. Crisp **Endive**, a revitalizing yellow-green, adds freshness to this season's top ten, and will enliven any wardrobe. Add it to Lagoon, Chocolate Truffle and Purple Orchid for an invigorating fall look.

Oyster Gray, a classic neutral that grounds the palette, is a lighter take on the traditional fall gray, as designers heed consumers' concern about the economy and deliver investment pieces that carry through to spring 2011. **Rose Dust**, a flattering beige, offers an ethereal, romantic, wispy option to span the seasons.

Peter Som

INSPIRATION

Psychedelic Woodstock color
meets Park Avenue elegance

COLORS

Shades of Blue from Deep Indigo to Faded Periwinkle as well as shades of Purple ranging from Deep Plum to Bright Fuchsia; accents of Army Fatigue Green and Sunflower Yellow

SIGNATURE COLOR

Army Green – a grounding solid color that works well alone or in a mix of patterns

MUST-HAVE ITEM

Ombre Blue “tie-dye” lace top





Woodbine PANTONE 18-0538



Tibi

INSPIRATION

The romantic standard of masculine and feminine, hero and heroine, Napoleon and Josephine, Samson and Delilah; the works of Peter Beard led to the ethereal nature and feel of the prints and palette, as supple hues merge and slide, appearing cracked and crumbled, fusing animal prints, natural textures and shadows of the wild

COLORS

Blush, Nude, Earthy Brick, Deep Indigo, Startling Sapphire, Bright Mint and Vivid Apple – bold, contrasting neon pops from rich swirls of warm neutral notes

SIGNATURE COLOR

Plum – the deep and musky shade is at once arresting and muted, edgy and soft, supple and firm. Plum is ultramodern, majestic and as subtle as the horizon at dusk or as striking as a gleaming amethyst.

MUST-HAVE ITEM

A fabulously structured tweed coat with a gorgeous, flowing, jewel-toned, ruffled top in silk, and super chic Army Green suede skinny trousers with deep pleats – a romantic and reinvented take on a stayed classic





Purple Orchid PANTONE 18-3027



Cynthia Steffe

by Shaun Kearney

INSPIRATION

A group of boys and girls hanging out in Brooklyn – the girls mixed military with romance and the boys mixed dapper with sport! The classic colors of Navy, Black and Gray look so good against neutral, dapper shades.

COLORS

Classic shades of Navy, Black and Gray, offset with neutral warm shades of Taupe, Camel and Chocolate; soft, cool tones of Blush, Pink and Lavender mixed with deep, saturated tones of Rose, Berry and Plum

SIGNATURE COLOR

Blush is the new Ivory and looks good against Black, Navy, Taupe and Gray shades.

MUST-HAVE ITEM

My oversized duffle coat in Blush





Rose Dust PANTONE 14-1307



Nanette Lepore

INSPIRATION

Warm brights and earthy dark colors reminiscent of Renaissance portraiture – a palette full of luxurious, rich tones

COLORS

Bordeaux, Olive Branch, Twilight and Copper

SIGNATURE COLOR

Smoldering Copper Metallics blended with rich hues of Wine, varying tones of Olive and shades of Blue that evoke an early evening sky

MUST-HAVE ITEM

A lush slip dress in Glowing Copper velvet





Lipstick Red PANTONE 19-1764



Ports 1961

by Tia Cibani

INSPIRATION

The relationship between discovery and invention – referencing our progressive past, while embracing our imminent tomorrow

COLORS

Deep Mulberry, Strong Iris and Poetic Rosemary provide a solid base, complimented by Creamy Freesia, Earthy Chicory, Rustic Tobacco and Wintry Pepper, with surprising accents of Muted Sage and Fresh Ginger running through the entire collection

SIGNATURE COLOR

All the hues and variations of Wintry Pepper

MUST-HAVE ITEM

A Pepper Gray carbon dyed slim jacket with metal embellishments





Oyster Gray PANTONE 14-1107



Tracy Reese

INSPIRATION

I looked at colors that make me happy. I'm excited about Greens and Blues for fall.

COLORS

Sage, Jade and Tarragon highlight a Black and Gray palette while Blush, Custard and Smoky Blue create a cozy and soft second delivery.

SIGNATURE COLOR

Blush acts as the feminine balancing color for the collection.

MUST-HAVE ITEM

A jacquard lace strapless dress in Black – it has a raw, edgy feeling with a touch of sparkle





Woodbine PANTONE 18-0538



Lela Rose

INSPIRATION

From the craggy, shattered landscape of the Galápagos Islands to the graphite works by Vija Celmins depicting lunar floors and nighttime skies, the collection uses various surface textures to recall the romantic conceit of nature's brilliance.

COLORS

Sulfur, Amaranth, Cobalt, Iron Oxide and Mars Red, mixed with Mercury, Shale and Bone

SIGNATURE COLOR

Liquid Mercury is seen throughout the collection as it neutralizes the sharp shots of Cobalt, Sulfur and Mars Red.

MUST-HAVE ITEM

A satellite print dress in Smoky Bone and Graphite studded with constellation beading is the perfect combination of sporty and cocktail.





Golden Glow PANTONE 15-1050



Tadashi Shoji

INSPIRATION

Having spent the last several months traveling, this season I was greatly inspired by aerial views – the patterns, shapes, textures and colors seen from above.



COLORS

Graphite, Umber, Blue Coral, Loden, Evening Sand, Eggplant, Poppy

SIGNATURE COLOR

Blue Coral and Poppy – both colors capture the elements of nature I was inspired by when designing this collection

MUST-HAVE ITEM

Blue Coral silk georgette and lace tiered mini dress



Lagoon PANTONE 16-5418



Rachel Roy

INSPIRATION

The subtle influence of Egypt and
the '20s – '30s

COLORS

A Desert palette infused with Saturated
Blossom, Moody Elixir and Deep River hues

SIGNATURE COLOR

Nile – it has the essence of everything that
is great about a truly beautiful Blue: good
energy, a calming effect, grace and strength.
Mix it with just a touch of Green for the true
Egyptian Nile waters.

MUST-HAVE ITEM

I love our very glamorous “fur” coats we
are building with a new technology using
absolutely no fur!





Endive PANTONE 13-0632



Erin Fetherston

INSPIRATION

Nico, the ultimate *Chelsea Girl* – the colors and combinations pay homage to her personal style and the mythology that surrounds her

COLORS

Signature combinations of Black and Dove White, with varying tones of Sandy Beige and Nude in the mix; shades of Violet and Dusty Lilac span the palette, with accents of Sage and Tangerine

SIGNATURE COLOR

Tangerine – a spirited color with an energizing effect, used in solid chiffon dresses and blouses, and as an accent color in prints

MUST-HAVE ITEM

My Black sparkling leather jacket with Black lace seamed stripes – a stand-out piece that would update any wardrobe and endure as a classic





Living Coral PANTONE 16-1546



BabyPhat

by Kimora Lee Simmons

INSPIRATION

Eye-catching hues and form-fitting silhouettes that pay homage to Prince's *Purple Rain* era: Futuristic Silver sequined flutter sleeve tunics dipped in Plum exude glam while Silver studded Midnight Black blazers paired with Black and Bitter Green splashed second skin leggings promise rock star appeal

COLORS

Tasty Plum, splashes of Bitter Green and Midnight Black infused with Dusty Charcoal

SIGNATURE COLOR

Tasty Plum because of its versatility – you can wear it as both a base and an accent color

MUST-HAVE ITEM

Silver sequined flutter sleeve tunic dipped in Tasty Plum





Chocolate Truffle PANTONE 19-1526



VPL

by Victoria Bartlett



INSPIRATION

My fine art background and the idea of mixing pigments; skin tone hues are always important

COLORS

Vibrant Purple paired with neutralizing tones of Mushroom and Seagull Grays; Fake Tan is important with shades of Warm Nudes accented by Coppers and Antique Golds, washed out with Silver and other softer, aged metallics; a wash of Horse Hide with streaks of Warm Browns paired with muted Tawnys; Military Green is also important; and a small bite of Fabergé Blue

SIGNATURE COLOR

Mushroom is important, but metallics and the combination of metals are important also. I'm interested in alchemy and the idea of mixing metallics with neutrals – where the dull metal shimmer breaks through.

MUST-HAVE ITEM

Print patchwork dress in a Dark Cobalt Blue with Purple variation and a Gray shadow print



Oyster Gray PANTONE 14-1107



Elie Tahari

INSPIRATION

The women who traveled in style
á la Marlene Dietrich in *Shanghai Express* — with this in mind, the colors in the collection were inspired by the natural elements of exotic locales around the world



COLORS

Black, Copper, warm neutrals, shades of Blue (Twilight Blue, Colonial Blue and Shaded Spice), and jewel tones of Molten Lava and Golden Yellow, Grape Juice and Decadent Rumba Red

SIGNATURE COLOR

Varying shades of Blue that invoke feelings of optimism



Golden Glow PANTONE 15-1050



Tommy Hilfiger

INSPIRATION

A collegiate American ease

COLORS

Heather Gray, Strong Navys and pops of color such as Tomato Red to create an authentic but playful contrast of preppy colors



SIGNATURE COLOR

The pops of color, especially Tomato Red, really play off the Grays to create a dynamic look.

MUST-HAVE ITEM

The Navy sleeveless blazer is a new take on an irreverent classic.

A fashion illustration featuring two versions of a woman's outfit. In the foreground, a woman with blonde hair is shown from the waist up, wearing a bright red turtleneck sweater and a long, double-breasted coat in a deep navy or blue-grey color. She is also wearing a yellowish-green skirt. In the background, another version of the same outfit is shown from the full body, including a red turtleneck, a blue coat with a belt, and a yellowish-green skirt. She is also carrying a brown leather bag with gold-colored hardware.

Lipstick Red PANTONE 19-1764

Rebecca Taylor

INSPIRATION

Ross Bleckner prints and
David Hamilton ballerinas

COLORS

The color palette varies from
Sand Rose and Nude Pinks to
Stormy Grays, combined with
Washed Olive Greens and a
touch of Cobalt Blue

SIGNATURE COLOR

Blush – this color epitomizes
femininity

MUST-HAVE ITEM

Navy silk velvet puff





Rose Dust PANTONE 14-1307



NaryManivong

INSPIRATION

The construction and silhouettes of the '40s and the attitude and edginess of the '80s — using a dark color palette, abstract prints and neutral undertones gave the collection a balance between hard and soft while incorporating the aesthetic and details of both eras

COLORS

Plum Wine, Navy Blue and Wheat Brown

SIGNATURE COLOR

Plum Wine – it is feminine, rich and has attitude

MUST-HAVE ITEM

The dolman sleeve fitted panel dress that comes in Navy, Wine or Black double jersey knit with a skylar silk print combo





■ Chocolate Truffle PANTONE 19-1526



Catherine Malandrino

INSPIRATION

The idea of washed-out clothes that have life and soul with a base of Khaki Green, Lava, Crater and Ash colors

COLORS

Unexpected marriages of color that mix Warm Terracotta with Cool and Deep Ocean Blues and a touch of Vibrant Hortensia

SIGNATURE COLOR

A variety of Blue shades from Washed-out Indigo to Deep Ocean with all shades in between, including Warm Blue-Green Emerald and Absinthe

MUST-HAVE ITEM

A washed-out draped velvet tunic in Indigo Blue, a sweater dress in Warm Rust and a Vibrant Hortensia leather coat





Oyster Gray PANTONE 14-1107



AdrienneVittadini

INSPIRATION

Opulent interiors of velvet and rich tapestries – vintage lace and flapper looks taken modern in new proportions

COLORS

Mixed jewel tones of Crown Jewel, Deep Wisteria and Phlox, lightened with Sweet Lavender as an accent; neutrals like Birch and Silver Lining with Black for a vintage look

SIGNATURE COLOR

Crown Jewel and Navy – they are very chic together

MUST-HAVE ITEM

The tiger print dress! It is very easy and very sexy, and comes in an earthy shade that mixes beautifully with rich jewel tones.





Purple Orchid PANTONE 18-3027



Thuy

by Thuy Diep



INSPIRATION

An attitude of irreverent refinement and dishabille as embodied by the inhabitants of London's demimonde

COLORS

A mix of material, proportion and color: bold flashes of Greens and Spattered Red with combinations of humble jerseys and French jacquards create an unexpected and naïve-like result; colors such as Fuchsia Purple and Extra Virgin Olive are a subtle yet strong foundation for fur, horsehair hems, gothic elements and gilt chains

SIGNATURE COLOR

Vibrant Dahlia and Spattered Red capture the energetic feel of the collection.

MUST-HAVE ITEM

Dahlia Red Swarovski spiked paisley appliquéd wrap dress



Golden Glow PANTONE 15-1050



DennisBasso

COLORS

A Deep, Dark Forest Green as well as a Rich Purple that tends toward having tones of Plum; also Pale, Creamy Beiges with touches of Chocolate Brown and Espresso Black

SIGNATURE COLOR

Deep, dark jewel tones as this collection is mainly cocktail and evening wear – these tones have such richness for the fall season

MUST-HAVE ITEM

A short, cropped, long-hair fur jacket in natural tones from Golden Camel to Tans and Black





Oyster Gray PANTONE 14-1107



Yigal Azrouël

INSPIRATION

Modular furniture, minimalist interiors, the nude colors of foundation garments

COLORS

Saturated jewel tones like Vermillion, Butterscotch and Pansy, contrasting against a backdrop of mineral and industrial colors of metal like Concrete, Pewter and Pumice

SIGNATURE COLOR

Vermillion – it screams against stark cool neutrals

MUST-HAVE ITEM

The Vermillion cocoon coat dramatically envelopes the body





Purple Orchid PANTONE 18-3027



Ella Moss

INSPIRATION

Fall is inspired by elegance and mystery – a sense of femininity with an understated edginess. Moody deep hues of Charcoal, Platinum and Indigo set the tone for the season.

COLORS

Dark classic shades paired together as well as saturated jewel tones mixed with neutrals: Deep Charcoal with Light Dove Gray; Midnight Blue and Onyx Black; Emerald Green with Slate Gray; Ruby Red with Ecru; Amethyst with Dusty Rose

SIGNATURE COLOR

Charcoal Gray plays a key role. Its intensity grounds the collection. Accents of jewel tones play beautifully off its boldness and neutrality.

MUST-HAVE ITEM

The perfect day to evening dress that can be layered and worn differently throughout the season





■ Chocolate Truffle PANTONE 19-1526



David Rodriguez

INSPIRATION

Sometimes you need to block out the background noise in order to focus. My approach was to use a soothing color story that acts like a palette cleanser.

COLORS

I wanted to create a sense of calm using colors such as Smoke Pearl, Taupe Tease and Ivory Dream.

SIGNATURE COLOR

Smoke Pearl – it is not only timeless but can be quite modern at the same time

MUST-HAVE ITEM

My Smoke Pearl ombre wash skinny pants – they are a perfect foundation for a sleek modern look





Oyster Gray PANTONE 14-1107



MissSixty

by Wicky Hassan

INSPIRATION

The global challenges of today have inspired me to be more creative and bold in my color choices. Exuberant colors of the '80s are combined with '70s-inspired psychedelic graphics and prints, creating an optimistic collection that exudes energy and vitality. There's also a return to military style – classic, combat-colored garments such as transparent silk shirts in Army Green.



COLORS

The color palette reflects a contemporary mix 'n' match of opposing elements, moving freely from warm hues of Lemon Yellow, Lipstick Red and Citrus Orange; to cold and vivid shades such as Optical White, Mud Gray, Ink Black, Army Green and Air Force Blue.

SIGNATURE COLOR

Dark, mainly Black, for maximum contrast with brightly saturated primary colors of Lipstick Red, Electric Blue and Lemon Yellow, and combat colors of Army Green and Air Force Blue paired with delicate tones of Pink.

MUST-HAVE ITEM

Miss Sixty leather jacket in Mud Gray – it's tough yet chic with delicately gathered shoulders adding a feminine touch



Lipstick Red PANTONE 19-1764

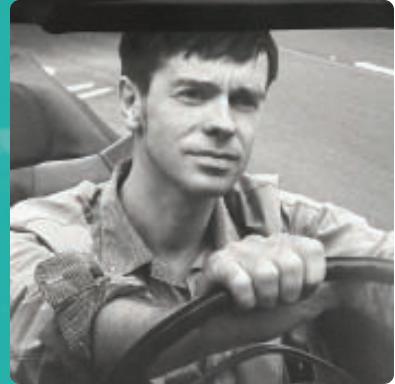


Lacoste

by Christophe Lemaire

INSPIRATION

The colorful optical artworks and lamps of Gregorio Vardanega, the fun and spectacular color combinations of Yaakov Agam, and a delightful pop-up book called *How Many* by Ron Van Der Meer



COLORS

Vibrant and crisp colorful cocktails of Red-Orange, Nugget Gold, Virtual Pink, Bosphorous and Raspberry Radiance

SIGNATURE COLOR

Black as a background color to the collection; Yellow Nugget Gold as a background to the fashion show setting

MUST-HAVE ITEM

The cotton and wool bolero jacket with Nugget Gold sleeves, Black shoulder squares and wrist bands, Raspberry Radiance high collar, and button plaque on Bosphorus cropped bust, cinched off at the waist in Red-Orange



Lagoon PANTONE 16-5418



Betsey Johnson

INSPIRATION

The army, the Wild West and the new *Alice in Wonderland* movie

COLORS

Stone Gray, Army, Bittersweet Chocolate, Inked Ocean – dark and dirty with blasts of conEdison (traffic cone) Orange, Day-Glow Pink and Hot Heliotrope

SIGNATURE COLOR

conEdison Orange because I have never been able to use it before

MUST-HAVE ITEM

A Victorian corset in Hot Lizard Green



Photo: Shannon-Sinclair



Woodbine PANTONE 18-0538



Designers share their must-have items for fall 2010

Must Haves

Adrienne Vittadini — The tiger print dress – very easy and very sexy, and comes in an earthy shade that mixes beautifully with rich jewel tones

Baby Phat by Kimora Lee Simmons — The Silver sequined flutter sleeve tunic dipped in Tasty Plum

Betsey Johnson — A Victorian corset in Hot Lizard Green

Carlos Campos — Wax-coated motorcycle jacket

Catherine Malandrino — A washed-out draped velvet tunic in Indigo Blue, a sweater dress in Warm Rust and a Vibrant Hortensia leather coat

Charlotte Ronson — Pleated maxi skirt in sullen solids and restored '70s floral prints

Christian Cota — A structured drop-waist skirt in a multi-colored print

Christian Siriano — A perfect party/evening dress that makes you feel glamorous at night

Cynthia Steffe by Shaun Kearney — My oversized duffle coat in Blush

David Rodriguez — My Smoke Pearl ombre wash skinny pants are a perfect foundation for a sleek modern look

Dennis Basso — A short, cropped, long-hair fur jacket in natural tones from Golden Camel to Tan and Black

Ella Moss — The perfect day to evening dress that can be layered and worn differently throughout the season

Erin Fetherston — My Black sparkling leather jacket with Black lace seamed stripes – a stand-out piece that would update any wardrobe and endure as a classic

Frank Tell — Whether it is a perfectly tailored tuxedo jacket or a striking grommet-adorned motorcycle style, the suede leather jacket is a must have for fall

Generra — Chiffon pull-on Henley dress in Bright Rose and Hot Pink

Issa by Daniella Issa Heleyal — Our embroidered cape dress in London with concrete metal shades

Lacoste — The cotton and wool bolero jacket with Nugget Gold sleeves, Black shoulder squares and wrist bands, Raspberry Radiance high collar, and button plaque on Bosphorus cropped bust, cinched off at the waist in Red-Orange

Must Haves

Lela Rose — A satellite print dress in Smoky Bone and Graphite studded with constellation beading is the perfect combination of sporty and cocktail

Miss Sixty by Wicky Hassan — Miss Sixty leather jacket in Mud Gray is tough yet chic with delicately gathered shoulders adding a feminine touch

Nanette Lepore — A lush slip dress in Glowing Copper Velvet

Nary Manivong — The dolman sleeve fitted panel dress that comes in Navy, Wine or Black double-jersey knit with a skylar silk print combo

Nicholas K — The oversized, hooded Arum jacket in Dark Taupe made with a vegetable-dyed leather hood

Pamella Roland by Pamella DeVos — A six-ply crepe gown with a plunging back in Lush Sapphire

Peter Som — Ombre Blue “tie-dye” lace top

Ports 1961 by Tia Cibani — A Pepper Gray carbon dyed slim jacket with metal embellishments

Rachel Roy — Our very glamorous “fur” coats we are building with a new technology using absolutely no fur!

Rebecca Taylor — Navy silk velvet puff

Tadashi Shoji — Blue Coral silk georgette and lace tiered mini dress

Thuy by Thuy Diep — Dahlia Red Swarovski spiked paisley appliquéd wrap dress

Tibi — A fabulously structured tweed coat paired with a gorgeous, flowing, jewel-toned, ruffled top in silk and super chic Army Green suede skinny trousers with deep pleats – a romantic and reinvented take on a stayed classic

Tommy Hilfiger — The Navy sleeveless blazer is a new take on an irreverent classic

Tracy Reese — A jacquard lace strapless dress in Black – it has a raw, edgy feeling with a touch of sparkle

VPL by Victoria Bartlett — Print patchwork dress in a Dark Cobalt Blue with Purple variation and a Gray shadow print

Yigal Azrouël — The Vermillion cocoon coat dramatically envelopes the body

Tell us

What's your **must have** clothing item for fall?

on the Pantone Facebook page.

Designers reflect on how current economic conditions have changed the way they think about color

Adrienne Vittadini — Color affects and lifts the mood. Mix it up. Use less black, more Navy.

Baby Phat by Kimora Lee Simmons — Taking into consideration the current challenges facing today's economy, I hope to inspire customers by offering vibrant color hues that translate through time.

Betsey Johnson — When people feel down I want to make clothes that make them happy and give them a thrill.

Carlos Campos — My designs are more practical and realistic for today's consumer.

Catherine Malandrino — I design clothes that are versatile investment pieces that customers can adore and wear for a long time, with a color palette that inspires them to travel the world.

Charlotte Ronson — My collection responds to the sensitive economic surroundings in a rebellious and carefree way. Allowing Black to characterize moody brights and florid prints simplifies the message that co-existence with the economic crisis is here.

Christian Cota — Color can provide a feeling of comfort or fantasy. Don't be afraid of experimenting with color.

Christian Siriano — Fashion is changing. There are styles that women will not spend money on, but I don't think color is ever something people should stay away from. Color is important – it is uplifting and sets the mood, so why stay away from that.

Cynthia Steffe by Shaun Kearney — There are no rules when it comes to color. Right now, I'm being a bit more playful with color and using optimistic, strong shades.

David Rodriguez — The current situation has inspired me to work harder to develop new

and interesting fabric treatments such as the ombre wash effect.

Elie Tahari — There are really no specific rules for colors, it just depends what colors work best with a specific fabric or yarn.

Erin Fetherston — Color is more important than ever. Color is an expression of mood and emotion. I use color to inspire and create positivity.

Frank Tell — Color is important in fashion, as a different color or fabrication can completely change the garment's look and appeal. For fall 2010 I am continuing to use my signature monotone neutrals, but am adding focal colors like Baby Blue for accentuation.

Generra — I think this is everyone's time to focus on the positive and what makes us smile. Wear as much color as possible.

Issa by Daniella Issa Heleyal — You have to be more accurate and offer a product your customer desires. The wrong color can kill the most beautiful shape if it is not right.

Lacoste — The economic situation of 2009 and the continuity of it in 2010 made me really want to use bright, happy positive colors. Lacoste is color, therefore we have to inspire and be positive.

Lela Rose — Color has always been king for the Lela Rose collection. I have two color rules – do not put Black with Black, and try different shades of Yellow...it will surprise you.

Miss Sixty by Wicky Hassan — These challenging times have inspired me to use color in a more creative and vibrant way. Unexpected color combinations like Rosy Fuchsia and Midnight Blue combined in a tartan pattern add new sensuality to an otherwise classic style. Do not be afraid to play with color.

Fashion's New Color Rules

Nanette Lepore — In current economic conditions color is more important than ever. Incorporating a few fresh colors into your wardrobe can revitalize and provide an array of potential new color combinations to make getting dressed more exciting.

Nary Manivong — It's important to create a collection that is exciting and refreshing, especially when using dark colors. The key is to be inspired with the colors you want and make 2010 yours.

Nicholas K — Stick with neutrals and easy to wear colors – they are easy to mix and layer and will go a long way in your wardrobe.

Pamella Roland by Pamella DeVos — In this current economic climate color is an important vehicle to instantly update your wardrobe and lift your mood. It is a vital way for a woman to convey confidence and empowerment.

Peter Som — Fashion and color are a pick me up. It's time for happy clothes.

Ports 1961 by Tia Cibani — Current economic events have certainly made us all think about the needs and desires of consumers. The overall underlying approach has gone to a serious place. Colors are dark, deep and clearly state "take me seriously." However, we are still driven by the desire, romance and newness to which serious colors are combined with luxurious jewel tones that soften and allure. My fashion color rule for 2010 is that it should not be such a departure from my previous works. Colors should flow and harmonize so that they work easily into one's current wardrobe.

Rachel Roy — I am continuing to design for the modern, classic woman and always think of her when choosing colors. Of course we are conscious of the economic conditions but that does not deter us from continuing to put out luxurious, beautiful clothing. My new fashion color rule for 2010? Have fun with color, always!

Rebecca Taylor — The color palette is more restrained to fit the need of the contemporary girl. New neutrals emerge with a touch of bright.

Tadashi Shoji — I tried to keep in mind that customers are buying more for longevity these days, so I didn't choose colors that would go out of favor after one season. Also, I really tried to stay away from Black as I wanted to offer women some hints of fun and color.

Thuy by Thuy Diep — Rich vibrant colors raise our optimism and mood. The new fashion color rule for 2010 is that there are no rules.

Tibi — I am always a huge advocate of color and this season is no different. My pieces this season, while a bit more shadowy than my standard, reveal unexpected pops of vibrancy amidst rich jewel tones and captivating nudes. It's all about the neutral with the bold.

Tommy Hilfiger — Quality and fit are key, but also don't be afraid to add a pop of color to your wardrobe.

Tracy Reese — I want my clothes to be high-fashion yet accessible. My goal is to solve certain fashion issues that every woman encounters so you can dress for the life you live. Wear colors that make you feel happy and beautiful.

VPL by Victoria Bartlett — It drives you to be more creative. I like the idea of serenity and luster that is subdued. I don't like to abide by rules – it comes from the heart, but this collection is about tranquility and calm.

Yigal Azrouël — It hasn't really changed but has reinforced that what we design has to be special and individual. New rule? Don't be afraid to try it.

share it

Do you have a **fashion color rule** for 2010? If so,

Industry insiders offer insight on current fashion trends and their new color rules for 2010



"In these economic times, it's actually quite fashionable to get more life out of our closets before we buy new. As costs increase, so does our appreciation of beautiful

fashion. Fashion now is something that needs to transcend seasons as well as be seasonal.

"My new fashion rule is to embrace colors that make you feel good and breathe new life into your closet. Now more than ever is the time to mix new colorful accessories with your classic silhouettes. You'll be amazed at what a splash of color can do to both your 'look' and your 'outlook.'"

— **Cate Adair** Costume Designer, *Desperate Housewives*

"Color is an essential part of Macy's philosophy and strategy. Whatever the season or economic climate, color is the indispensable element for the success of our fashion statement. Color is the irresistible, emotional note that will turn an item into an impulse buy.

"Three color stories rule in fall 2010. The first brings you back to earth, unfolding a rich color palette that ranges from Brick to Ginger, with accent shades of Oranges and Greens inspired by nature. The second, called new antiquarians, combines the Dusty Pale Rose, Mulberry, Peridot and Grays of the Victorian Age with the Black and Metallic of the Goth subculture. Finally, a gypsy-style mix of couture vintage uses rich jewel tones like Violet, Fuchsia, Spicy Orange, China Blue and Emerald, mixed with Copper and Gold to tell a beautiful story for fall."

— **Nicole Fischelis** Fashion Director, Macy's



"For the Neiman Marcus woman newness is paramount, color is key. Our customer is a fashion enthusiast looking for what she does not already own."

— **Ken Downing**

Senior Vice President/Fashion Director,
Neiman Marcus



"I think we can all recognize prettiness and positivity on the catwalks again. However, we do remain cautious and circumspect, which is reflected in our heels getting lower and our bags being discreet. There is also the heavenly prevalence of this new neutral color, which is gorgeous and flattering to most skin tones. How to describe it exactly? Blush, Salmon, Flesh, Nude, Sand, Camel, Honey, Ginger or Treacle. Yum."

— **India Hicks** Creative Partner,
Crabtree & Evelyn

The Inner Circle



"During the recession,

many designers and consumers alike strayed away from anything that seemed novelty or for the moment, and geared toward basics and neutrals that would provide longevity. Now that we are in 2010, many consumers are ready for a change and to add a little fun into their fashion perspective. My new fashion color rule for 2010 is to trade Blacks for Whiskey-colored Browns and Whites for Soft Blush and Khaki tones to give any classic style a modern update."

— **Eric Sauma** Owner, Mood Fabrics



"As far as fashion and color are concerned, in 'these times'

I believe there are two stories: one about reality and the other about fantasy. The reality of the situation is grounding, humbling and accountable. The fantasy is one of escape – the safe place to live out ones dreams. Both will be seen in the reflection of what we wear. It's never been more important to show who you are and what you believe in and there's not a more subtle way of doing that than with color."

— **Collier Strong** Celebrity Make-up Artist



"For 2010, the use of color will become even more important. We are seeing time and time again that our customer is responding emotionally to true color.

Fortunately, we've been seeing an amazing spectrum of colors offered in the pre-fall collections, and expect this trend to continue well into the fall/winter season. We're loving intense shades of Teal, Purple and Green, and are seeing bold pops of primary shades of Red, Yellow and Blue. Current economic conditions have changed the way that we think about fashion and color – innovation in design and a bold use of color have become even more necessary in enticing our customers to buy."

— **Colleen Sherin** Fashion Market Director, Saks Fifth Avenue



"I see color in fashion as more of a mood changer than ever before. It's a way to make an online listing more alluring, a way to enliven the floor of a store, to pop the well of a magazine and ultimately, elicit a positive emotional response from consumers. I see a woman – or man – reaching for clothes with color to help them not only look better but feel good.

"My interest in the business of fashion has increased tenfold since the recession. How do designers thrive in business? What are they selling and to whom? Who buys magazines and why? Who shops on the internet and how much do they spend? Right now these questions are as intriguing and perplexing to me as a John Galliano couture show for Christian Dior.

"My new fashion color rule: Try it, you might like it. In the last few years there's been such an influx of color in fashion, including the new neutrals which range from the iciest pinks to the lightest lavenders. Faced with all these choices, women may revert to Black, but I urge them to give color a try."

— **Constance White** eBay Style Director

PANTONE® fashion color report fall 2010



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Endive

PANTONE 13-0632

C/M/Y/K **11 / 4 / 51 / 0**

GOE **1-3-2**

Golden Glow

PANTONE 15-1050

C/M/Y/K **7 / 31 / 95 / 0**

GOE **9-1-3**

Living Coral

PANTONE 16-1546

C/M/Y/K **0 / 61 / 50 / 0**

GOE **21-1-2**

Lipstick Red

PANTONE 19-1764

C/M/Y/K **13 / 100 / 65 / 5**

GOE **26-2-7**

Purple Orchid

PANTONE 18-3027

C/M/Y/K **34 / 79 / 0 / 0**

GOE **37-2-6**

Chocolate Truffle

PANTONE 19-1526

C/M/Y/K **53 / 86 / 61 / 34**

GOE **26-3-7**

Lagoon

PANTONE 16-5418

C/M/Y/K **73 / 7 / 39 / 0**

GOE **104-3-3**

Woodbine

PANTONE 18-0538

C/M/Y/K **49 / 26 / 90 / 10**

GOE **135-4-3**

Oyster Gray

PANTONE 14-1107

C/M/Y/K **16 / 14 / 24 / 0**

GOE **141-2-1**

Rose Dust

PANTONE 14-1307

C/M/Y/K **17 / 25 / 27 / 0**

GOE **16-4-1**