

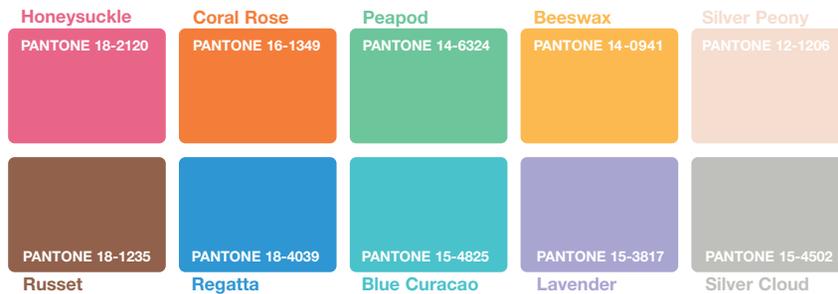
PANTONE fashion **color** report spring 2011

NEW YORK FASHION WEEK • SEPTEMBER 9–16, 2010



Honeysuckle
PANTONE 18-2120

Spring 2011 – An Exotic Journey



Citing exotic destinations like Africa, India, Peru and Turkey as inspiration for spring 2011, designers continue to satisfy consumers' need to escape everyday challenges with intriguing color combinations that transport them to foreign lands.

"The colors designers have chosen for the spring season present an interesting marriage of unexpected warm and cool tones," said Leatrice Eiseman, executive director of the Pantone Color Institute®. "By cleverly combining complementary colors, those that are opposites on the color wheel, they have created a striking intensity to the palette. These unique color combinations make it possible for consumers to pair existing pieces in colors traditionally associated with fall, with new favorites to punch up springtime wardrobes."

Flirtatious **Honeysuckle** is a feel-good hue that brings a festive sense of playfulness to this season's palette. This vibrant pinkish-red for both apparel and cosmetics makes consumers feel alive, and is a perfect post-winter pick-me-up.

Spicy, gregarious and persuasive describe **Coral Rose**, a sophisticated orange that, much like **Beeswax**, a warm,

honeyed yellow, conjures up feelings of faraway lands and locales. Pair either of these piquant hues with a cool, refreshing color-wheel opposite like **Regatta** for a vibrant color combination that will add zest to any wardrobe. Romantic, fanciful **Lavender** implies sensuality with its subtle hint of red undertone. Combine it with Beeswax or Coral Rose for a unique counterpoint.

Alluring **Blue Curacao** evokes thoughts of tropical destinations and pays homage to the 2010 Color of the Year, Turquoise. Practical consumers can continue to incorporate enticing Caribbean blues into spring by pairing Blue Curacao with warm, complementary colors like Honeysuckle or Coral Rose. **Peapod**, a fresh yellow-green, brings an organic element to the palette and is reminiscent of the green shoots that signify change and new beginnings traditionally found in spring.

Trans-seasonal neutrals ground this season's palette and provide a stable backdrop for all the other colors. The so-called "nude hues" are represented in the range of ethereal **Silver Peony** to dramatically deep **Russet**. Another dependable background color, **Silver Cloud**, is the quintessential neutral that consumers can rely on to coordinate with everything in their closet.

For 17 years, Pantone, the global authority on color, has surveyed the designers of New York Fashion Week and beyond to bring you the season's most important color trends. This report previews the most prominent hues for spring 2011.

Honeysuckle
PANTONE 18-2120



Cynthia Steffe by Shaun Kearney

inspiration

While working on the concept for spring 2011, I was listening to upbeat new-wave French electronica. The music is chic, sexy and makes you want to dance. I wanted the colors to have that same energy.

prominent colors

Vibrant, graphic shades of Pink, Poppy Red, Grape and Honey Yellow are offset by warm shades of Khaki, Taupe and Tobacco, as well as cooler shades of Grass Green, Jade and Turquoise.

signature color

Saturated Hot Pink – it's bold, it's vibrant, it's pretty and strong at the same time, and looks great against sharp, chic brights such as Poppy Red, Jade and Turquoise. It also plays well off Warm Tan shades of Khaki, Taupe and Golden Sand.

must-have item

A sexy, silk laser-cut off-the-shoulder dress in a vibrant shade of Pink is a modern take on boho!

www.cynthiasteffe.com



Russet
PANTONE 18-1235



Tracy Reese

inspiration

The spirit of how people used to travel – the excitement and preparation before a trip and adaptation to a new environment once you arrive at your destination

prominent colors

Bright Navy, Wave Blue, Caribbean Blue, Saddle Brown, Nude, Black, New Alabaster and Ivory

signature color

All shades of Blue – from Ocean Water to Sky tones – Blue is the color of journey

must-have item

A classic Tracy Reese silk blouse in Nude

Regatta
PANTONE 18-4039



Lela Rose

inspiration

The richly woven Peruvian textiles and the Old/New World clash of cultures in Lima, Peru

prominent colors

Fiery Orange, Vivid Fuchsia, Clay (Warm Gray), Dusky Gray, Jewel Green and Bitter Lemon

signature color

Black and White are the most important colors in that they are woven in between Fiery Oranges, Bitter Lemon, Fuchsia Pink and Jewel Greens. They temper the stronger color tones while adding texture and pattern to the overall feel.

must-have item

A scribble cotton print dress with a drop-away sleeve that has every color in a Crayola box

Coral Rose
PANTONE 16-1349



Christian Siriano

inspiration

African, Indian and strong Asian influences mixed with measures of elegant opulence – mine is a sophisticated but vibrant woman. The collection is about feeling glamorous in what you wear, whether in its simplicity or opulence, and mixing that with great style.

prominent colors

Deep Fiery Red, Khaki and Saturated Paprika tones

must-have item

A breadth of silhouettes including flowing wide-legged trousers, safari shorts, jackets, kimono sleeves, structured cocktail dresses and light flowing evening gowns

Peapod
PANTONE 14-6324



Erin Fetherston

inspiration

I had a sense of wanderlust this season, and I wanted my collection to reflect a sense of adventure and travel to faraway places.

prominent colors

Exotic colors like Parrot Green, Coral Pink and Papaya Orange – I balanced this vibrant palette against a neutral scale of Khaki, Oyster, Dusty Gold and Pale Sage

signature color

Coral Pink feels like a fresh and exciting color with a lot of energy, expressing a sense of joie de vivre.

must-have item

A kimono-inspired evening jacket in a floral print featuring shades of Mint, Parrot Green, Black and highlights of Ivory and Lavender – I like the idea of this piece styled over a little Black mini-dress

www.erinfetherston.com



Beeswax
PANTONE 14-0941



Tibi

inspiration

Spring is about a heavy play on classics – Black, White, Brown and Red – but modernized and brought up to date with a twist that doesn't take itself too seriously.

prominent colors

Graphic Black and Whites with Ochre and Cool Grape

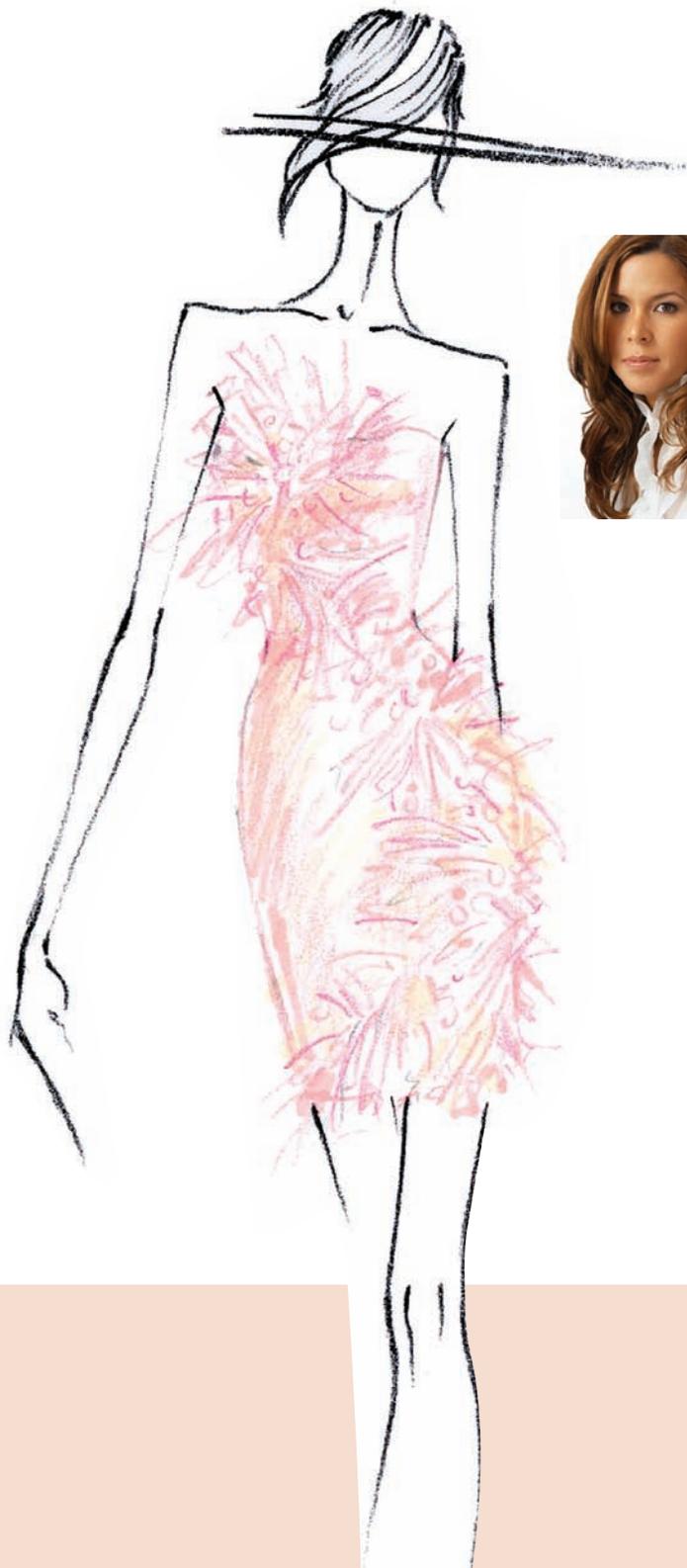
signature color

Ochre – it feels very modern right now. It's a new basic – an update to Black.

must-have item

It's not an item for spring, it's a head-to-toe look – an Ochre top with matching Ochre pant.

Silver Peony
PANTONE 12-1206



Monique Lhuillier

inspiration

I was in a dreamy state of mind – the colors in the collection are ethereal, feminine and pretty.

prominent colors

Blush Pink and vibrant colors like Scarlet Red

signature color

Blush Pink and Vibrant Scarlet Red

must-have item

A shimmery cocktail dress with ombre sequins

Lavender
PANTONE 15-3817



Carlos Campos

inspiration

Colors that reflect the old school American men and women – looks that showcase someone traveling the world in the '50s, someone backpacking through Europe or South America who needs timeless, casual and fashionable pieces to wear

prominent colors

Rosa (Aged Light Pink), Crema (Vintage White) and Canario (Soft Canary)

signature color

Rosa – this Aged Pink reflects the softness of the woman we try to portray with this collection, adding also a tone of maturity and a vintage look

must-have item

Our button down wrap dress in Rosa

Blue Curacao
PANTONE 15-4825

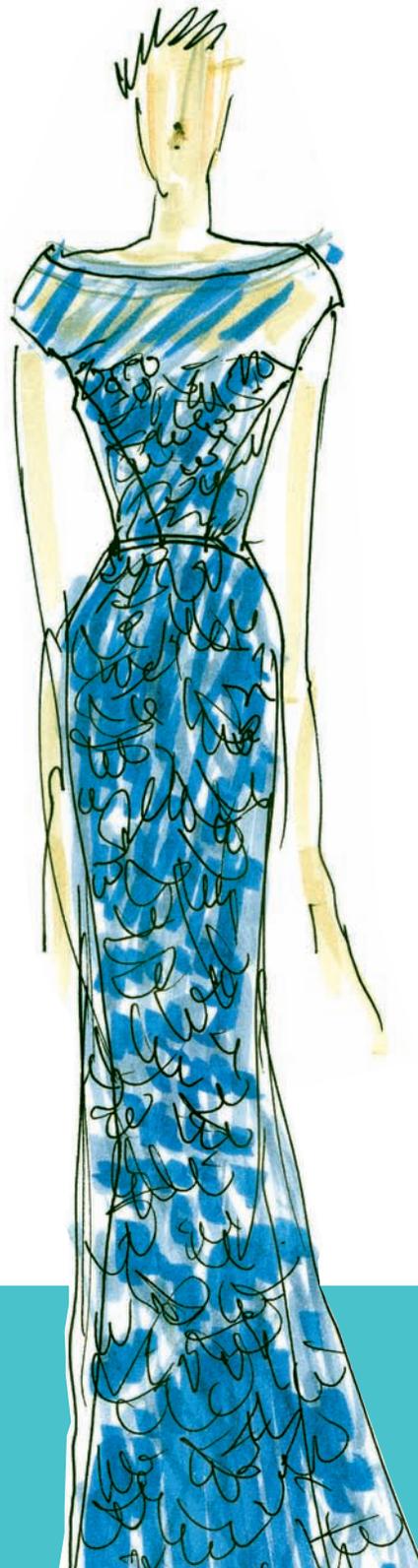


Photo: Melanie Dunea

Carmen Marc Valvo

inspiration

Blue has great social significance – it is the signature color of colon cancer awareness, the platform for my spring 2011 collection.

prominent colors

Shades of Blue with cool undertones of Pale Silver, Deep Rich Midnights and Aquamarines

signature color

Blue, because everyone should be aware that colon cancer is a very curable form of cancer if caught in time

must-have item

The little Blue dress

www.carmenmarcvalvo.com



Silver Cloud
PANTONE 15-4502



Ports 1961 by Fiona Cibani

inspiration

Seydou Keita's portraits of Mende tribe members

prominent colors

A polished palette of Crisp Chalk paired with Natural Shell, while iridescent hues paired with Jet Black are forged alongside a vibrant spectrum of gem tones in Royal Amethyst, Saharan Sulfur, Muted Limestone and Opulent Emerald

signature color

Powdered surfaces and lush oases inspired a spectrum of colors found in the vast stretches of deserts, mirage skies and the crystalline formations of minerals in nature.

must-have item

A printed kaleidoscope jersey draped gown representing the spectrum of our color story

Honeysuckle
PANTONE 18-2120



Badgley Mischka

inspiration

Nature – coral reefs, azure skies, bat's tongues

prominent colors

Soft pastels like Dusty Pinks, Blues and Apricots combine with whispers of Gray and Ivory for an overall breezy feel of weightlessness. Bright Corals and Reds add pop.

signature color

Complexion – it's an Ivory with a hint of Blush that epitomizes the sort of relaxed luxury we are feeling for the season

must-have item

A Sparkly Rose macramé cocktail dress – sophisticated and young

www.badgleymischka.com



Russet
PANTONE 18-1235



Photo: Kelly Stuart

Rebecca Minkoff

inspiration

The ultimate vagabond – a girl yearning for juxtaposed glamour, transfixed by reconstructed vintage and '70s inspired frocks that include traces of seductress Bianca Jagger and the late soulful Janis Joplin

prominent colors

Lemon Yellow, Ruby Red, Rusty Oranges, Cool Blues and Neutral Skins

signature color

The collection is based on a neutral palette that allows the vibrant colors to stand out against the clothing. Each color plays a distinct role in making the collection come to life.

must-have item

The Rebecca Minkoff morning-after bag – it's been a staple in every collection and this year is available in a Buttery Cream with Navy piping

Regatta
PANTONE 18-4039



Catherine Malandrino

inspiration

1950's ceramics from Vallauris, a town in St. Tropez where ceramics were born

prominent colors

A mixture of warm and cool colors that are milky, watery and distressed

signature color

The warmth of Terra Cotta (Melon, Salmon, Cumin and Orange) in contrast to the Cold Blues of the water and seaside

must-have item

A watery, long draped dress or a high-waisted palazzo soft pant with a basket-weave fitted T

Honeysuckle
PANTONE 18-2120



Peter Som

inspiration

Miami sun-soaked colors, pop art with a touch of beachside ease

prominent colors

Bold saturated colors such as Poppy Red, Aqua Blue, Electric Blue and Miami Yellow mixed with sophisticated neutrals such as Nude and Khaki; Black and White add classic graphic appeal

signature color

Poppy Red – it's an optimistic yet sexy color

Silver Peony
PANTONE 12-1206



Bibhu Mohapatra

inspiration

The works of artist Richard Diebenkorn, the power of youth in late '60s America and the freedom movement

prominent colors

Fuchsia (Maharani Pink), Dried Lavender, Cerulean Blue, lots of neutrals like Stone, Sand, White, Beige, Black and Blush

signature color

Beigy-Blush – ethereal, sophisticated and young as the collection – it's the perfect color for day as well as night

must-have item

A cotton/silk short shift day-to-night dress with cutouts and Beige tulle sleeves in Cerulean Blue is a must!

Regatta
PANTONE 18-4039



Photo: Annie Leibovitz

Tommy Hilfiger

inspiration

Country club prep with a twist

prominent colors

Tommy Red, Ballet Pink, Periwinkle and Pumice to create a preppy contrast with crisp colors

signature color

Reds and Blues – they are the brand's namesake and at the core of the collection. This season they run the gamut from Tommy Red to Nantucket Red, and Windsor Blue to Periwinkle.

must-have item

The tennis skirt is a fresh, quirky take on a staple American pastime.

Honeysuckle
PANTONE 18-2120



Nanette Lepore

inspiration

Fireworks over the Bosphorus in Istanbul

prominent colors

Mulberry, Kumquat, Raspberry, Watermelon, Twig and Moss

signature color

Mulberry – traditionally a color associated with fall, it takes on a fresh new dimension in a spring wardrobe

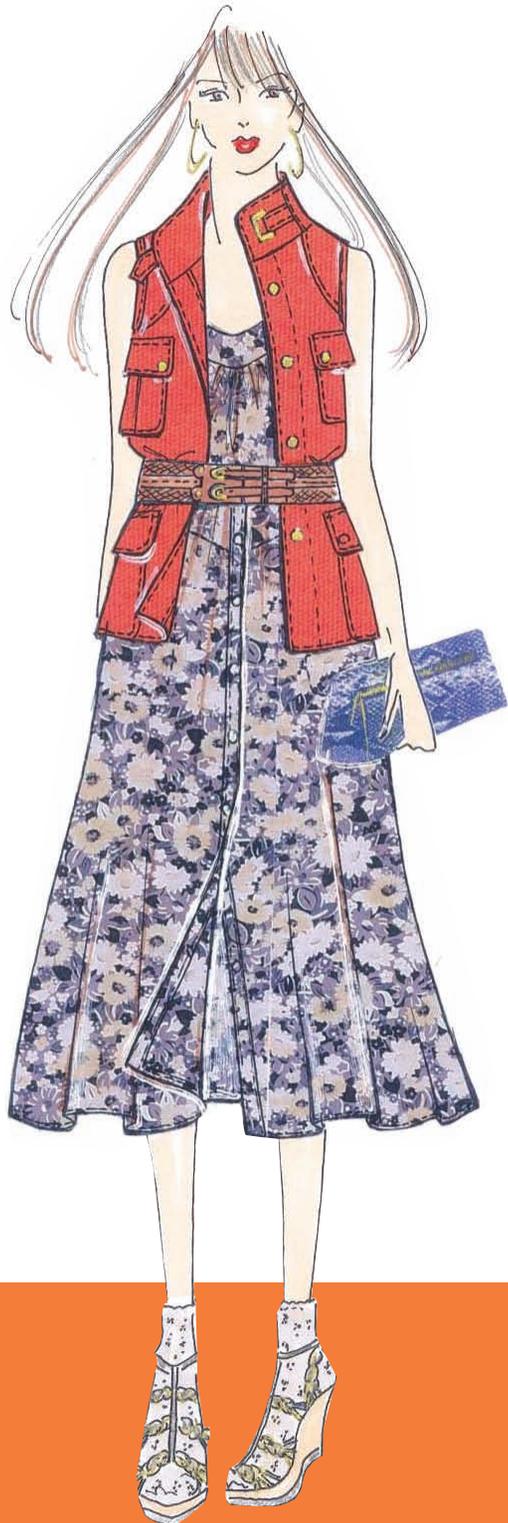
must-have item

This spring is about convertible dressing – jackets that double as shirts, outerwear as light as a dress.

www.nanettelepore.com



Coral Rose
PANTONE 16-1349



Rebecca Taylor

inspiration

The combination of multiple colors of wild flowers against luxe Green fields

prominent colors

Highlighter Lemon, Equestrian Orange, French Blue, Rose Provence and Kelly Green

signature color

Kelly Green evokes that fresh, feel-good American fashion of the '70s.

must-have item

Our tea-length, smocked-waist skirt, in Kelly Green of course!

Russet
PANTONE 18-1235



Charlotte Ronson

inspiration

The vibrant romance of Spain paired with the minimalist androgyny of '90s grunge

prominent colors

Tomatina Red, Catalina Ivory, Mediterranean Blue, Minimalist Nude and Spanish Clay

signature color

Catalina Ivory, Mediterranean Blue and Spanish Clay are the core colors of our collection, with accents of Tomatina Red.

must-have item

Spanish floral spaghetti-strap dress with ruffled handkerchief hemline

[Blue Curacao](#)
PANTONE 15-4825



Pamella Roland by Pamela DeVos

inspiration

The Greek Isles where these colors take on a magical quality

prominent colors

Lively, vibrant colors such as Mediterranean Blue, Bone White and Sunset Orange

signature color

Mediterranean Blue because it reminds me of the dome rooftops in Santorini

must-have item

A draped, one-shoulder printed silk chiffon dress with a braided strap detail – the Mediterranean Blue print is refreshing for any spring/summer event because it can take you from day into evening

www.pamellaroland.com



Lavender
PANTONE 15-3817

James Coviello

inspiration

1950's garden party

prominent colors

Golden Tobacco, Mandarin Nude, Midnight Lavender, Shocking Lime, Bright Fuchsia, Dusty Royal

signature color

Mandarin Nude

must-have item

A floral print skirt in any combination of our prominent colors



Silver Cloud
PANTONE 15-4502



VPL by Victoria Bartlett

inspiration

The Yellow was an emotional response. The Fake Tan was based on the color of vintage stockings and bad fake tans on women. The Salmon, Tan and Neon Yellow are inspired by '30s art, interiors and pottery – the era that these modern colors were discovered.

prominent colors

Neutrals from Vapor Grays through Steel Grays, Camels and Beiges to a very Vibrant Fake Tan, with accents of Neon Yellow and a very '50s Salmon Pink; also a warm collection of metals such as Steels, Irons, Coppers and Brasses; no bling colors

signature color

Fake Tan because it embodies the history of VPL – it's a very warm intonation that marries all the acids and brights together

must-have item

The print pleated dress suspended on a sweatshirt neck – the pleating plays so well with the linear print inspired by Ghada Amer's artwork

Honeysuckle
PANTONE 18-2120



ADAM

by Adam Lippes

inspiration

A film still of Charlotte Gainsbourg on a Uruguayan ranch

prominent colors

White, Natural Linen, Lava with Copper and the Palest Peach

signature color

White is young, fresh, sporty and feminine – the embodiment of the Adam girl.

must-have item

The Lava leather apron dress – it's the perfect union of hard and soft

www.shopadam.com



Beeswax
PANTONE 14-0941



Yoana Baraschi

inspiration

Winged creatures from earth and beyond, the concept of morphing realities and transparency – choosing colors that are saturated and read as bright pastels while maintaining the effect of light coming through

prominent colors

Elfin Yellow and Lavender accompanied by Desert Flower, the perfect mix of Pink and Coral, and Blue Glass, a soft Blue that grounds the collection. The color combination we are most excited by is the Elfin Yellow with a Cool Gray-like Ash.

signature color

Elfin Yellow because it is fresh, pure and brings luminosity to the palette, and Plum Kitten which we have used as a replacement for Black to allow the collection to retain an airy quality

must-have item

A Picasso-inspired sailor stripe knit blazer in Shell and Navy brings a whimsical side to any mix while also looking '90s West Side grunge when worn over a leopard or floral print

www.yoanabaraschi.com



Regatta
PANTONE 18-4039



Adrienne Vittadini by Kristiina Salminen

inspiration

Water and all of its different shades, from its mountain origins to its journey to the sea, and all of earth's vast climates that affect its color

prominent colors

Indigo Blues, Silver Lake Blues, Sky Blues and Calm Taupes of desert sands to the lively colors of jungle flowers like the Vibrant Orange birds of paradise – they blend in perfect harmony

signature color

The many shades and moods of Blue

must-have item

Our Blue color-blocked water printed dress worn belted – it is so effortlessly chic and looks amazing on everyone

Silver Cloud
PANTONE 15-4502



Ella Moss by Pamela Protzel Scott

inspiration

Modern bohemia, trend romantics and social gypsies

prominent colors

Shades of Coral, Rich Rosebuds and Pastel Peaches mixed with Cool Grays, Earthy Neutrals, delicately washed Chambray Blue and Leafy Greens

signature color

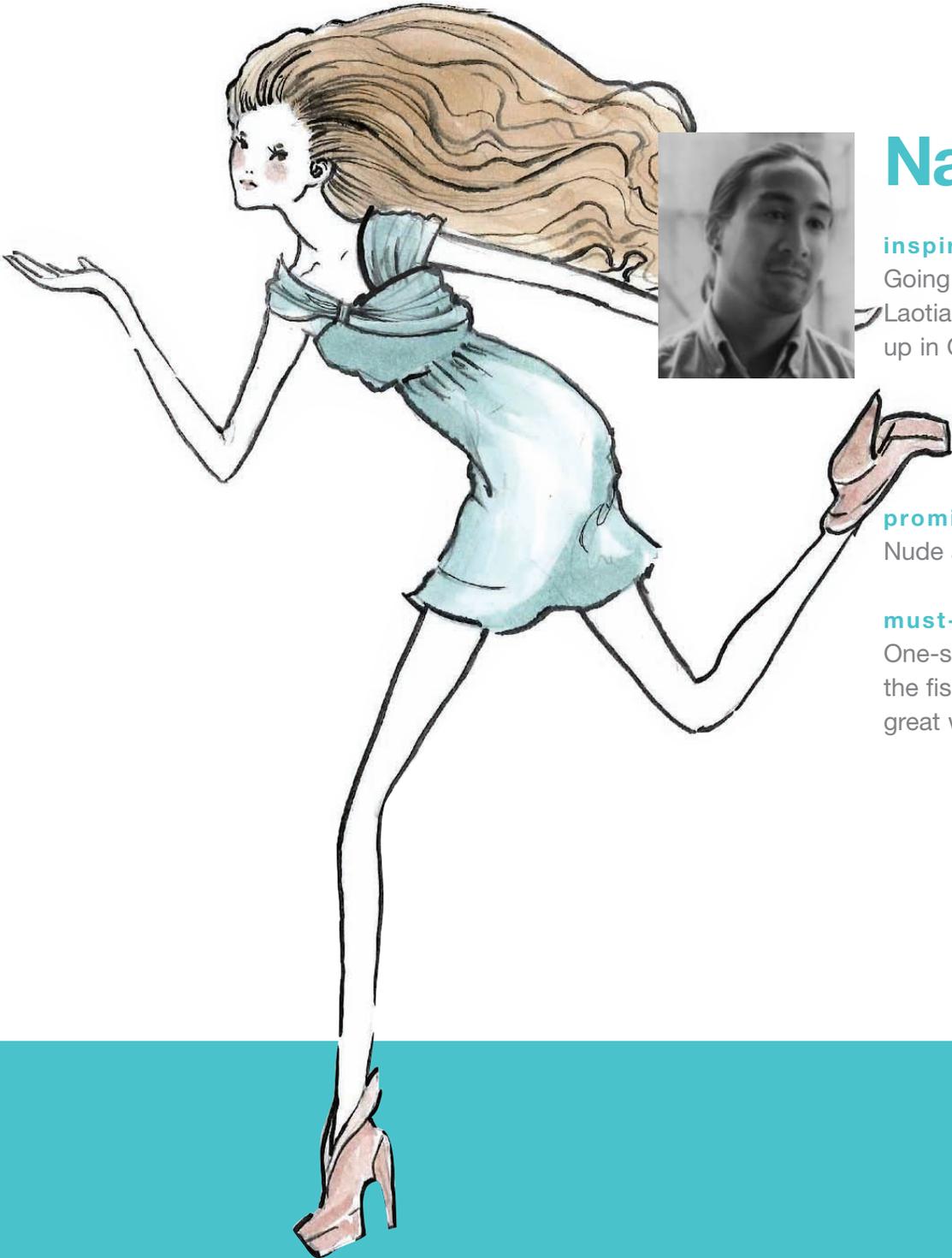
Rosebud – it has a sophisticated playfulness that feels fresh

must-have item

The maxi skirt in silk chiffon prints and washed cotton voiles – this silhouette pairs nicely with loose casual tees



Blue Curacao
PANTONE 15-4825



Nary Manivong

inspiration

Going back to my roots, taking inspiration from my Laotian heritage and the Amish culture I saw growing up in Ohio

prominent colors

Nude and Sea Foam look organic yet feminine

must-have item

One-shoulder corset wrap dress in Sea Foam, and the fisherman pants in the diamond print will look great with a Black or Nude strapless wrap corset top

Silver Cloud
PANTONE 15-4502



Tadashi Shoji

inspiration

The paintings of Piero della Francesca and Botticelli, as well as Venetian architecture

prominent colors

Ice, Marble and Venice, all with cool undertones. We were looking at frescos in Italian paintings and wanted to use watercolors and light icy cool colors.

signature color

Marble – a Dusty Gray. It is a color found in many Italian paintings and architecture.

must-have item

Silk chiffon wave ruffle cocktail dress in Ice

Beeswax
PANTONE 14-0941



Photo: Shannon Sinclair

Betsey Johnson

inspiration

Punk, pretty, picnic!

prominent colors

Classic “nautical” believe it or not! – True Red, White and Blue; Classic pastel pretties, à la Jordan almonds and flower brights; Classic punk – Red, White and Black

signature color

Shocking Pink – to give a hot punch to everything!

must-have item

A kiddie romper in Butter-cup Yellow

must haves

ADAM by Adam Lippes The Lava leather apron dress – it's the perfect union of hard and soft

Adrienne Vittadini by Kristiina Salminen Our Blue color-blocked water printed dress worn belted – it is so effortlessly chic and looks amazing on everyone

Badgley Mischka A Sparkly Rose macramé cocktail dress – sophisticated and young

Betsey Johnson A kiddie romper in Butter-cup Yellow

Bibhu Mohapatra A cotton/silk short shift day-to-night dress with cutouts and Beige tulle sleeves in Cerulean Blue is a must!

Carlos Campos Our button down wrap dress in Rosa

Carmen Marc Valvo The little Blue dress

Catherine Malandrino A watery, long draped dress or a high-waisted palazzo soft pant with a basket weave fitted T

Charlotte Ronson Spanish floral spaghetti-strap dress with ruffled handkerchief hemline

Christian Siriano A breadth of silhouettes including flowing wide-legged trousers, safari shorts, jackets, kimono sleeves, structured cocktail dresses and light flowing evening gowns

Cynthia Steffe by Shaun Kearney A sexy, silk laser-cut off-the-shoulder dress in a vibrant shade of Pink is a modern take on boho!

Ella Moss by Pamela Protzel Scott The maxi skirt in silk chiffon prints and washed cotton voiles – this silhouette pairs nicely with loose casual tees

Erin Fetherston A kimono-inspired evening jacket in a floral print featuring shades of Mint, Parrot Green, Black and highlights of Ivory and Lavender – I like the idea of this piece styled over a little Black mini-dress

James Coviello A floral print skirt in any combination of our prominent colors

Lela Rose A scribble cotton print dress with a drop-away sleeve that has every color in a Crayola box

Monique Lhuillier A shimmery cocktail dress with ombre sequins

Nanette Lepore This spring is about convertible dressing – jackets that double as shirts, outerwear as light as a dress.

Nary Manivong One-shoulder corset wrap dress in Sea Foam, and the fisherman pants in the diamond print will look great with a Black or Nude strapless wrap corset top

Pamella Roland by Pamella DeVos A draped, one-shoulder printed silk chiffon dress with a braided strap detail – the Mediterranean Blue print is refreshing for any spring/summer event because it can take you from day into evening

Ports 1961 by Fiona Cibani A printed kaleidoscope jersey draped gown representing the spectrum of our color story

Rebecca Minkoff The Rebecca Minkoff morning-after bag – it's been a staple in every collection and this year is available in a Buttery Cream with Navy piping

Rebecca Taylor Our tea-length, smocked-waist skirt, in Kelly Green of course!

Tadashi Shoji Silk chiffon wave ruffle cocktail dress in Ice

Tibi It's not an item for spring, it's a head-to-toe look – an Ochre top with matching Ochre pant

Tommy Hilfiger The tennis skirt is a fresh, quirky take on a staple American pastime.

Tracy Reese A classic Tracy Reese silk blouse in Nude

VPL by Victoria Bartlett The print pleated dress suspended on a sweatshirt neck – the pleating plays so well with the linear print inspired by Ghada Amer's artwork

Yoana Baraschi A Picasso-inspired sailor stripe knit blazer in Shell and Navy brings a whimsical side to any mix while also looking '90s West Side grunge when worn over a leopard or floral print.

What geographic location do you feel is currently having the biggest influence on fashion and design? How is this affecting the color palette for spring 2011?



Cate Adair

Costume Designer, *Desperate Housewives*

It's not any single geographical location. In fact, it isn't a place that you can go to. Or come from. Or even be in. Rather, it's a place

that is deep inside each and every person, a place that provides the pulse of our time – the human heart. For where the heart is, there is hope. And in today's difficult world, hope more than ever is the fuel we must burn to carry on. And more than any city or landscape or physical surroundings could do, hope still moves us to create beautiful things, even in the face of adversity.

Spring 2011 fashion will be marked by soft, fluid and romantic accents. Not to recall a bygone era (even though we all take comfort in old treasures and what we perceive perhaps as more authentic times), but to speak to a hopeful future. A future full of the promise that all will be well, if we only seek out the real, simple things in life. And the color palette of clear, strong pastels mixed with soft, weathered hues and dappled, filtered shades blushed with light all combine to create a mood that is honest, clean, bright and, above all, optimistic.



Colleen Sherin

Fashion Director, Saks Fifth Avenue

It is clear that the colors, textiles and cultures of India and Africa are inspiring many designers. Earth tones, Khakis and Olives, in addition to complementary Vegetable and Berry tones, should be key.



Collier Strong

Celebrity Make-up Artist

Instead of one specific location, I believe the integration of global cultures is having the largest impact

on fashion, design and color. Through a multitude of media sources, our awareness of diversity influences the creativity that is happening around us right now, from Argentina to India, the Netherlands to Malaysia. So it is our collective appreciation for all cultures that communicates to us a fresh, bright palette of optimism.

Simone Legno

Chief Creative Officer, Tokidoki

I think that Los Angeles and Southern California have become a standard for influencing design, particularly Japan and Europe's contemporary and street wear style. It's the convergence of the pop and glitter of the Los Angeles lifestyle and the earthy colors of nature around California (the sand and the water) that influence spring 2011's color palette. The colors reflect a mix of sexiness and glamour with simplicity, resulting in images of confidence. Spring 2011 will contain shiny pop colors mixed with earthy, fresh and watery colors.



India Hicks

Creative Partner, Crabtree & Evelyn



Fashion and design trends are a true reflection of current events. Therefore, it is not surprising to see a Middle Eastern sensibility accented by a slight Grecian influence permeating the runways and showrooms this spring. The favored colors are drawn from nature – sandy hues of Ecru and Sun-weathered Pink are brightened by inky, saturated tones of Oceanic Blue and Aquamarine to Deep Indigo.



Lanie List

Chief Merchandising Officer, Iconix Brand Group, Inc.

90210! We are loving Donna Martin Southern California style mixed with some *Pretty in Pink*. Lola is a big fan of the '80s and Molly Ringwald, so you'll definitely see some cute ditsy print dresses in dusty colors like Mauve Chalk. Southern California in the late '90s was all about pretty sherbet colors, lightwashes, and Black ground prints, which will be all over Material Girl's spring 2011 collection. We have a big color crush on Fusion Coral.



Ken Downing

Fashion Director, Neiman Marcus

The exotic locales of Marrakech and Morocco that inspired the bohemian influences of Yves Saint Laurent in the '70s. Hot Corals and Deep Pinks punctuated with Brilliant Blues ignite the carefree spirit of the coming season.

Essie Weingarten

Founder, Essie Cosmetics, Ltd.



Paris. It seems an obvious choice, as it is one of the historic centers of fashion, but there was a large move away from the influence of Paris in the '90s in favor of the sweeping globalism that transfigured the world. I think there has been an inevitable return to Paris. Paris means many things to many people, but for me, it is the city of feminine romance!

We are seeing Parisian sensibility in everything right now – fashion, design, literature – you name it. In fact, my spring 2011 collection is heavily influenced by French glamour. This spring will blossom in shades of Antique Roses, Pretty Beiges and Alluring Blues. Metallics, once seen as *déclassé*, are again becoming *de rigueur*. Fabulous yet subtle metallics and iridescents for spring are surprising twists on classics, yet still very demure and charming. Springtime is always the time for a beautiful breath of fresh air.

Nicole Fischelis

Group Vice President / Fashion Director, Macy's



As always during the warmer months, you will see an astounding influence deriving from the Mediterranean region, including the islands of Capri and Ibiza. Spring 2011 is about rediscovering the harmony of the Blues, Aquas and Greens of the Mediterranean. This cool color palette resonates with a variety of fabrications, including distressed denim, soft leathers and iridescence in stones and sequins. Escape into the tranquility of the islands with vibrant tropical prints, intricately draped dresses and nautical inspired pieces. The mood is one of balance, lightness and serenity.

most colorful city/location in the world and colors associated with it and why

ADAM by Adam Lippes Istanbul, hands down. The Deep Mustard, Ochre, Sapphire Blue and Emerald Greens are all very saturated and rich.

Adrienne Vittadini by Kristiina Salminen Scandinavia. I was inspired by its Blue lakes and beautiful skies.

Badgley Mischka India, especially Mumbai and Goa. You see every color in the rainbow everywhere you look.

Betsey Johnson New York City. The first burst of flowers and greens in Central Park – the Limey Lizard, Luscious Greens, Bubble Gum Pink puffy trees, daffy doses of Yellows and Whites.

Bibhu Mohapatra The Indian City of Varanasi (also known as Benares) has colors of passion, warmth and strength. Colors are Vibrant Reds, Fuchsias, Yellows, Blues and Neutrals.

Carlos Campos Brazil.

Carmen Marc Valvo Barbados. The gorgeous blues of the Atlantic coupled with the Aquas of the Caribbean and the calico prints of Bright Pink and Yellow make for a most beautiful color story.

Catherine Malandrino The South of France in the summer – a village where art and pottery is created.

Charlotte Ronson Spain. I associate Mediterranean Blue and Spanish Clay with its ornate architecture, and Tomatina Red for its lively and spirited people.

Cynthia Steffe by Shaun Kearney The Maldives. I was blown away by the vibrancy of the colors. Above water everything sparkles, and below it's even more intense – the fish, the coral, the underwater vegetation. The natural palette there is so inspiring: Sand, Turquoise, Jade, Coral, Sunburst Yellows and Oranges.

Erin Fetherston Guanajuato, Mexico is an incredibly colorful city. Nearly every house and building is painted in a different tropical color, making the cityscape feel like a vibrant mosaic.

James Coviello Mumbai, India and all its bright colors – Shocking Lime, Dusty Royal and Bright Fuchsia – remind me of the joy and happiness in the Indian people's spirit.

Lela Rose Lima, Peru is one of the most richly colorful cities in the world. Lima is a mixture of Old and New World cultures that meet at varied stages of development. There are many different architectural styles such as Spanish Baroque, French Neoclassicism and Art Nouveau that, when mixed together, make the city an arena of color and art.

Monique Lhuillier Turkey's Grand Bazaar – exotic colors in spices, fabrics and jewelry.

Nanette Lepore Istanbul, a city sparkling in sun-drenched gem tones.

most colorful city/location *continued*

Nary Manivong Laos. The country is represented by amazing jewel tones that are beautiful, rich and organic.

Pamella Roland by Pamella DeVos Positano, Italy. I love the beautiful colors of the flowers, houses and churches against the breathtaking backdrop of the Mediterranean Sea.

Peter Som Jaipur. The bold saturation of Bold Pinks, Yellows and Oranges are both dreamlike and powerful.

Ports 1961 by Fiona Cibani The majestic landscape and allure of White deserts. A humbling array of earth and sky notes creating an ombré of colors between dusk and dawn is the most colorful location in the world. Muted colors of the landscape are paired with Gold and Silver sold alongside rich spice hues of opulent bazaars.

Rebecca Minkoff The Grand Bazaar in Turkey. It covers 58 streets and is full of spices, food, jewelry and leather goods. I was instantly drawn to the brightly colored spices and teas, which is from where the Burnt Oranges, Deep Yellows and Warm Nudes of the collection are derived.

Rebecca Taylor Wellington, New Zealand. There is so much beautiful countryside and the landscape is such a vibrant shade of Green.

Tadashi Shoji Venice, Italy. The soft dusty colors of the landscape were appropriate for the upcoming season. The Pale Blues and Soft Taupes give a feeling of romance and elegance often found in Italian paintings and architectural elements.

Tibi London. The women there have so much fun with the way they dress. I love the whimsical approach to what's ultimately very sophisticated dressing.

Tommy Hilfiger New York City is incredibly vibrant – the Red in the building bricks, the Steel Grays of the high-rises and the lush Kelly Greens of Central Park.

Tracy Reese India. Its bright shades of Red, Pink and Turquoise play off of Rich Rusts, Yellows and Oranges. The color inspiration found in India is endless.

VPL by Victoria Bartlett Kenya and all the prints from the Masai Mara. I'm very inspired by African prints, the overlays and color combinations. I find their use of colors extremely modern.

Yoana Baraschi Rajasthan, India. You can almost imagine the nomad tribes adorned in Pinks, Corals, Turquoises and Yellows entering the Pink City (Jaipur) – an explosion of maximum spectrum colors under the brightest sun I know.

Style. It's not what you do. *It's how you do it.*

Buying groceries. Paying the dry cleaner. Getting Sparky groomed for the dog show. Whatever you're buying, now you can do it in style with the new **PANTONE Visa® Platinum Rewards Card**.

Are you a dynamic Firecracker? Or more of a spiritual Lavender? The PANTONE Visa Platinum Rewards Card comes in five exciting hues – hot new fashion colors right off the runways – featured in the PANTONE Fashion Color Report for Spring 2011. One of these colorful cards is bound to express your inner fashionista!

PANTONE 18-4039 Regatta
trustworthy, noble, generous

PANTONE 15-4825 Blue Curacao
sensuous, tender, inviting

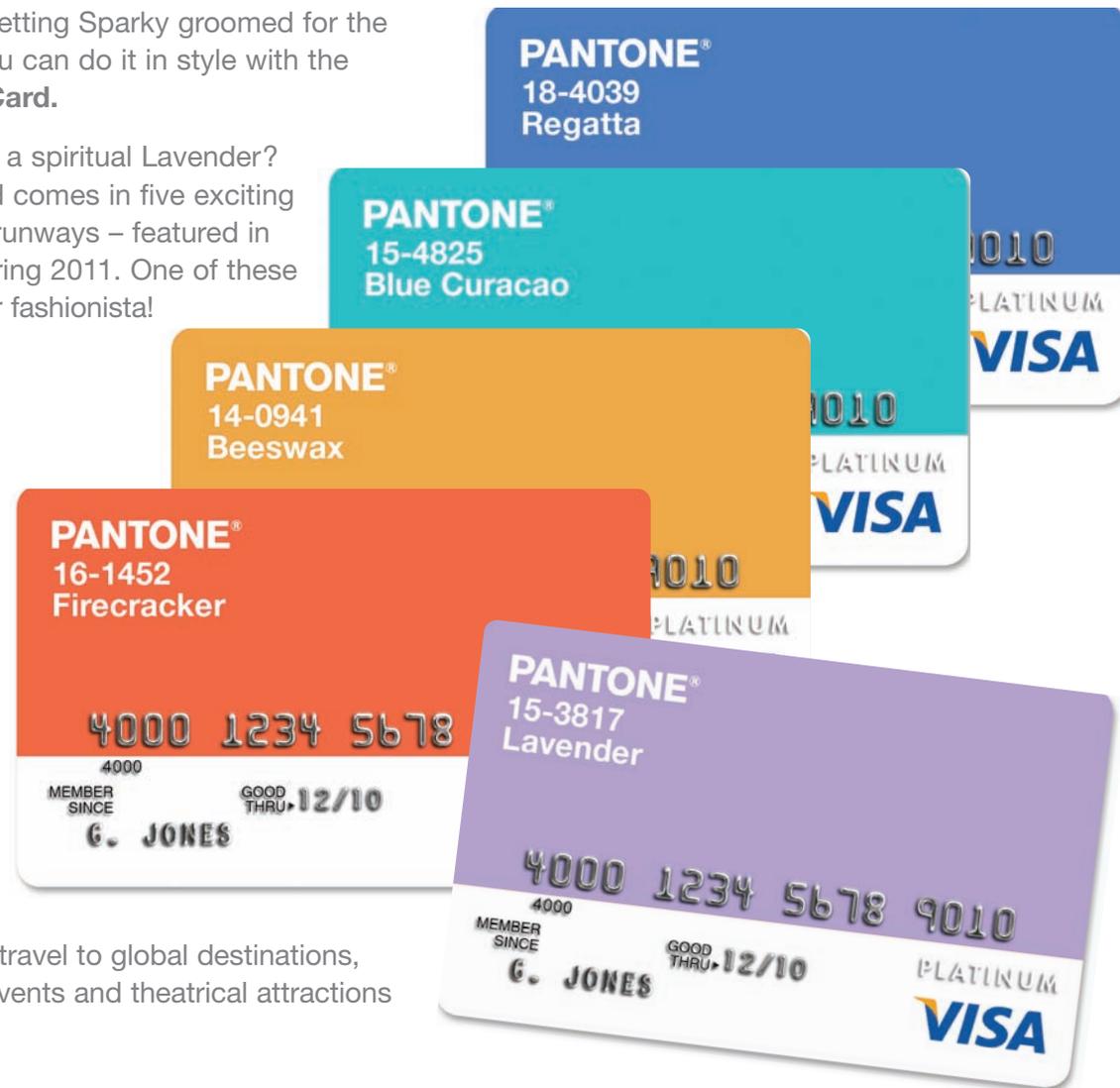
PANTONE 14-0941 Beeswax
warm, sincere, generous

PANTONE 16-1452 Firecracker
cheerful, dynamic, tuned in

PANTONE 15-3817 Lavender
insightful, intuitive, spiritual

The PANTONE Visa Platinum Rewards Card comes with **benefits** like no annual fee, a low introductory APR, 24/7 customer service, travel insurance and more. Plus using your PANTONE Visa Card can earn you **rewards** including free and discounted travel to global destinations, great merchandise, tickets to top sporting events and theatrical attractions – and the list goes on and on.

So, whether you're just paying bills or stepping into your stilettos for a night out, don't just make a purchase, make a statement with the PANTONE Visa Platinum Rewards Card. Apply today – and shop in style!



Kick Back in Pantone Inspired Style: PANTONE HOTEL Opens in Brussels

World travel often serves as inspiration for design, and this season we asked designers to dig deep into their travel journals to tell us which city or location they consider the most colorful in the world. Designers responded with many rich, vibrant color stories – from distant lands like Turkey, India and Morocco, to places that are a bit closer to home, like New York and Los Angeles.

Pantone is inspired by travel as well, and recently announced the opening of the first PANTONE HOTEL in Brussels, a city rich in design. Located near Avenue Louise, a bustling shopping district dotted with designer boutiques, the PANTONE HOTEL is perfect for travelers who like their lodgings to be stylish and comfortable. The HOTEL boasts a chic, colorful design with each floor highlighting a specific PANTONE Color. Guests can relax and enjoy a color-themed cocktail in the PANTONE BAR or take in Brussels' architecture from the rooftop patio. For more information, go to www.pantonehotel.com.





PANTONE FASHION+HOME SMART Color System

Design continues to take place closer and closer to the season. Don't let your ideas get left behind on the studio floor. With an international distribution network, a wider variety of material formats, local language technical support, digital data and affordable product pricing, PANTONE FASHION + HOME helps you get your color right – and get it right now – across materials, across markets and across the globe. www.pantone.com/fashion+home

Pantone Honors Color Innovation

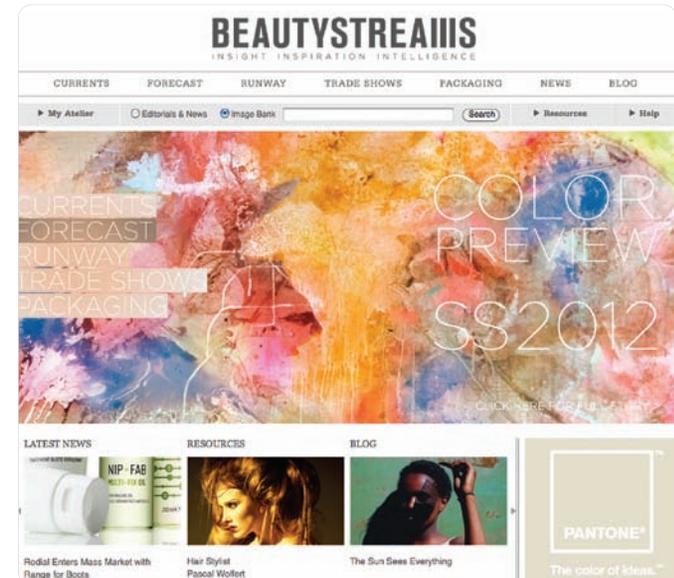
Pantone joins the inaugural WGSN Global Fashion Awards event on November 10 in New York City. Pantone will present two Special Color Awards – one to a designer and one to a retailer whose use of color is always surprising and sets the agenda for the season's palette time and time again. For an update, go to: www.globalfashionawards.com



handbagdesigner101.com

Congratulations to the winners of the 2010 Independent Handbag Designer Awards™ presented by *InStyle* magazine. More than 900 entrants worldwide competed for awards in eight categories – from Most Innovative Handbag Inspired by MARK to Best Use of CRYSTALLIZED™ Swarovski Elements. Read about the winning designs and the artists who created them: www.handbagdesigner101.com/winners_2010

Welcome Beautystreams! We want to welcome our most recent partner, beautystreams.com, a new online trend source providing product development and marketing professionals in the beauty and packaging industry with the relevant market information needed to identify and act upon emerging trends in the beauty industry. www.beautystreams.com



www.pantone.com/spring2011

Honeysuckle PANTONE 18-2120	Russet PANTONE 18-1235	Coral Rose PANTONE 16-1349	Regatta PANTONE 18-4039	Peapod PANTONE 14-6324	Blue Curacao PANTONE 15-4825	Beeswax PANTONE 14-0941	Lavender PANTONE 15-3817	Silver Peony PANTONE 12-1206	Silver Cloud PANTONE 15-4502
CMYK 4-75-24-0 GOE 26-2-4 PLUS 205	CMYK 44-67-76-9 GOE 21-4-3 PLUS 876	CMYK 0-63-86-0 GOE 19-1-4 PLUS 1645	CMYK 73-28-0-0 GOE 83-1-3 PLUS 660	CMYK 56-0-51-0 GOE 124-1-2 PLUS 7723	CMYK 63-0-22-0 GOE 98-1-3 PLUS 3115	CMYK 0-30-78-0 GOE 9-1-3 PLUS 157	CMYK 33-32-0-0 GOE 56-1-2 PLUS 522	CMYK 3-13-15-0 GOE 13-4-1 PLUS 7604	CMYK 25-19-23-0 GOE 158-1-1 PLUS warm gray 3

The PANTONE PLUS SERIES for multimedia graphics is an enhancement and replacement of our flagship PANTONE MATCHING SYSTEM®. The new PLUS SERIES retains all the classic colors of the PANTONE MATCHING SYSTEM while building on its legendary success with exciting new colors and features. With 224 new market-proven solids, 300 new dazzling, durable PREMIUM METALLICS and 42 hot new NEON colors – plus exciting new color tools and robust software – the PLUS SERIES provides almost unlimited creative options to today’s color professionals.

The PANTONE Goe™ System The PANTONE Goe System is a color inspiration and specification system for the graphic arts industry, including 2,058 new PANTONE Colors, plus modern tools and interactive software for multimedia color reproduction.

For more information on these and other PANTONE Products, visit www.pantone.com.

PANTONE Fashion Color Report, Volume 34, September 2010. Pantone LLC, 590 Commerce Blvd., Carlstadt, NJ 07072-3098 Tel: 201.935.5500. PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE FASHION+HOME Color System publications for accurate color. PANTONE® and other Pantone LLC trademarks are the property of Pantone LLC. Pantone LLC is a wholly owned subsidiary of X-Rite, Incorporated. All other trademarks are the property of their respective owners. © Pantone LLC, 2010. All rights reserved. Design by John De Francesco.



myPANTONE™ for the iPhone®

Lela Rose’s spring 2011 collection was inspired by “the richly woven Peruvian textiles in Lima, Peru” while Rebecca Taylor got her inspiration from “wild flowers against luxe Green fields.” Love fashion and color? Constantly finding inspiration on the go like your favorite designers? Then the myPANTONE Application for the iPhone is for you!

myPANTONE takes advantage of the iPhone’s built-in camera to let color lovers capture whatever inspires them – from architecture and street scenes to fashion and nature. Colors can be extracted from any photo on the iPhone and then matched to the closest PANTONE Colors. myPANTONE puts the power of the entire PANTONE Color Library in your pocket, enabling anyone to capture, create and share PANTONE® Color Palettes wherever and whenever they find inspiration.