



NEW YORK FASHION WEEK • FALL 2012 • FEBRUARY 9 – 16

PANTONE® fashionCOLOR REPORT fall2012



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James Coviello

PANTONE® fashion COLOR REPORT fall 2012



Fall 2012: The **Magic** of **COLOR**

From love potions and the magical hour of sunset to witches and warlocks, fantasy and illusion are inspiring designers this fall season. With an unexpected mix of darks, brights and neutrals, they cleverly manipulate reality to transport consumers to an enchanting place, free from the stresses of everyday life.

“By playing to consumers’ practical side with versatile neutrals, and boosting their confidence with bold, spirited hues, this skillfully balanced palette has something for everyone,” said Leatrice Eiseman, executive director of the Pantone Color Institute®.

As the season transitions from the heat of summer, **Bright Chartreuse**, a vital yellow-green, pays homage to a typical spring shade and creates a bridge into the cooling days of fall. Reminiscent of bright green foliage, it provides a perfect accent to every color in the palette.

Like the name implies, **Pink Flambé** is a delicious, vibrant pink with a bit of heat to it. Pair it with vivacious and enticing **Tangerine Tango** for an ongoing retro feeling. Or, to bring a calming element to the mix,

combine these vibrant warm tones with **Ultramarine Green**, a deep, cooling blue-green. Ethereal **Rhapsody** is a grayed-down purple that also encourages comfort and serenity with its quiet, muted tone.

Honey Gold, a mellow, burnished yellow, suggests the soft-muted tones of sunlight to brighten a fall day. Pair it with sensible and strong **Olympian Blue**, a patriotic blue that will surely make its way into fall and winter athletic apparel.

Rich and robust, **French Roast** is a tasty, sophisticated hue that is a great alternative to the black and charcoal basics typically worn in the fall. Other staple neutrals include elegant and versatile **Titanium**, the quintessential cool gray, and **Rose Smoke**, a veiled rose tone that pairs well with Rhapsody and Titanium.

For nearly 20 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 fall 2012.

French Roast
PANTONE 19-1012

Tangerine Tango
PANTONE 17-1463



Tracy Reese

www.tracyreese.com

facebook.com/tracyreese

@tracy_reese

inspiration

I love looking at interiors for fabric and color inspiration: I have a picture on my mood board of a room with Mint Green walls, Antique Gold accents and a very cool Bright Orange velvet chair; I also have an amazing picture of Helena Rubinstein's bedroom — the walls are Bright Orange, the bedcover is Purple-ish Blue and the headboard is Gothic Black — love it!

prominent colors

Sour Citrus Yellow paired with Rich Jade Green and Fiery Red Orange — these bright tones are the perfect foil for the Medium Heather Gray and Camel neutral tones we are showing for fall; I am also pairing Fiery Orange with a Luminous Violet — it's very baroque

signature color

Fiery Orange! — it is lively and delicious and brightens everything it touches

must-have item

A printed pencil skirt — I am loving this skirt right now and I want to wear colored and patterned bottoms

cosmetic accents

I will keep the cosmetics pretty neutral this season to play off the bright colored clothing; the fingernails will be metallic!

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Honey Gold
PANTONE 15-1142



Carmen Marc Valvo

www.carmenmarcvalvo.com/

facebook.com/pages/Carmen-Marc-Valvo/120936345623

[@carmenmarcvalvo](https://twitter.com/carmenmarcvalvo)

inspiration

The smokey timelessness of Lauren Bacall in her film noir days

prominent colors

Neutral shades of Camel combined with soft winter pastels

signature color

Camel — it's classic, elegant and an investment color

must-have item

A beautiful Camel coat

cosmetic accents

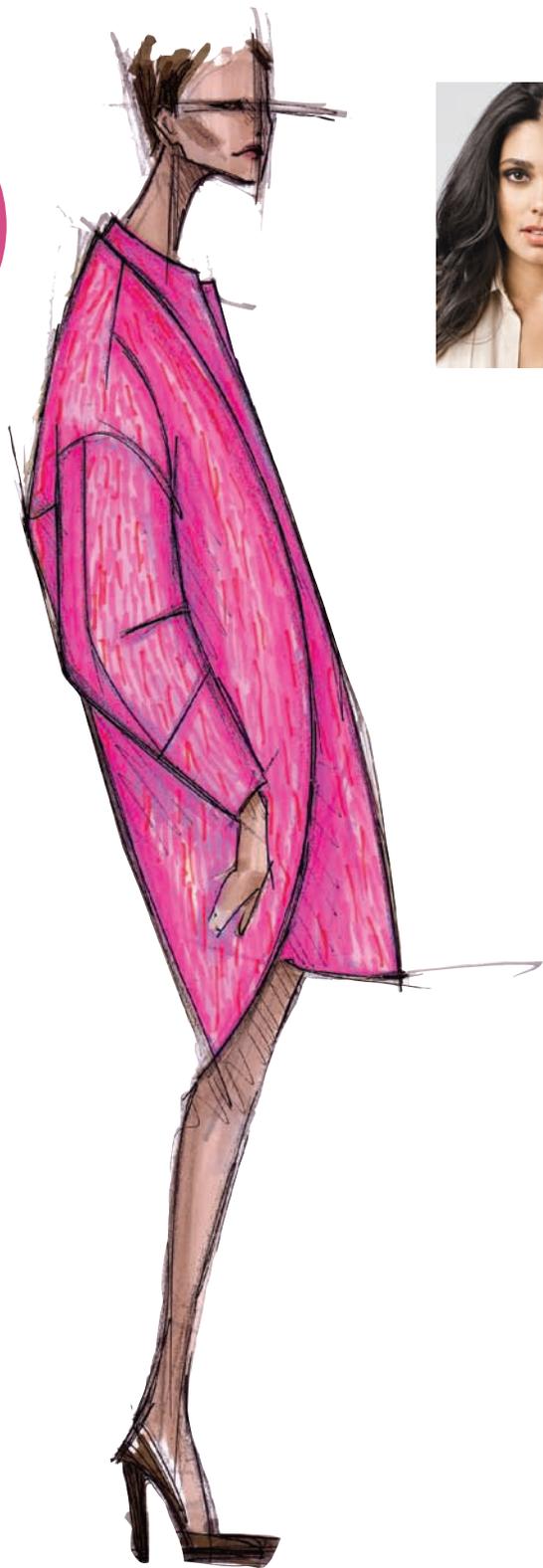
Smokey eyes

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Pink Flambé
PANTONE 18-2133



Rachel Roy

www.rachelroy.com

facebook.com/rachelroy

[@rachel_roy](https://twitter.com/rachel_roy)

inspiration

Urban architecture meets elements of nature — this fall collection is inspired by women landscape artists

prominent colors

Nature's landscape: the color palette contrasts between dark tones of Granite, Slate and Soil with pops of Bright Pinks and Purples; prominent colors of warm and cool shades of Green and Berry with brushed Coppers are combined in beautiful silhouettes

signature color

Landscape (an Olive-cast Green) and Garnet

must-have item

The dress

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Tangerine Tango
PANTONE 17-1463



Bill Blass by Jeffrey Monteiro

www.billblass.com

facebook.com/pages/Bill-Blass/12926187042992

@Bill_Blass

inspiration

Paintings by Mark Rothko and Anette H. Flensburg — their use of color is the source of their work

prominent colors

June Bug Green, Ultramarine Green, Jester Red, Excalibur Gray and Olympian Blue — our technique for combining colors in this collection is using tones and shades of the same color for shading, and mixing texture with texture, matte with shine, texture with matte, etc.

signature color

Jester Red — it was ubiquitously found on our inspirations boards and in the paintings of Mark Rothko and Anette H. Flensburg — furthermore, the color works perfectly in the fibers and textures of fabrics we are using

must-have item

Jersey-back felt jacket in Excalibur Gray with the perfectly luxuriating mink trim

cosmetic accents

Color is the first stage of a collection's development: it is a focus and a constant in the process of designing a collection; color always tends to set ideas in motion; throughout the Bill Blass fall 2012 collection there is a strong focus on the chroma of jewel tones

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Ultramarine Green
PANTONE 18-5338



Ella Moss by Pamela Protzel Scott

www.ellamoss.com

facebook.com/ellamossbrand

inspiration

Fall 2012 is about “LOVE MAGIC” — witches and warlocks, misty landscapes, love potions and dreamy skies set the mood for colors this season

prominent colors

Bold rich colors mixed back to fresh neutrals and classic tones: Tomato Red paired with Elephant Gray, Cobalt Blue with True Navy, Bright Fuchsia mixed with Deep Eggplant, Duck Green and Heather Denim

signature color

Duck Green feels fresh and inspiring this fall — its rich intensity and boldness in color are a perfect complement to a casual or more dressed up wardrobe

must-have item

An Ella Moss dramatic high/low hem dress is a must have this fall — I love it in our Crystal Green chiffon print, it mixes shades of Spruce and tones of Jade, and it’s so easily transitional from late summer into the fall months

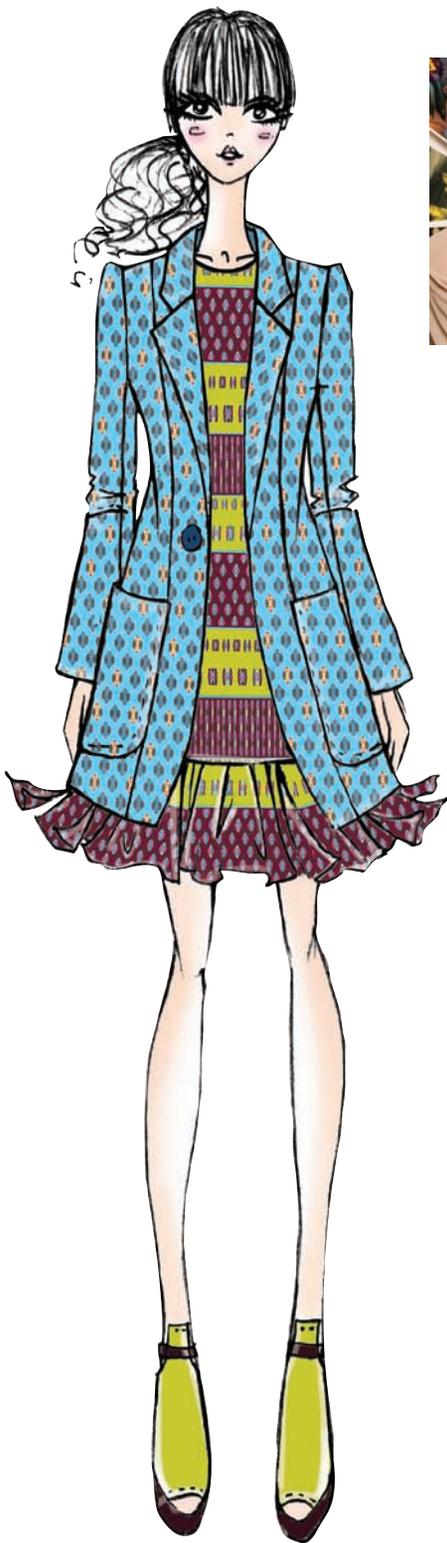
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Bright Chartreuse
PANTONE 14-0445

Pink Flambé
PANTONE 18-2133



Nanette Lepore

www.nanettelepore.com

facebook.com/nanettelepore.fb

[@nanettelepore.com](https://twitter.com/nanettelepore.com)

inspiration

I loved the use of color in “Francesco Clemente. The Tarots” at the Uffizi

prominent colors

Cyan, Ripe Mulberry, Chartreuse, Dark Forest, Flame, Deep Amber and Gold

signature color

Intense Cyan Blue juxtaposed with Ripe Mulberry

must-have item

Lots of shirts, a skirt with movement and a jacket with an elongated smoking shape

cosmetic accents

The make-up is the final detail that brings each look together — this season we are feeling the importance of the eyes

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Olympian Blue
PANTONE 19-4056



Tadashi Shoji

www.tadashishoji.com

[facebook.com/TadashiShojiFan](https://www.facebook.com/TadashiShojiFan)

@TadashiShoji

inspiration

The Golden Age of Shanghai — a glamorous world of modernity, change and prosperity

prominent colors

Brilliant jewel tones are exemplified against a neutral backdrop: Marina, Seagrass, Hazel and Ginseng

signature color

Hazel because it mimics the opulence of the era

must-have item

A sheath lace dress in Seagrass

cosmetic accents

A neutral palette enhances the rich beautiful colors of the collection with a pop of color on the lip to add interest

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Titanium
PANTONE 17-4014

Ultramarine Green
PANTONE 18-5338



Charlotte Ronson

www.charlotteronson.com

[facebook.com/#!/pages/Charlotte-Ronson/122582494457652](https://www.facebook.com/#!/pages/Charlotte-Ronson/122582494457652)

@charlotteronson

inspiration

The free-spirited bohemian lifestyle with a nod to the tribal nomads of the world — their beautiful vibrant prints, patterns and textures, juxtaposed with a modern and sleek '70s silhouette

prominent colors

Sandy Camel, Deep Emerald Green, Insignia Blue, Caviar Black, Aurora Red with highlights of Merlot, Sunshine Yellow, Cool Gray and Pure Ivory

signature color

Deep Emerald Green — it represents the richness of a bohemian lifestyle, the connection with nature and our natural instinct to travel and explore

must-have item

The Oba print slip dress — it's influenced by geometric tribal patterns and features our most important color, Deep Emerald Green, with highlights of Cool Gray, Sandy Camel and Insignia Blue

cosmetic accents

We accentuate our designs by using complementary colors — this season we concentrate on a warm, wild oasis desert palette, which is represented in our color selection

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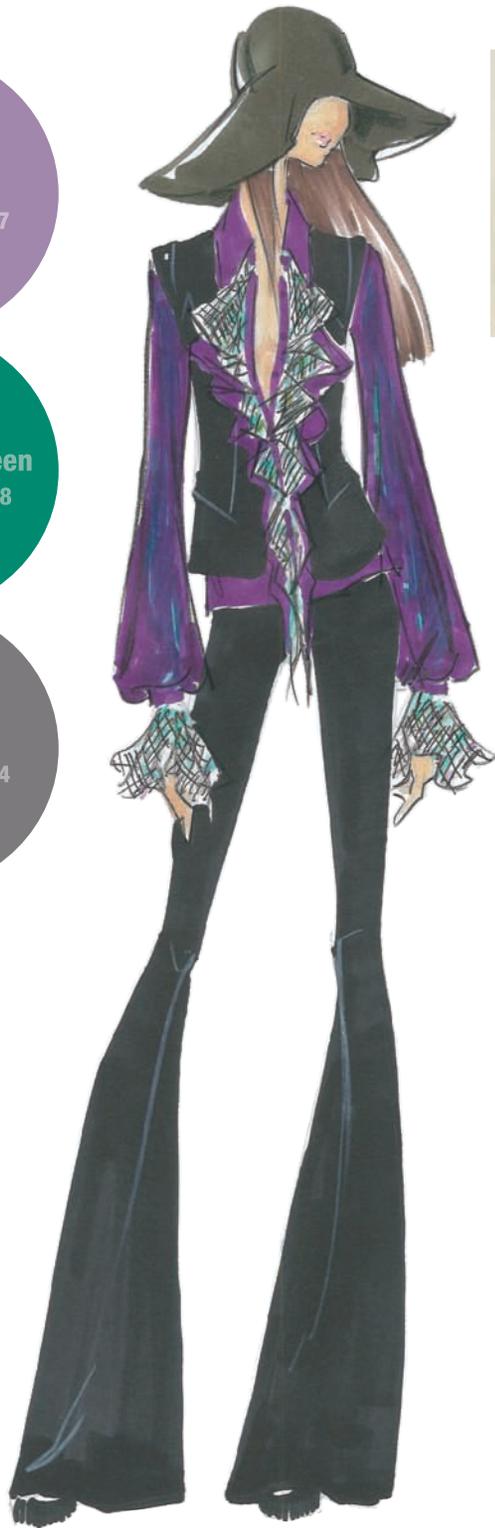
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Rhapsody
PANTONE 16-3817

Ultramarine Green
PANTONE 18-5338

Titanium
PANTONE 17-4014



Nicole Miller

www.nicolemiller.com

[facebook.com/NicoleMiller](https://www.facebook.com/NicoleMiller)

@NicoleMillerNYC

inspiration

Listening to music from the '70s

prominent colors

Pine, Rust, Forest and Plum — I am using lots of different Greens and Purples throughout

signature color

Charcoal is my neutral

must-have item

An alpaca vest which comes in Plum and Pine

cosmetic accents

I like the eyes a Smokey Charcoal with a neutral lip

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Rose Smoke
PANTONE 14-1506

Tangerine Tango
PANTONE 17-1463

Olympian Blue
PANTONE 19-4056



BCBG by Max and Lubov Azria

www.bcbg.com

[facebook.com/BCBGMAXAZRIA](https://www.facebook.com/BCBGMAXAZRIA)

[@BCBGMAXAZRIA](https://www.instagram.com/BCBGMAXAZRIA)

inspiration

Art as well as popular culture, movies, music and the geographical settings surrounding Los Angeles — Urban Grays, Warm Desert hues and Cool Ocean Blues form an integral part of our palette

prominent colors

A variety of light/dark and neutral/bright color compositions: Deep Navy, Bordeaux and Light Stone are highlighted with Warm Sunset Orange and Electric Blue pops; Warm Neutral is blocked with Honey Yellow, Dusty Peach, Tans and a pop of Burgundy; a dusty combination of Olive Drabs and Green Ochre is brought alive by a fresh shot of White

signature color

Light neutrals, Bright Sunset Orange and Electric Blue play a strong role in creating interest and balance

must-have item

Personally, I love a dress that can take a woman from day to evening with effortless elegance — this season, we took our dresses to the next level by harmoniously synthesizing shape and color in new proportions

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Olympian Blue
PANTONE 19-4056



Hervé Léger by Max and Lubov Azria

www.herveleger.com

facebook.com/HerveLeger

[@HerveLegerbyMA](https://twitter.com/HerveLegerbyMA)

inspiration

Modern architecture, equestrian details and automotive interiors

prominent colors

Blue Sapphire, Rio Red, Gray Night, Mahogany, Kale and Rustic Red

signature color

Blue Sapphire and Rio Red — for us, they represent Hervé Léger by Max Azria's resolutely modern aesthetic

must-have item

Our new dress with a pleated A-line skirt and hardware details in Rio Red and Blue Sapphire

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French Roast
PANTONE 19-1012

Olympian Blue
PANTONE 19-4056

Honey Gold
PANTONE 15-1142



Lela Rose

www.LelaRose.com

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@lela_rose

inspiration

Bridges — and the metals used to build them — combined with the sulfurous patina achieved over time

prominent colors

Sulfurous Amber, Russet, Rust, White Silver and Bronze

signature color

Sulfurous Amber — I don't think I have ever shown a collection without some shade of this color — it continues to be a tone that captivates me

must-have item

A double-face wool knit jacket in Navy and Russet — this is the perfect daytime jacket that works with everything and always looks turned out

cosmetic accents

I like to complement the collection by choosing a tone of seasonal colors, either highlighted on the eye or lightly on the lip

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Pink Flambé
PANTONE 18-2133



Peter Som

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@Peter_Som

inspiration

The idea of classic, rich fall colors that have a masculine edge done in a head-to-toe look of one singular color — Katharine Hepburn meets Audrey Hepburn

prominent colors

Rich fall colors, including Deep Fig Maroon and Green Gables; also featured are Egret Winter White, Classic Camel and Licorice Black with punctuations of Beaujolais Red and Shrinking Violet Pink

signature color

Fig — it's a deep rich color that has a luxurious yet modern feel

must-have item

A stretch wool peplum dress in Egret Winter White

cosmetic accents

Cosmetics will play a big role in defining the look of the collection — Soft Blush tones predominate

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Titanium
PANTONE 17-4014



Rebecca Minkoff

www.rebeccaminkoff.com

inspiration

Jewel tones and shadows

prominent colors

Merlot, Nude, Mirage Gray, Raspberry, Dijon Yellow, Deep Mahogany, Cinder, Scarlet, Coral Pink, Salute, Charcoal, Azure, Harbor Blue, Plum, Ruby Orange and Snow

signature color

Dark Blue

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Olympian Blue
PANTONE 19-4056

Rhapsody
PANTONE 16-3817



Tommy Hilfiger

www.tommy.com

facebook.com/tommyhilfiger

@tommyhilfiger

inspiration

Classic prep meets military

prominent colors

We're playing with heavy twills and knits in rich jewel tones such as Zinfandel, Midnight Navy, Forest Night and Dijon

signature color

Deep Reds and Blues in shades of Zinfandel to Plum Perfect, and Midnight Navy to Insignia Blue

must-have item

Military-inspired outerwear with a color blocking treatment in Zinfandel, Midnight Navy or Dijon

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Pamella Roland by Pamela DeVos

www.pamellaroland.com

facebook.com/pages/Pamella-Roland/114478281905420?sk=wall

@pamellaroland

inspiration

Aspen and its beautiful, natural landscapes — this season, the focus is around a photographic print of Aspen trees that has been developed exclusively for this collection

prominent colors

Dark hues of Charcoal Gray, Mink Brown and Midnight Black with eye-catching splashes of Ice Blue, Fire Red and Autumn Marigold; glimpses of Winter White and Starlight Silver tie into the daytime looks and evening wear to create a luxurious palette of Aspen inspired color trends

signature color

Ice Blue — drawing from the snow and ice on the Aspen slopes, this sharp color is timeless and elegant

must-have item

The Midnight Black structured, quilted jacket — a chic, outerwear option, the metallic fabric with subtle jacquard adds something special to your winter wardrobe

cosmetic accents

Color cosmetics add the finishing touches to the looks — this season, there will be a strong focus on a heavy smokey eye to pair back to the deep color palette of the collection

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Olympian Blue
PANTONE 19-4056

Pink Flambé
PANTONE 18-2133



James Coviello

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@jamescoviello

inspiration

The quirky color combinations of early '60s interior decorations — think Olive refrigerator and Pink walls

prominent colors

We are using two color stories that use bold contrast colors to really make our prints pop: Tangerine Pink and Black Polka dots on a Midnight Slate background or Citron Lime and Aqua dots on a Light Rust background

signature color

We are using bright accent colors, such as Tangerine Pink, in prints as well as color blocking details to add pops of color while keeping the palette warm and dark for fall

must-have item

A '60s inspired wool swing coat in an unexpected color such as Light Rust

cosmetic accents

Bright lips in Berry Citrus colors complement the accent colors sprinkled throughout the collection

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Pink Flambé
PANTONE 18-2133

Honey Gold
PANTONE 15-1142



Barbara Tfank

inspiration

“The magic hour” — the cinematic term for sunset — an especially desirable time to shoot due to the golden quality of the light

signature color

PANTONE 176

must-have item

A sunset evening dress featuring embroidery in Gold and Bordeaux

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Olympian Blue
PANTONE 19-4056

Rhapsody
PANTONE 16-3817



Hyden Yoo

www.hydenyoo.com

[facebook.com/hyden.yoo1](https://www.facebook.com/hyden.yoo1)

@hydenyoo

inspiration

Willem de Kooning's "A Retrospective" at MoMA — I love his use of abstract shapes and bright color palettes

prominent colors

Lapis Stone Blue, Willem Blue, Luscious Lilac, Mixed Berries, Sensual Wine, Dirty Fuchsia, Bright Dahlia, Purple Gray and Deep Purple

signature color

Lapis Stone Blue is seen throughout the collection — either injected as highlights or taking over the entire piece, this color adds pop to a traditionally Gray and Black season

must-have item

Our Lapis Stone Blue double-breasted suede cropped jacket matched with our Mixed Berry cashmere oversized turtle neck — I improvised the shapes of these classic styles to make it fresh and bold

cosmetic accents

I think color cosmetics can dictate the mood of each look — I try to stay away from anything too dramatic and would rather go a little more natural with subtle highlighting — I'm focusing on the Purple hues this season

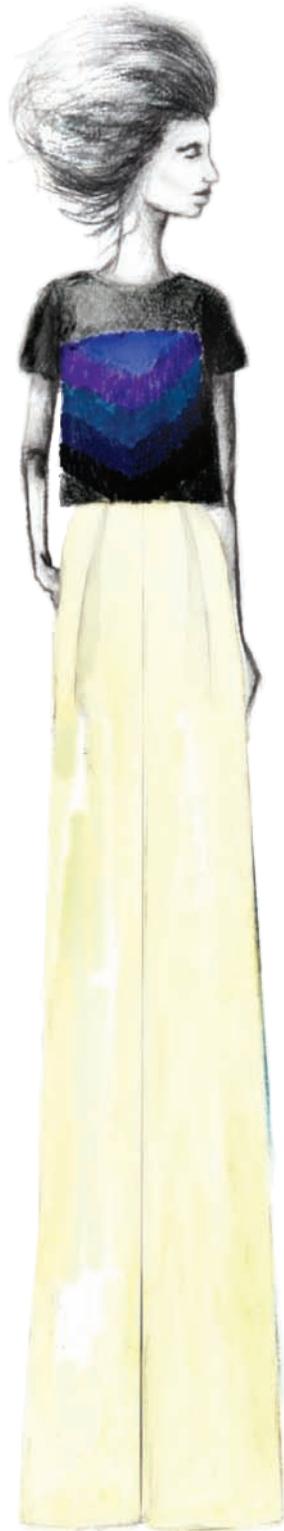
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Honey Gold
PANTONE 15-1142

Olympian Blue
PANTONE 19-4056



NAHM by Nary Manivong and Alexandria Hilfiger

www.nahm-ny.com

facebook.com/NAHMny

@NAHMny

inspiration

Our economy — women need fantasy, escape, happiness and color to lift their spirits

prominent colors

Aqua, Salmon, Plum, Navy, Jewel-toned Chartreuse, Cream, Warm Gray, Black and Blush Powder

signature color

Aqua as it is a bright and happy palette cleanser for fall

must-have item

Nary: Our fitted pleated shirtdress in Gray

Alexandria: Our Egyptian printed elastic drop-waist shirtdress

cosmetic accents

Natural beauty should be the strongest characteristic — if there's enough color in your clothes, you don't need more on your face

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Tangerine Tango
PANTONE 17-1463



Pink Flambé
PANTONE 18-2133



Betsey Johnson

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[facebook.com/xobetseyjohnson](https://www.facebook.com/xobetseyjohnson)

[@xobetseyjohnson](https://www.instagram.com/xobetseyjohnson)

inspiration

Because I have to, rightfully so, blast apart a calm collection with bright colors

prominent colors

Hot-to-trot neons of Flaming Orange, Laser Lemon and Ultra-Ultra Violet kept calm within Pigeon Gray and Dove White on Midnight Black

signature color

Neon Shocking Pink — because that is me!

must-have item

Hot Pink hot pants

cosmetic accents

The '60s-esque makeup palette of White, Gray and Black and a glossy Nude to contrast the neons

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must-have items for fall 2012

Barbara Tfank A sunset evening dress featuring embroidery in Gold and Bordeaux

BCBG Personally, I love a dress that can take a woman from day to evening with effortless elegance — this season, we took our dresses to the next level by harmoniously synthesizing shape and color in new proportions

Betsey Johnson Hot Pink hot pants

Bill Blass by Jeffrey Monteiro Jersey-back felt jacket in Excalibur Gray with the perfectly luxuriating mink trim

Carmen Marc Valvo A beautiful Camel coat

Charlotte Ronson The Oba print slip dress — it's influenced by geometric tribal patterns and features our most important color, Deep Emerald Green, with highlights of Cool Gray, Sandy Camel and Insignia Blue

Ella Moss by Pamela Protzel Scott An Ella Moss dramatic high/low hem dress is a must have this fall — I love it in our Crystal Green chiffon print, it mixes shades of Spruce and tones of Jade, and it's so easily transitional from late summer into the fall months

Hervé Léger Our new dress with a pleated A-line skirt and hardware details in Rio Red and Blue Sapphire

Hyden Yoo Our Lapis Stone Blue double-breasted suede cropped jacket matched with our Mixed Berry cashmere over-sized turtle neck — I improvised the shapes of these classic styles to make it fresh and bold

James Coviello A '60s inspired wool swing coat in an unexpected color such as Light Rust

Lela Rose A double-face wool knit jacket in Navy and Russet — this is the perfect daytime jacket that works with everything and always looks turned out

NAHM by Nary Manivong and Alexandria Hilfiger

Nary: Our fitted pleated shirtdress in Gray

Alexandria: Our Egyptian printed elastic drop-waist shirtdress

Nanette Lepore Lots of shirts, a skirt with movement and a jacket with an elongated smoking shape

Nicole Miller An alpaca vest which comes in Plum and Pine

Pamella Roland by Pamela DeVos The Midnight Black structured, quilted jacket — a chic, outerwear option, the metallic fabric with subtle jacquard adds something special to your winter wardrobe

Peter Som A stretch wool peplum dress in Egret Winter White

Rachel Roy The dress

Tadashi Shoji A sheath lace dress in Seagrass

Tommy Hilfiger Military-inspired outerwear with a color blocking treatment in Zinfandel, Midnight Navy or Dijon

Tracy Reese A printed pencil skirt — I am loving this skirt right now and I want to wear colored and patterned bottoms

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PANTONE men's fashion colors fall2012



Tommy Hilfiger

Men's Colors Evoke a Tasteful and Confident Look for Fall 2012

Similar to this season's palette for women, there is something for everyone in the top color selections for men. **Rhubarb**, a deep, pungent hue, brings intensity to the palette, and is best paired with **Tangerine Tango** and **Honey Gold** for a typical collegiate look. To hit the ski slopes in style, combine **Ultramarine Green** with **Bright Chartreuse** and **Olympian Blue** for the ultimate in winter athletic apparel.

Moving from the vibrant tones of fall to more neutral basics, **Whitecap Gray** is a classic off-white, reminiscent of an overturning wave under a winter sky. **Sea Fog**, a gray with a muted purple cast, exudes just the right amount of confidence and masculinity. Pair these two neutrals with the strength of **Titanium** for a subtle and sophisticated direction. Combine all three neutrals in a dress shirt or tie with basic, versatile **French Roast** for a classic fall look.

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fashion influencers

What beauty trend and color palette do you predict will be hot for fall 2012?

Is there a past beauty trend that should be considered the ultimate “fashion don’t?”



Heidi Ware, Senior Fashion Editor, eBay

For beauty trends, I predict long disheveled braids and long hair that is tousled with uneven layers. For colors, I’m going to predict Race Car Reds, Indigos and neutrals such as Clay and Dove Gray. And for discovering even more standout colors to add to your wardrobe this year, I’m loving the Image Swatch feature on eBay Fashion’s iPhone app — you just snap a photo of whatever is

inspiring you at the moment and the tool searches eBay for similar colors and patterns. It’s an awesome way to find new styles out of your comfort zone that you normally wouldn’t shop for.



Eugenia Kim, CEO and Head Designer, Eugenia Kim, Inc.

Thinly plucked brows were great in the ‘30s, but today women are seeking full eyebrows since they are more luxurious and youthful. Full brows also balance out strong, daring hat shapes with medium to large brims. These larger brimmed hats are very popular right now and will continue to be. Rich colors such as Cranberry, Wine, Rust and Apricot combined with neutrals like Tawny, Beige and Taupe with

Rosy tints complement a range of skin tones. It’s important to our design process to choose the perfect shades that will complement a variety of women. These colors are what our buyers and customers are really responding to lately.



Kara Ross, Accessories Designer

No color is wrong if paired with the right thing! It’s just a matter of picking a color that’s complementary with your skin tone, appropriate for a time and a place, and other circumstances, etc. If you look at fashion right now — there is such a tremendous explosion of contrasting prints and colors — I love it! The unexpected or what some say “ugly” color can really appear beautiful if paired with the right thing (or other color).

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Is there a past beauty trend that should be considered the ultimate “fashion don’t?”



Tom Bachik, Celebrity Manicurist

The hottest accessory in 2012: fashion for the fingertips. The personal self-expression known as Nail Art re-emerges and color is everywhere as we take cue from the celebrity styles of Katy Perry, Lady Gaga, Nicki Minaj and Zooey Deschanel to name a few. I see fall color immersing us in rich muted jewel tones like Deep Plum, Sage and Burnt Orange. Complementing tones of Dusty Rose and Mauves, Chocolate Brown and Cerulean Blue create a retro futuristic vibe. The ultimate fashion don't: Duckbill nails — a style of nails that actually gets wider toward the tip. Though they may help reach Olympic swimming speeds they do nothing to enhance the look of nails for beautiful elegant hands.

www.cloutierremix.com/tombachik. [facebook.com/tom.bachik](https://www.facebook.com/tom.bachik). @RedCarpetMan



Colleen Sherin, Senior Fashion Director, Saks Fifth Avenue

In terms of a beauty trend and color palette for fall 2012, I believe we will see a return to a more classic and polished look, with a Deep Red lip, possibly complemented by a smokey eye. Hair may be swept back into an undone pony tail or chignon. This was prevalent in several of the early fall collections and also appeared on many a stunning starlet during the awards season. This is a striking look when worn with some of the Darker Green, Petrol and Berry tones of the season.



Nicole Fischelis, Group Vice President/Fashion Director, Macy's

Deeply Saturated Blue/Green shades of Teal will give a special intensity to the fall 2012 palette. From a variety of silhouettes, new fabrications and combinations of conversational prints, fusion is the key this fall. In addition, shimmer and shine add a new level of sophistication to the season. Makeup takes center stage with jewel eye shadow tones of Purple and Deep Greens, long lashes, Ruby lips and shimmer nails.

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PANTONE fashion **COLOR** REPORT fall 2012

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fashion influencers

What beauty trend and color palette do you predict will be hot for fall 2012?

Is there a past beauty trend that should be considered the ultimate “fashion don’t?”



Margarita Arriagada, Senior Vice President of Merchandising, Sephora

This fall, beauty looks revolve around rich tonal hues of purple, smoke and browns. Palettes that help her create a sultry eye without relying heavily on black and gray emerge as the must have. Some of the brands that feature these color combinations are Sephora Collection Moonshadow Baked Palette (In the Nude), Urban Decay Naked 2 and Make Up For Ever La Boheme Eye Shadow palette.

At Sephora, we believe makeup is about self expression; therefore “don’t” doesn’t exist. What we know doesn’t work any longer for women and cosmetics, is the rule of one look for all, like blue eyeliner or dark lipstick. For example, I love the resurgence of the hot pink lip for spring, but I wear it with a bronze gloss over top, that is more appropriate for my skin tone and age. Anything is customizable these days, you can still be on trend while adapting to your personal preference, and that’s something we hope never fades away.

SEPHORA + PANTONE UNIVERSE

Sharing a strong passion for how color can transform a face, mood or even an attitude, Pantone has partnered with Sephora, the leading beauty specialty retailer, to create an extraordinary collection that will change how consumers wear, feel and think about color. Launching in spring 2012, SEPHORA + PANTONE UNIVERSE™ delivers insightful color forecasting, timely trends and powerful seasonal product collections. To celebrate the launch, SEPHORA + PANTONE UNIVERSE proudly presents the first Color of the Year beauty collection.

The limited edition collection features a variety of products including eye shadow, lipstick, lip gloss, nail polish and accessories, and will be available in Sephora Americas in March.

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