2013 Color Forecast

By: Dana Reese

Overview

- Importance of Color
- PANTONE, Inc.
- 2013 Color Forecast for Women's and Men's Fashion
- 2013 Color Forecast Home + Interiors Color Forecast

Importance of Color

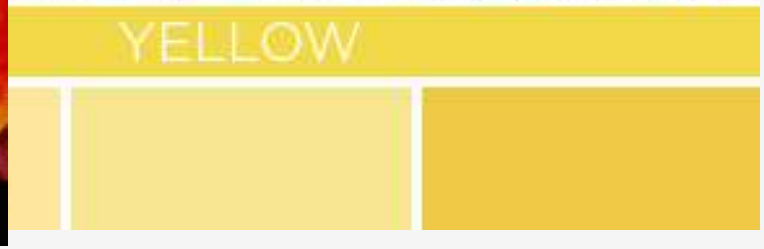
- Color increases brand recognition by up to 80%
- Color improves readership as much as 40%
- Color accelerates learning from 55 to 78%
- Color increases comprehension by 73%
- Color ads are read up to 42% more than similar ads in black and white.

Importance of Color

- Colors often have different meanings in various cultures
- In North American mainstream culture, the following colors are associated with certain qualities or emotions:

Red

Yellow

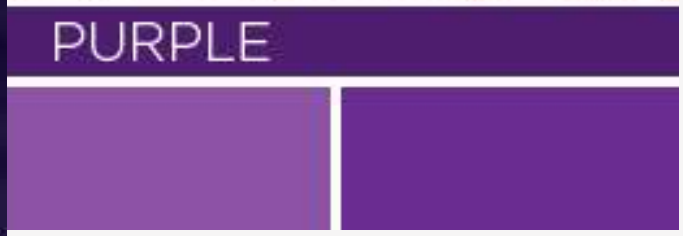


Blue

BlueCross
BlueShield

Green

Purple

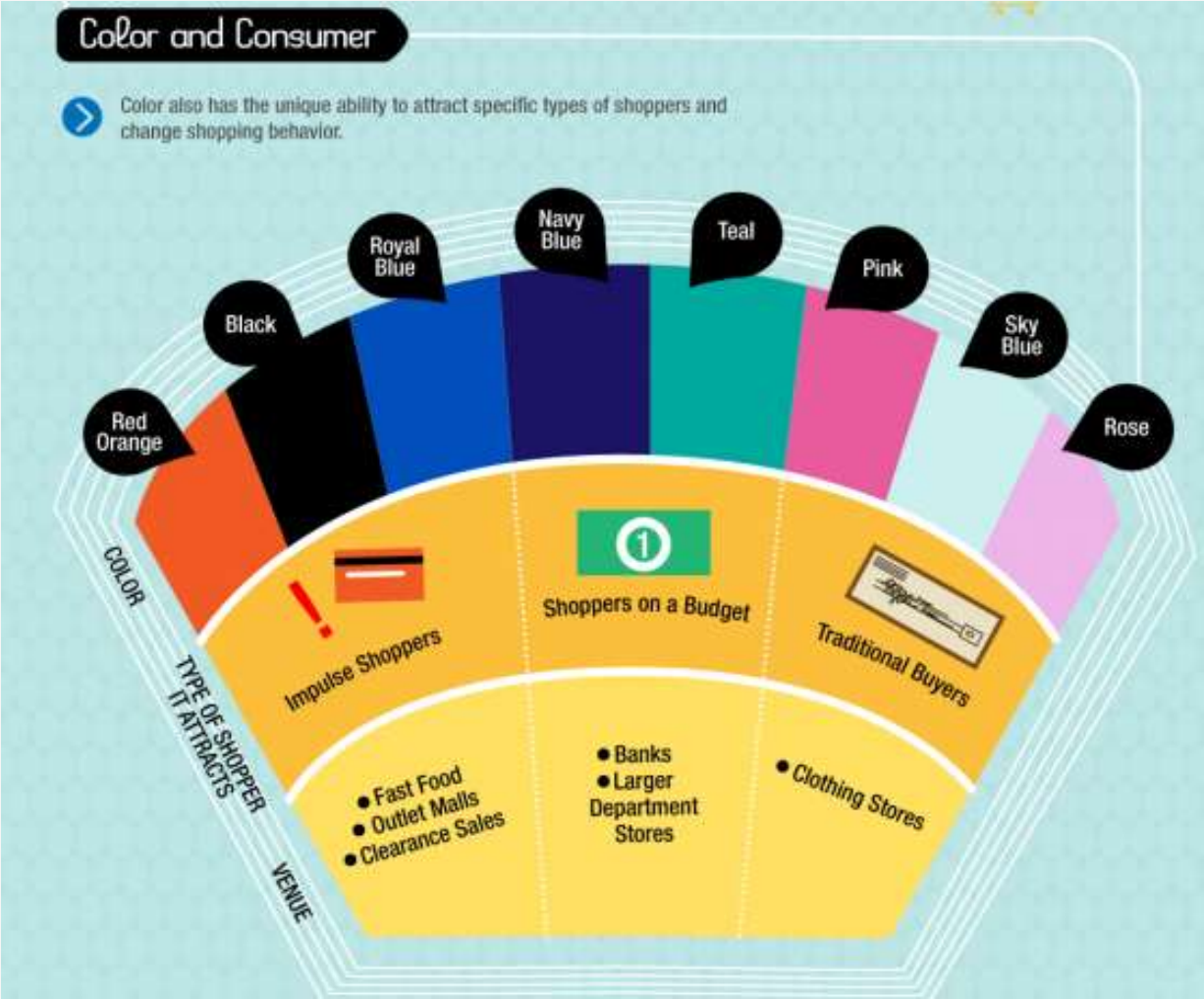


Orange

Black

White

Consumer Color Preferences



Color Forecast

- Numerous companies come out with their own each year
- Each industry has their own color forecast

Color Forecast

- Factors that influence color forecast
  - Social Issues
  - Politics
  - Environment
  - Economy
  - Cultural Diversity
  - Memorable Events

PANTONE, Inc.

- World renowned authority on color
- PANTONE is the world's only universally accepted color communication language

PANTONE’s Color Forecast

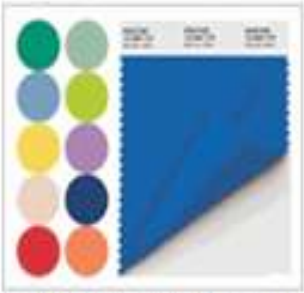
PANTONEVIEW Colour Planner Summer 2014
$750.00

PANTONEVIEW Colour Planner Autumn/Winter 13/14 - Happiness
$750.00

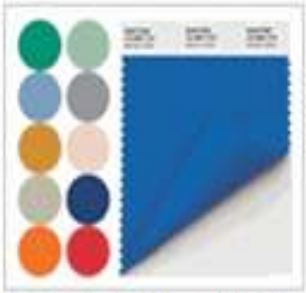
PANTONEVIEW home + interiors 2013
$450.00

PANTONEVIEW home + interiors 2013 ID
$550.00

PANTONEVIEW home + interiors 2013 color kit
$550.00



Fashion Color Report Collection- Women’s
$99.50



Fashion Color Report Collection- Men’s
$99.50

Top 10 PANTONE Colors for Women's Fashion – Spring 2013

Top 10 PANTONE Colors for Men's Fashion – Spring 2013

PANTONE's home + interiors Color Forecast

- The nine palettes for 2013: Connoisseur, Glamour, New Old School, Rugged Individuals, Extracts, Footprints, Sojourn, Surface Treatments and Out of the Ordinary

Connoisseur

Connoisseur

Glamour

champagne beige
PANTONE 14-1012
silver
PANTONE 14-5002
tap shoe
PANTONE 19-4004

Glamour

PANTONE 19-1656 TPX
PANTONE 19-3964 TPX
PANTONE 19-4004 TPX
PANTONE 17-1109 TPX
PANTONE 18-4105 TPX
PANTONE 19-5413 TPX
PANTONE 14-5002 TPX
PANTONE 14-1012 TCX

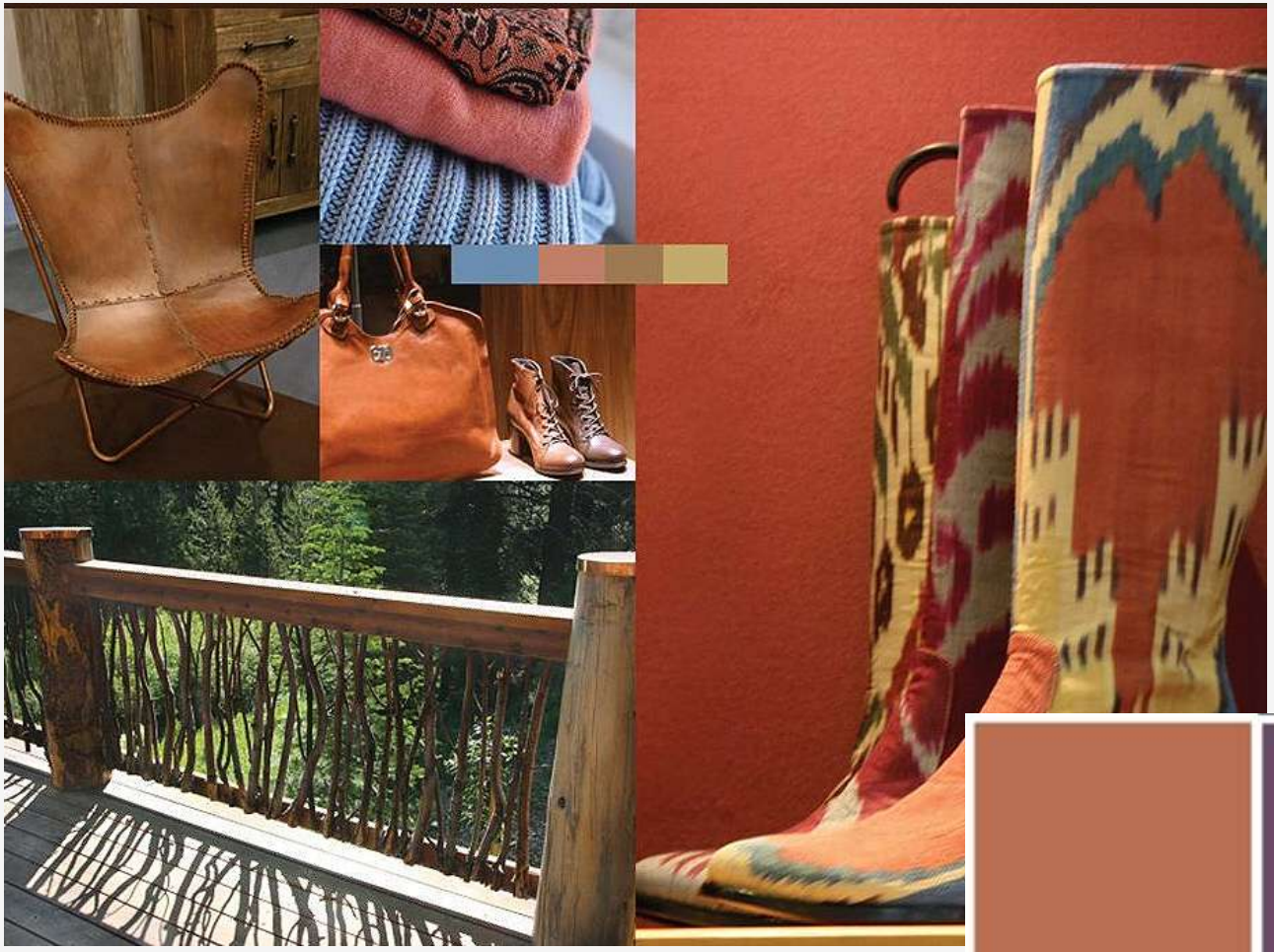
New Old School

New Old School

PANTONE 19-1663 TPX	PANTONE 11-0601 TPX	PANTONE 19-3953 TPX	PANTONE 19-1034 TPX	PANTONE 18-5338 TPX	PANTONE 18-0503 TPX	PANTONE 14-4105 TPX

Rugged Individuals

Rugged Individuals



Extracts

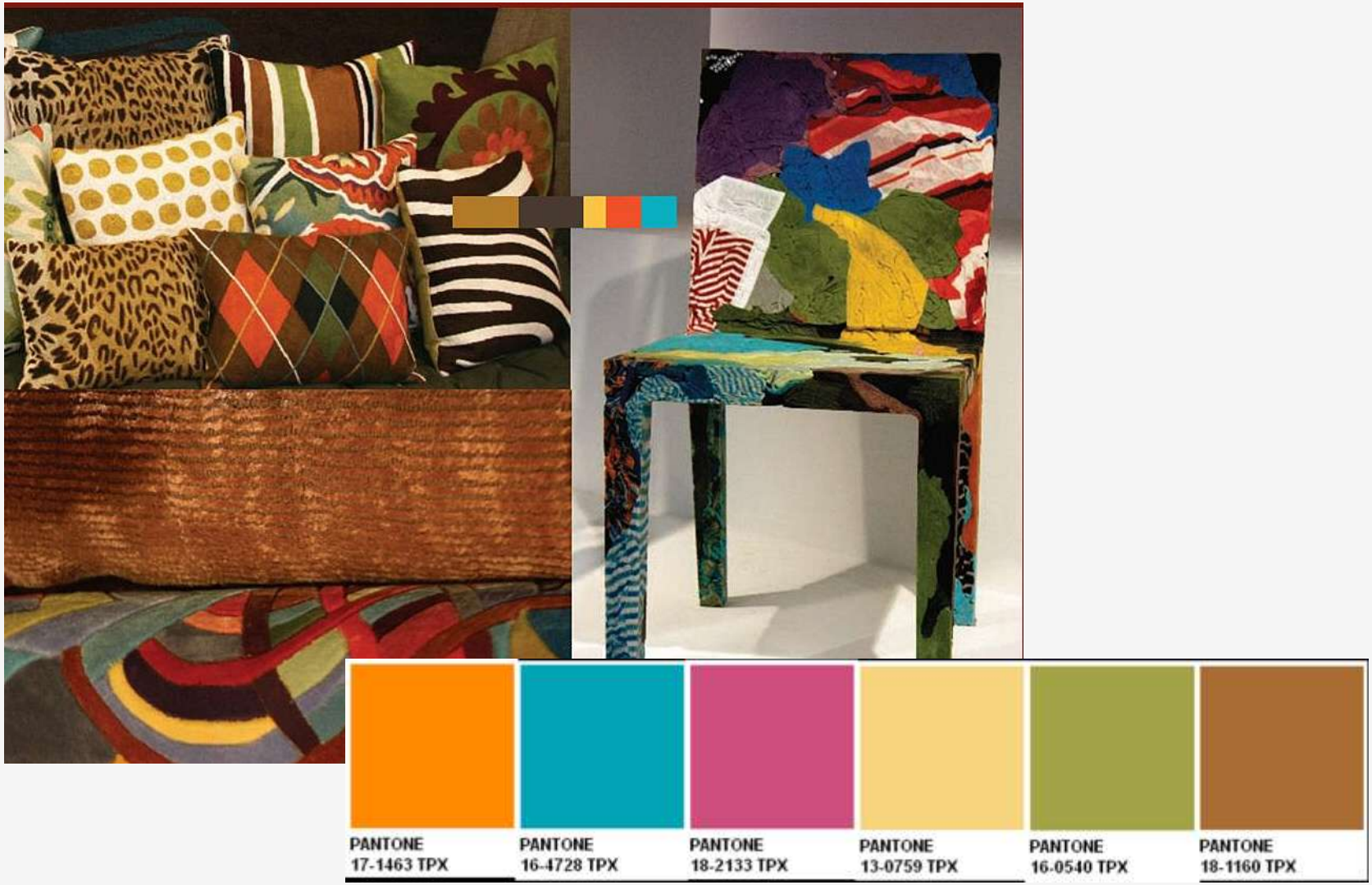
dusty pink
PANTONE 14-1318
mesa rose
PANTONE 17-1609
green banana
PANTONE 14-0434
brandied melon
PANTONE 17-3519
baked clay
PANTONE 18-1441
spiced coral
PANTONE 17-1644

Extracts

PANTONE
17-1644 TPX
PANTONE
16-1340 TPX
PANTONE
17-1045 TPX
PANTONE
14-1316 TPX
PANTONE
18-1441 TPX
PANTONE
14-0434 TPX

Footprints

Footprints


PANTONE 17-1463 TPX
PANTONE 16-4728 TPX
PANTONE 18-2133 TPX
PANTONE 13-0759 TPX
PANTONE 16-0540 TPX
PANTONE 18-1160 TPX

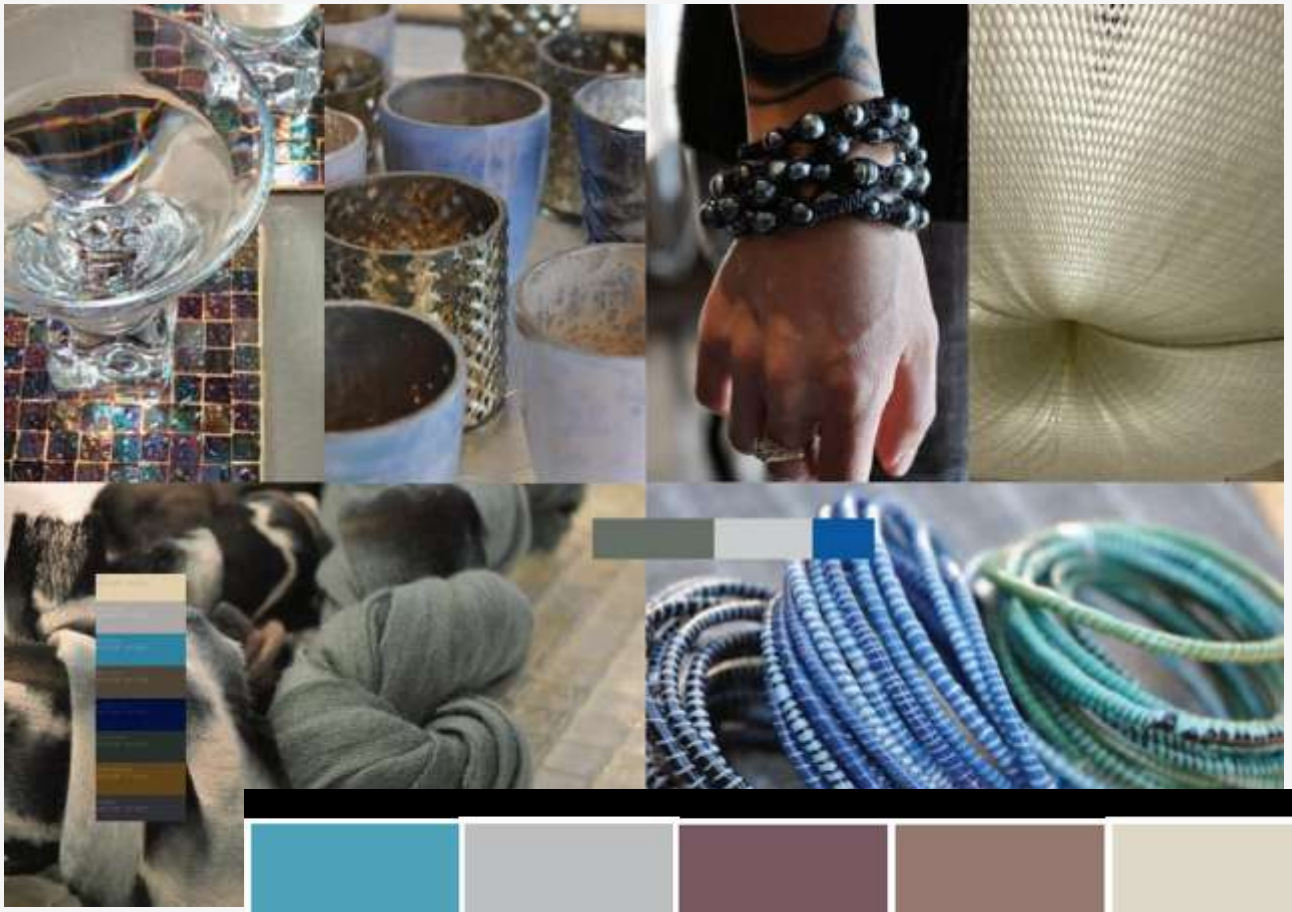
Sojurn

PANTONE 19-1535 TPX	PANTONE 16-1710 TPX	PANTONE 18-1706 TPX	PANTONE 18-2527 TPX	PANTONE 14-0826 TPX	PANTONE 18-0523 TPX	PANTONE 16-1407 TPX	PANTONE 18-1015 TPX

Sojurn

PANTONE 19-1535 TPX
PANTONE 16-1710 TPX
PANTONE 18-1706 TPX
PANTONE 18-2527 TPX
PANTONE 14-0826 TPX
PANTONE 18-0523 TPX
PANTONE 16-1407 TPX
PANTONE 18-1015 TPX

Surface Treatment



Out of the Ordinary

Out of the Ordinary

Key Notes

- Not imperative for artists to predict trends in order to be successful
- Do follow trends to a certain degree and use ones that make sense for your art style

Choosing the ‘Right’ Color

- Choose colors that people will buy
- Choose colors that enhance your product
- Research various color forecasts to get inpired

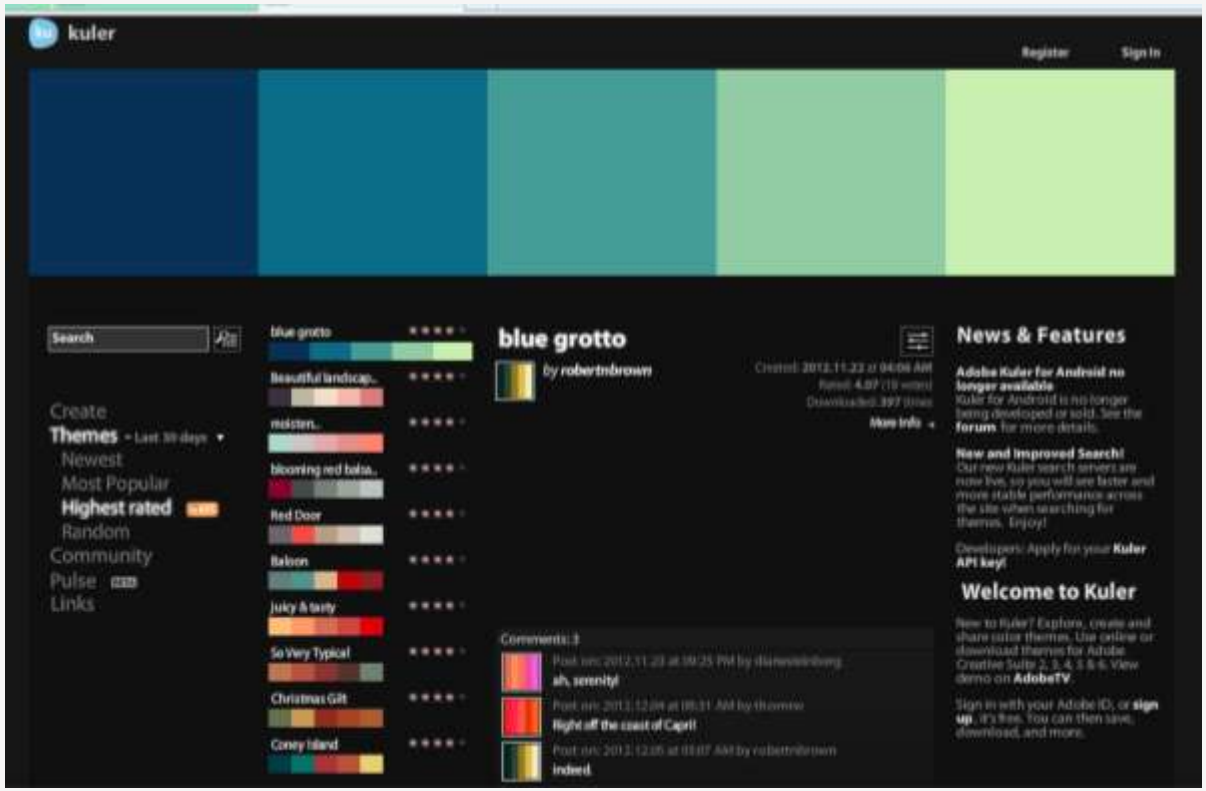
4 Useful Tools for Choosing the Right Color Palette

ColoRotate

- http://web.colorotate.org/

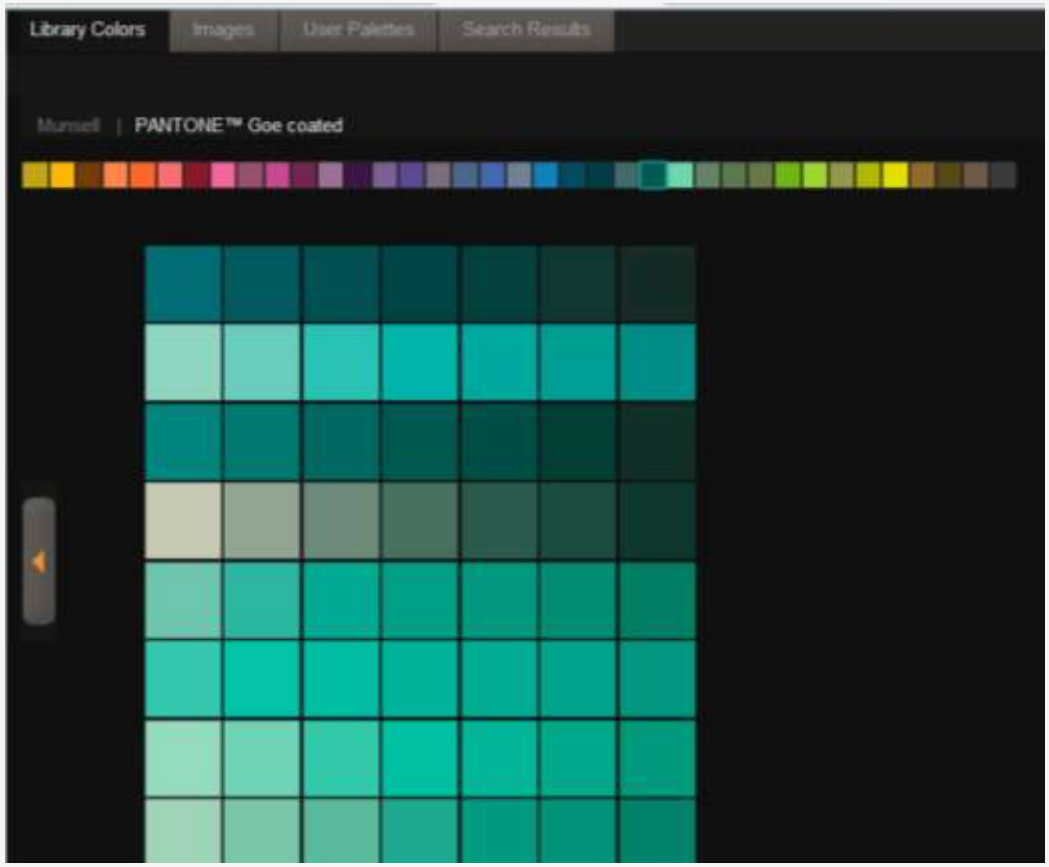
Kuler

- https://kuler.adobe.com/



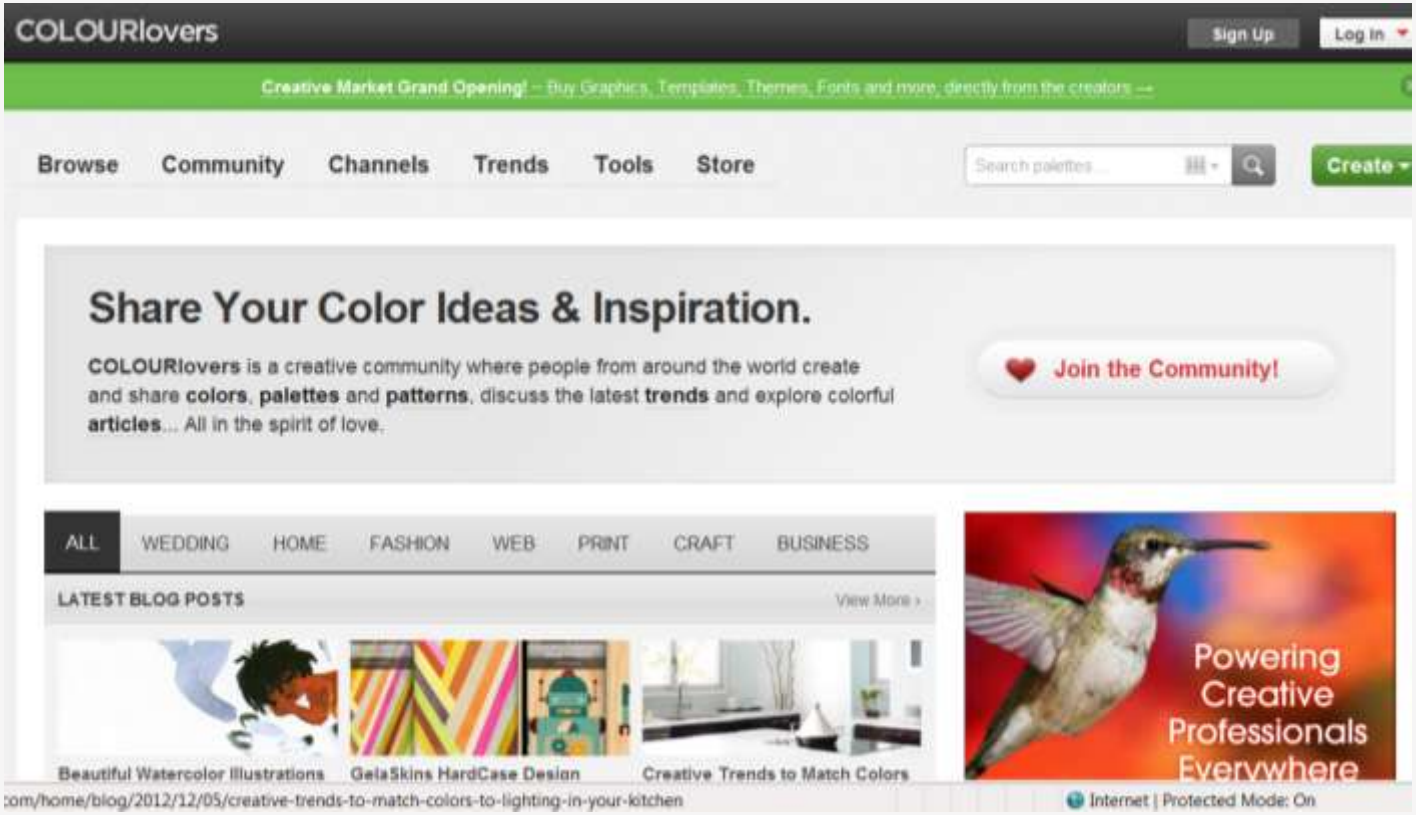
Color Munki

- http://www.colormunki.com/



COLOURlovers

- http://www.colourlovers.com/



Links/Resources

- http://www.colormarketing.org
- http://www.pantone.com
- http://www.colourlovers.com
- http://www.benjaminmoore.com
- http://www.colormarketing.org
- http://www.coatingsworld.com
- http://blog.kissmetrics.com/color-psychology/

Other Forecasts

- http://landor.com
- http://sensationalcolor.com
- http://www.sherwin-williams.com
- http://www.benjaminmoore.com
- http://www.apartmenttherapy.com
- http://www.meridameridian.com
- http://www.fashionising.com

Thank you for listening.
Do you have any questions?

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