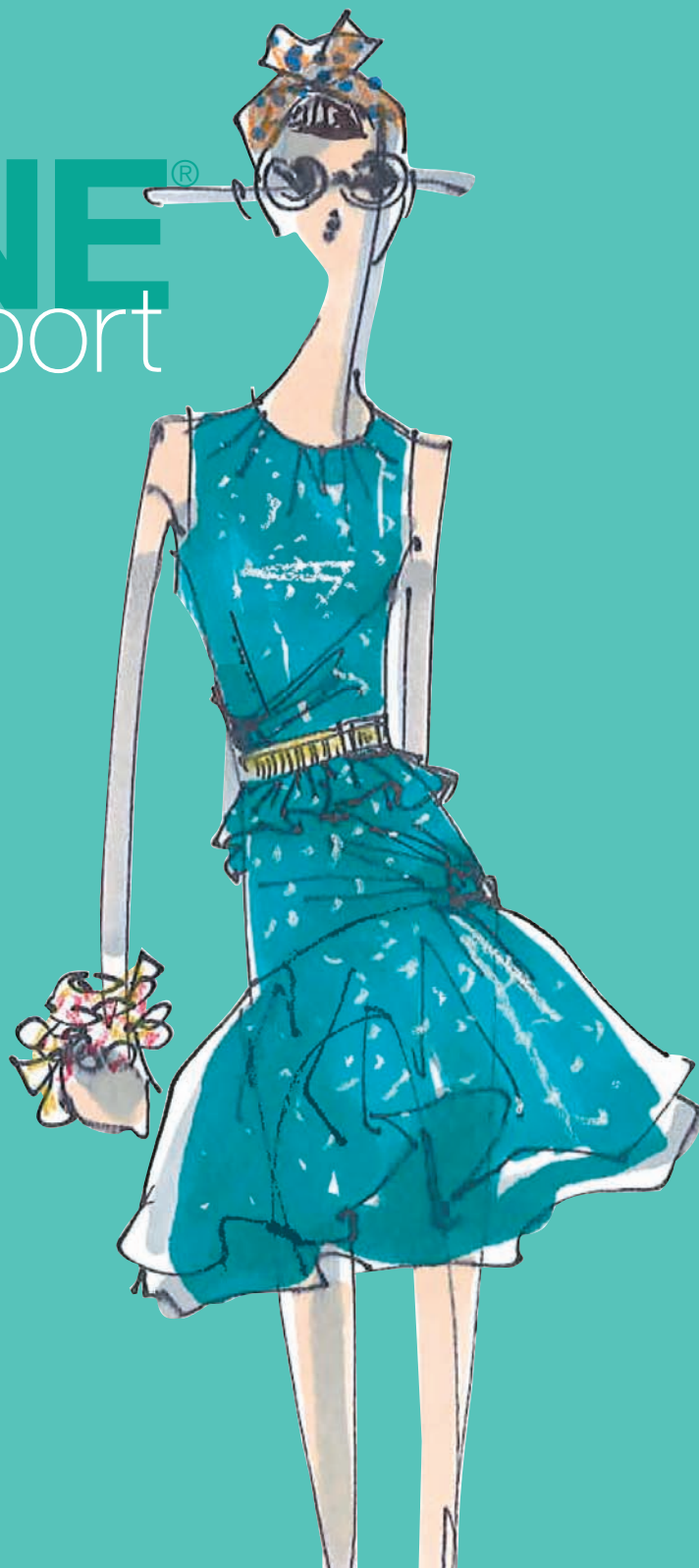


PANTONE®

fashion color report

spring 2010



Splashes of Sunshine for Spring 2010

Designers bring splashes of sunshine to the runway for spring 2010. Vibrant brights add a sense of excitement to the color palette, while practical neutrals provide a safety net for cautious consumers.

“Now more than ever, women are vigilant when it comes to spending,” said Leatrice Eiseman, executive director of the Pantone Color Institute®. “Instead of reinventing their wardrobe at the start of each season, consumers want pieces to complement what they already own. Pairing a bold color with a basic piece or freshening up their look with bright accents addresses the need for practicality, as well as fun.”

Spring and summer naturally evoke feelings of calm ocean waters and tranquil beach vacations in cool, vibrant, tropical **Turquoise**. This soothing hue from the blue-green family conjures feelings of escape, especially when paired with **Amparo Blue**. With more warmth than the typical spring navy, this particular shade of blue is extremely appealing because of its brighter, more energetic attitude. Like the scent of a blossoming flower, **Violet** lends a romantic air to the warm-weather palette. This intriguing purplish hue is a distinctive addition to any wardrobe.

Yellow has made its mark on fashion and spring will further this trend with gleaming **Aurora**. Reminiscent of the first glimpse of yellow as the sun begins to rise over the horizon, this shimmering, slightly greenish yellow adds a bold infusion. Energy continues to surge throughout the warmer hues of spring, leading to provocative **Fusion Coral**. This inviting orange connects directly to tangy **Tomato Purée**, this season's classic red. Pair it with Turquoise for a retro look.

Thoughtful, cautious neutrals provide a dependable backbone to the brights of spring. Kick back and enjoy the bubbly luxury of **Pink Champagne**. This delicate, wispy tint is the season's newest neutral. The melding of Pink Champagne, Tomato Purée and Amparo Blue is a refreshing take on the classic springtime combination of red, white and blue.

Three additional neutrals round out the palette. **Tuscany**, a warm beige hue, provides the perfect backdrop and works well as a solid base color with dynamic accents like Fusion Coral or Violet. **Dried Herb** is the ultimate green neutral, pairing well with all other colors. Ideal for bigger ticket items, cool **Eucalyptus** is the eternal, practical gray. Choose this nuanced neutral and add brightly colored exclamation points in shoes, jewelry and handbags.

Tomato Purée
PANTONE
18-1661

Fusion Coral
PANTONE
16-1543

Violet
PANTONE
16-3320

Tuscany
PANTONE
16-1219

Aurora
PANTONE
12-0642

Amparo Blue
PANTONE
18-3945

Pink Champagne
PANTONE
12-1107

Dried Herb
PANTONE
17-0627

Eucalyptus
PANTONE
15-0513

Peter Som



INSPIRATION

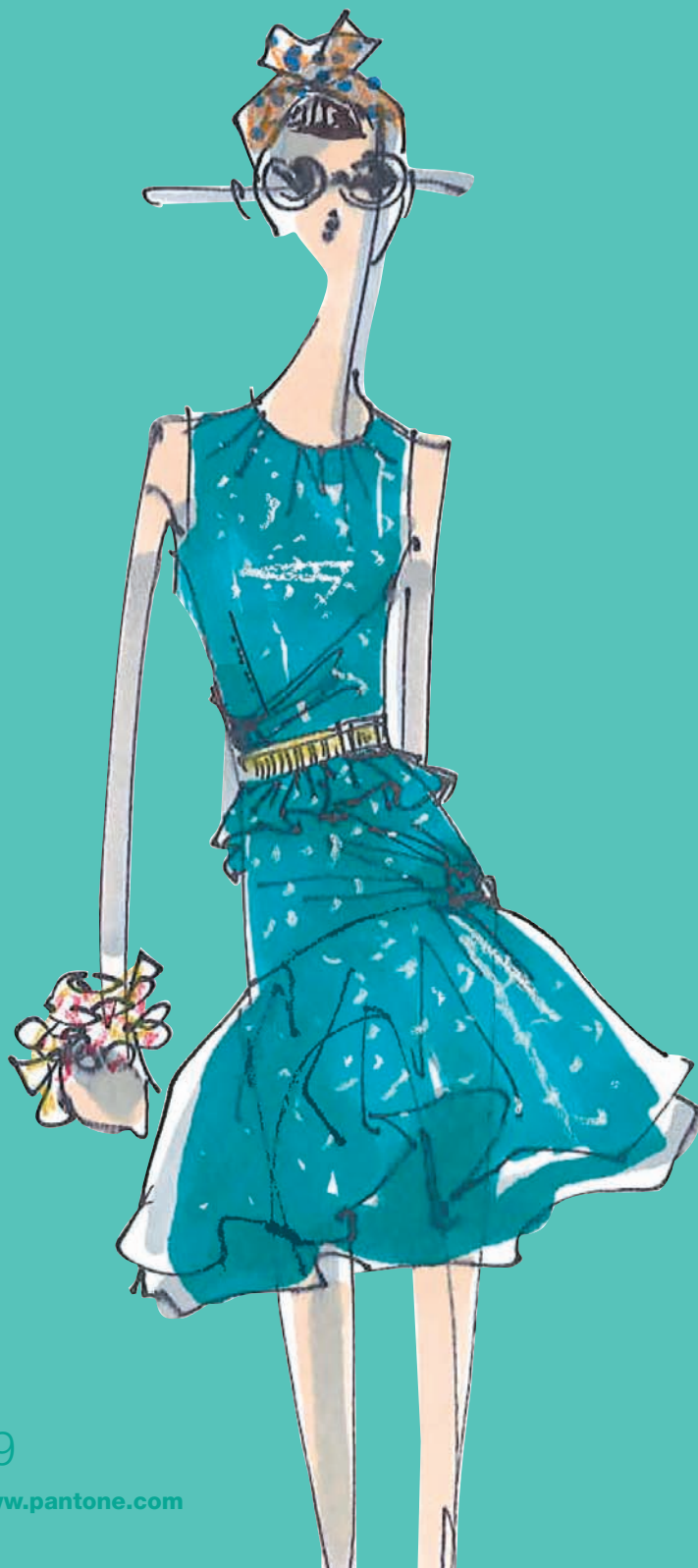
My choices reflect the need for happy, mood-lifting colors that offer a bit of escapism.

COLORS

A warm, optimistic palette of brights ranging from Tangerine Orange, Sunny Yellow and Hibiscus Pink to shades of Blue in Azure Lagoon and True Navy; Dove Grays and shades of White ranging from Optic, Buttermilk and Ivory anchor the palette

SIGNATURE COLOR

Deeply Aqua Blue



Turquoise PANTONE 15-5519

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Badgley Mischka



INSPIRATION

Billie Holiday

COLORS

Scarlet, Fuchsia, Dusty Lavender,
Ebony and Ice White

SIGNATURE COLOR

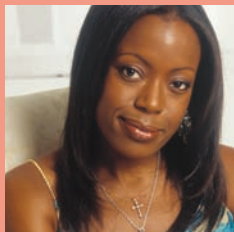
Scarlet – it is strong and passionate



Tomato Purée PANTONE 18-1661

PANTONE fashion **COLOR REPORT** SPRING 2010 www.pantone.com

Tracy Reese



INSPIRATION

Pierre Bonnard's unique approach to solid color by building and layering multiple colors

COLORS

A combination of Blueberry, Peri and Ocean Wave with a rainbow of Rich Berry, Bluebell, Crocus, Pale Winsome, Passionfruit and Goldenrod

SIGNATURE COLOR

Varying shades of Blue play a part in each delivery. It's a great wear-now color that transitions effortlessly from season to season.



Fusion Coral PANTONE 16-1543

PANTONE fashion **COLOR REPORT** SPRING 2010 www.pantone.com

LelaRose



INSPIRATION

The work of artist Alex Katz embodies the sophisticated California spirit throughout the collection

COLORS

Bold mixes of punchy pastels and electric neons (Green Sheen and Boysenberry) with colors drawn from the sand and sea

SIGNATURE COLOR

Acacia is the color that gives this collection the '50's beach surfer feel. Sparingly used, it packs quite a punch.



Violet PANTONE 16-3320

PANTONE fashion **COLOR REPORT** SPRING 2010 www.pantone.com

Nanette Lepore



INSPIRATION

Childhood memories of country garden sunsets
at a seaside summer home

COLORS

The warm end of our palette includes Citron,
Firefly, Tea Rose and Copper. On the cool side
we have Fog, Petrol and Sea Salt.

SIGNATURE COLOR

A hot Orange tone we call Firefly for its warmth
and intensity



Tuscany PANTONE 16-1219

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

AdamLippes



INSPIRATION

A recent trip to the Kenyan Island Lamu, located in the Indian Ocean

COLORS

A variety of contrasting pop colors along with soft, natural pastels: a cool, true Indigo Blue as a base for hot colors such as Bright Pink Poppy and Golden Rich Tangerine

SIGNATURE COLOR

Indigo and Tangerine



Aurora PANTONE 12-0642

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

MariaPinto



INSPIRATION

The range of emotions found in Argentine Tango: the passion is Canna (Vibrant Orange) and cool seduction is a moody shade of Mud (Warm Gray)

COLORS

The palette ranges from fiery to calm: Canna (Vibrant Orange), Salvia (Cool Purple) and Mimosa (Green-Yellow), balanced by Mud (Warm Gray), Black, Cobalt and Orchid (Deep Purple)

SIGNATURE COLOR

Canna (Vibrant Orange) because it moves all other colors toward a dynamic and fresh energy



Amparo Blue PANTONE 18-3945

PANTONE fashion **COLOR REPORT** SPRING 2010 www.pantone.com

Erin Fetherston



INSPIRATION

Nara Park, a sacred deer park in Japan, during cherry blossom season

COLORS

A neutral palette featuring Ivory, Beige and Blush, in combination with Black and Navy, punctuated with Lemon Yellow, French Blue and Raspberry Pink

SIGNATURE COLOR

Beige – I was drawn to its versatility and sophistication



Pink Champagne PANTONE 12-1107

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Carmen Marc Valvo



INSPIRATION

New York – the ultimate urban jungle

COLORS

Warm Khaki juxtaposed with Metallic Gold

SIGNATURE COLOR

Khaki and Gold



Dried Herb PANTONE 17-0627

PANTONE fashion **COLOR REPORT** SPRING 2010 www.pantone.com

Pamella Roland



by Pamella DeVos

INSPIRATION

One of America's most important female artists, Georgia O'Keeffe – her iconic images of nature and beautiful flowers are immortalized in effervescent color combinations

COLORS

Clear bright colors (Poppy, Freesia, Peony, Yellow Dahlia and Honeydew) supported by strong neutrals (Heather Gray, Jet Black and White), completed with a soft cosmetic palette and precious metals

SIGNATURE COLOR

Poppy – I love the strong Orange color on sun-kissed skin



Eucalyptus PANTONE 15-0513

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com



How are retailers responding to the current consumer consciousness toward fashion? How does color play into it?

ComparisonShopping



“The fashion enthusiast customer craves special and unique, with color setting the mood.

RED is the message from the runway; bright lipstick to deep Bordeaux will fill her passion for a color saturated season.”

— **Ken Downing**

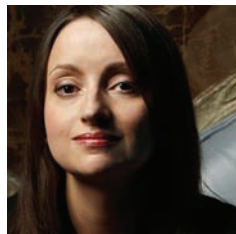
Senior Vice President/Fashion Director, Neiman Marcus

“Links of London is now focusing on more directional, fashion forward pieces, which discreetly nod to the season’s key trends.

Using a spectrum of color to convey depth and

sparkle, we’re getting creative with gemstones, materials and arresting finishes. Our new Surfaces collection for fall '09 is embellished with glinting, Golden Tiger’s Eye and mouth-watering Green Peridot stones. Even the humble chain, that ultimate fashion classic, has been reinvented with our tough and bold Brit Lines collection of signature chains. Charms, that other cult fashion staple, have been given a new, urban spin with our Links-ID dog tags in hues of Pink Gold and Silver, gemstones and colorful enamel.”

— **Elizabeth Galton** Creative Director, Links of London



“Overall, the Saks Fifth Avenue customer responds strongly to color.

From vibrant jewel tones to bold pops of brights, color lifts the spirit and flatters the skin

tone, allowing our customer to truly look and feel her best. Through unique and unexpected color combinations, one is able to express her creativity and individuality.

“Given the current consumer consciousness, we find that our customer is demanding fashion. She is looking for something novel, something that she does not already own. Color is able to provide the ‘wow’ factor that entices one to shop.”

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



“Consumers have an insatiable appetite for what’s new and fun in fashion, and that is true this season as well. While they may

be more selective in their purchases right now, people still want to be excited and inspired by fashion. Color is arguably one of the most essential elements each season as it triggers the emotional ‘buy me’ reaction!”

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

How has the current consumer consciousness affected the direction of fashion? How does color play into it?

Color Advice



“Designers have responded to the shift in the economy

in one of two ways: by using bold colors in comforting, familiar silhouettes; or by

creating eye-catching one-of-a-kind pieces that are completely irresistible. The fashion constant, however, has been and always will be color. There’s nothing like a vibrant hue of Royal Purple or Golden Yellow to make us feel optimistic and hopeful for the future – just look at our first lady! She wears color impeccably. I predict that we’ll see a lot more brights in spring 2010 to inspire and uplift everyone’s mood.”

— **Nina Garcia** Fashion Director, *Marie Claire*
Judge, Lifetime’s “Project Runway”



“Designers are drawing from styles of the 1940’s movies, and the ever present fascination with

glamour as depicted in films of that period. Red is prominent. However, rather than charging forward with bright and bold decisions, many consumers are taking a softer, more gentle approach with their color palettes. Using a softer base creates longevity as it can always be updated to look dramatically different with accessories. In this time of economic unrest, people are looking for comforting colors, and the savvy consumer is always searching for quality over quantity. Refuse to be beaten by the economy.”

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



“I’ve found that shoppers – especially women – are not shying away from color

when it comes to new apparel purchases, despite the popular notion that in tougher economic times people gravitate toward neutrals.

If she’s on a budget, a woman may resist buying a garment that is overtly trendy because she knows she may only get one season out of it. But color is rarely seen as trendy by the consumer. Sure, there are popular colors any given season, but they don’t cycle out of style as quickly as silhouettes or other details might.”

— **Clinton Kelly** Co-host, TLC’s “What Not to Wear”

Cynthia Steffe



by Shaun Kearney

INSPIRATION

Dreams, Atlantis, the unknown, mountains and waterfalls, the Garden of Eden

COLORS

Dreamy, hazy colors: warm shades of Coral and Yellow with Desert Khaki, and cool shades of Indigo, Periwinkle, Gray and Mint Green with a hint of pale, Rosy Pink

SIGNATURE COLOR

Misty Gray, a shade that is pretty and delicate yet also modern with an edge – it's a fresh, wearable alternative to White and looks right with warm, neutral shades as well as cooler shades



Turquoise PANTONE 15-5519

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Tommy Hilfiger



INSPIRATION

The California coastline, drawing from the feel of a boardwalk and the sand beneath it – colors are reflective of the calming fun you have during a day at the beach

COLORS

Sea colors: Sea Blue, Peach and Pink – they have a cool undertone that conjures up the lackadaisical feeling of the beach

SIGNATURE COLOR

The combination of Red, White and Blue – these colors are part of our heritage and every season it is an exciting challenge to find new ways to interpret them



 **Amparo Blue** PANTONE 18-3945

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Catherine Malandrino



INSPIRATION

Geographical areas like South Africa, the Sahara Desert and the joie de vivre of South America

COLORS

A base of Coco and Sand with Plum, Mustard and Deep Purple, highlighted by Turquoise and Red with Black and graphic elements – the colors are warm, deep and mute

SIGNATURE COLOR

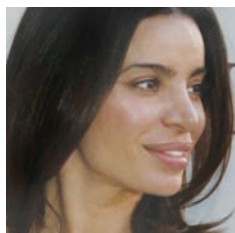
Deep Purple highlighted by Turquoise



Tuscany PANTONE 16-1219

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Ports1961



by Tia Cibani

INSPIRATION

Craft and tradition, juxtaposed with a modern and clean discipline

COLORS

Cool shades of Dusty Dew, Pastel Bloom and Natural Buff that play off warm hues of Coral Dawn, Chalky Conch and Lively Oyster, punctuated by a pop of Vibrant Cherry and highlighted by Matte Aluminum

SIGNATURE COLOR

Cherry – it is the thread that carries the collection from start to finish; I view it as the frame in which the collection sits



Tomato Purée PANTONE 18-1661

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Yigal Azrouël



INSPIRATION

The souks of Istanbul inspired our palette, offering the springtime brights a richly aged and antiqued quality.

COLORS

Muted neutrals like Tobacco and Stone infused with acid brights like Maize and Pistachio, and the warm earthy colors of dried fruit such as Hibiscus and Flame

SIGNATURE COLOR

Pistachio – it pairs perfectly with our antiqued neutrals



Aurora PANTONE 12-0642

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Dennis Basso



INSPIRATION

A feeling of spring – floral with a sense of movement reminiscent of Degas' ballerinas

COLORS

A pale, cool palette using shades of Antique Rose and Lavender mixed with deeper hues of Purple; also items in Silvery Taupe and a little bit of Navy

SIGNATURE COLOR

Pale tones: Rose, Pink, Lavender and Purple



Violet PANTONE 16-3320

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

BabyPhat



by Kimora Lee Simmons

INSPIRATION

The mystery and color of Morocco – this is a story about '70's silhouettes showered with accessories and vibrant details; raw stones also play an integral part in our collection, alongside colorful ethnic prints

COLORS

Earthy and bold colors mixed with opulent Gold trims: included are Eclectic Tang and Paradise Pink in addition to Sand and Violet

SIGNATURE COLOR

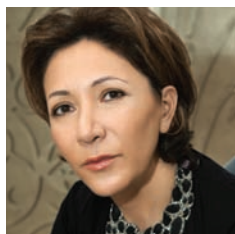
Eclectic Tang brings a sexiness to the collection that's highly unexpected, but always welcome.



 **Tuscan** PANTONE 16-1219

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

ReemAcra



INSPIRATION

Traveling all over the world – particularly Japan, Paris and Lebanon

COLORS

Pistachio Sorbet and Suntan Orange

SIGNATURE COLOR

There is not just one color. I used a combination of many different colors, florals and print patterns. It's a fresh new look.



Aurora PANTONE 12-0642

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

TemperleyLondon



by Alice Temperley

INSPIRATION

The '20's and '30's circus, bringing elements of the era to modern day – a celebration of the individual style of acrobats, showgirls, clowns, tightrope and trapeze artists from the time and an extravaganza of color, shape, pattern and print

COLORS

A fiery and bright palette of Chili, Coral and Bright Fuchsia; cool tones of Ice and Violet; a monochrome and neutral palette that complements the brights; combinations include Violet with Black and White stripes and Ice with Fuchsia and White

SIGNATURE COLOR

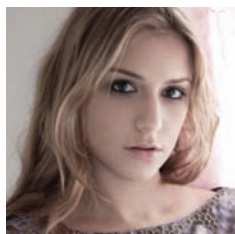
The combination of a cool and a fiery palette of Bright Violet, Ice Blue, Fuchsia and Chili against Black and White captures the “circus” theme perfectly.



Violet PANTONE 16-3320

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Charlotte Ronson



INSPIRATION

The artistic paint strokes and constant movement of color found in an enticing print

COLORS

Necessary Black, Barely There Nude, Cornflower Blue and Spring Berry with hints of Lemon

SIGNATURE COLOR

Nude because it illustrates the idea of a dancer's body – it supports the basic assumption that clothing is solely meant to enhance the body; it is a classic uniform color that naturally provides a clean foundation for silhouettes, movement and colors to thrive



Pink Champagne PANTONE 12-1107

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Rebecca Taylor



INSPIRATION

We are feeling more urban than seasons past, and wanted the color pallet to reflect that. We chose more “city” colors to be part of the palette.

COLORS

Tomato Red with Tan and some '70's retro Jades which feels fun; mixing Tomato Red with Mint and the softest Peachy Pink; a great mix of sultry and lingerie Red-toned Pinks and Oranges is key; also hot colors as whole garments: Crazy Pink and Hot Pink, a fabulous Shocking Orange and some pretty Intense Blues

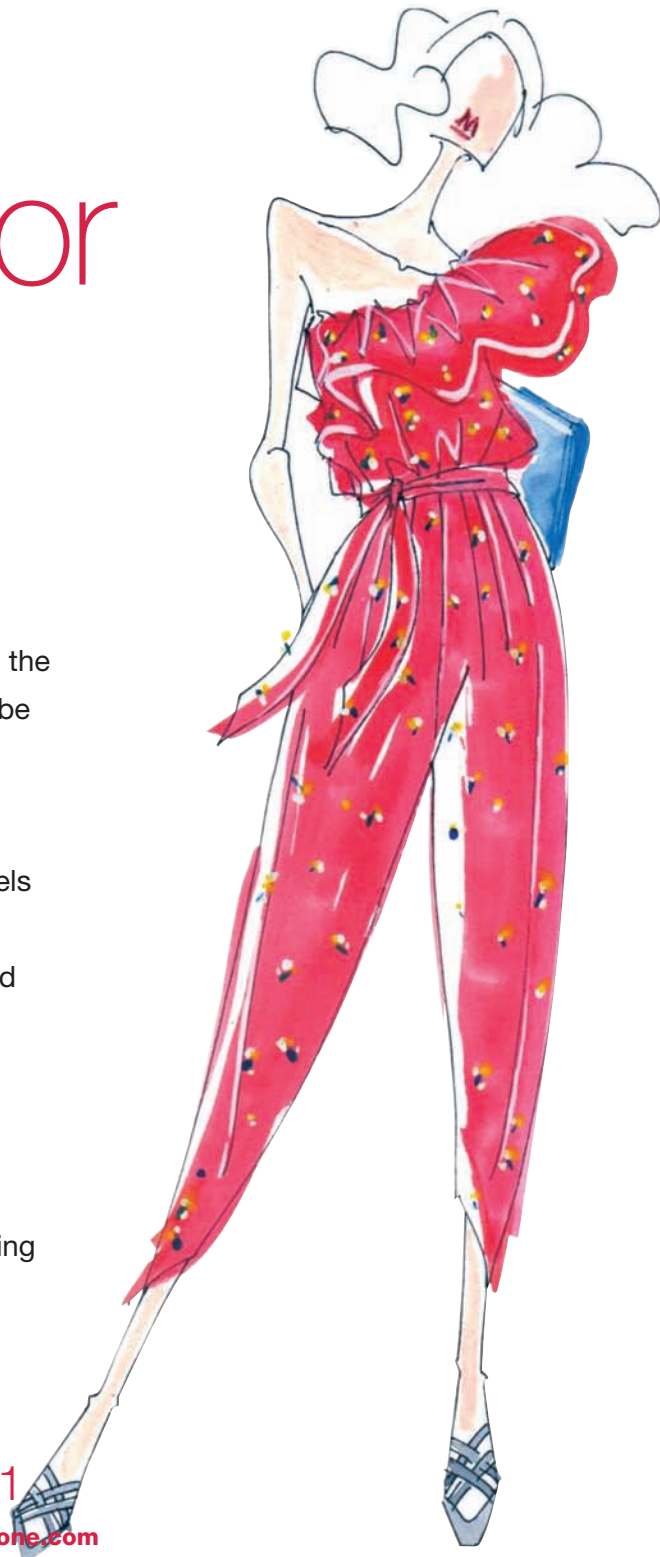
SIGNATURE COLOR

Tomato Red because it epitomizes the new, clean city feeling of our “summer in the city” theme



Tomato Purée PANTONE 18-1661

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com



Tadashi Shoji



INSPIRATION

A photography book, “Passage to Angkor” by Kenro Izu, which beautifully documents the great Angkor Wat temple in Cambodia – I drew my base colors from here, and then added accents to give a lighter, fresher feeling

COLORS

Base colors of Eggshell, Champagne and Pearl with accents of Garden Pink, Verdant and Mist

SIGNATURE COLOR

Garden Pink – it inspires a mood of positivity and brightness



Violet PANTONE 16-3320

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David Rodriguez



INSPIRATION

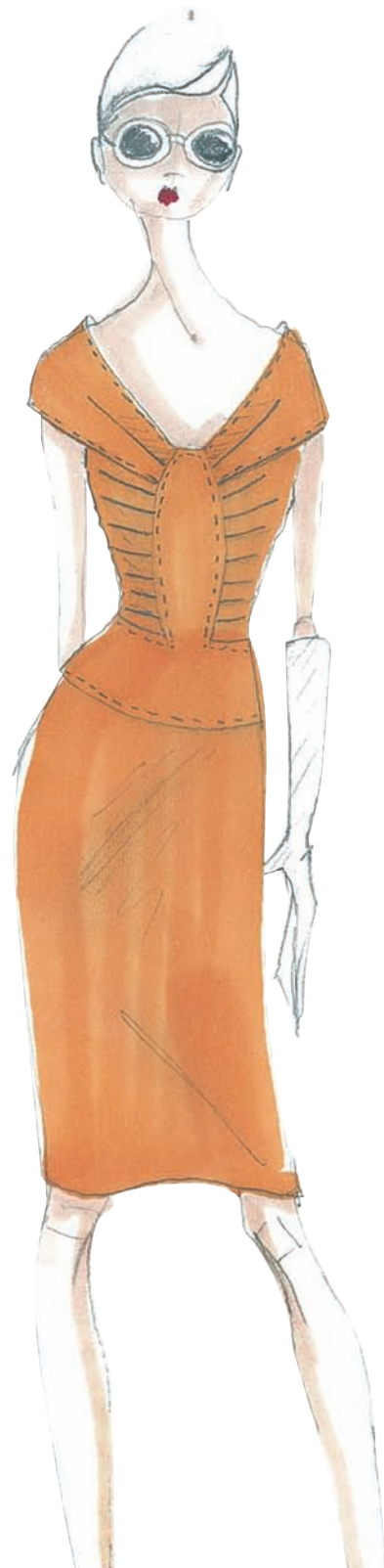
My summer vacation in the country along the Delaware River where the wildflowers bloomed in such an amazing variety of colors

COLORS

A palette of beautiful vibrant colors inspired by wildflowers: Yellow, Orange and Purple

SIGNATURE COLOR

A vibrant shade of Orange that matched a field of wild flowers along the Delaware River – for me, it's a color that creates a wonderful sense of happiness



Fusion Coral PANTONE 16-1543

PANTONE fashion **COLOR REPORT** SPRING 2010 www.pantone.com

EllaMOSS



by Pamela Protzel

INSPIRATION

“The Mad Hatter’s Tea Party” and the feeling of spring in the garden – the exuberance of color blooms in Pansy Purple, Dandelion Yellow and Flame Red

COLORS

I am pairing colors in both classic and unexpected ways: Indigo Blue and White, Coral Red and Charcoal Gray, Electric Yellow and Military Green.

SIGNATURE COLOR

Coral – it is the quintessential pop color that works really well with all neutrals



Tomato Purée PANTONE 18-1661

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Thuy

by Thuy Diep



INSPIRATION

A tongue-in-cheek take on the sultry chic of the '30's goddess with a bit of an S&M spin – the selected colors provide an unexpected counterpoint to this inspiration: Toasted Almond and Adobe instead of Firehouse Red, and Feather Gray Heather and Egret trumping shiny Black patent

COLORS

Toasted Almond, Muted Clay, Green-Blue Slate, Aurora Yellow and Feather Gray

SIGNATURE COLOR

Toasted Almond and Muted Clay are the “New Black.” The signature color is Yellow, realized as Aurora Yellow.



Aurora PANTONE 12-0642

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

Adrienne Vittadini



INSPIRATION

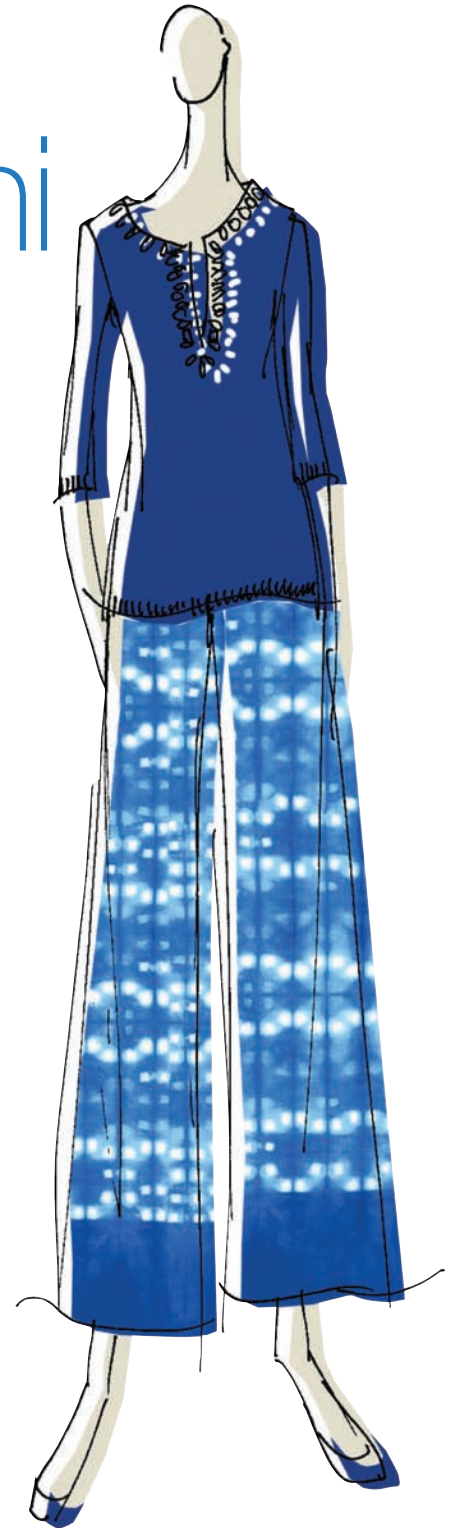
The crystal Blue waters of Capri

COLORS

Aqua – this group is a mix of Blues, Deep Navy and serene Aquarium Blue; also a mix of jungle Greens – animal prints and safari separates are mixed with Lemon Tint (a Bright Chartreuse), Sycamore (a Deep Green), Khaki and Light Shell

SIGNATURE COLOR

Aquarium Blue – water is a soothing element; the cool tones instantly provide a feeling of relaxation as if you were on an endless vacation



Amparo Blue PANTONE 18-3945

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com

VPL

by Victoria Bartlett



INSPIRATION

Taschen's "Atlas of Anatomy," a book of anatomical diagrams – it combines antiqued diagrams on aged papers with hints of Navy, Coral and Alabaster from the coloring of veins and organs

COLORS

Vermillion, Coral and Lilac – warm colors with cool undertones: a Bright Vermillion paired with a Dark Blue-Black or a linen fabric the color of antique lace; Coral paired with Brass elastics and Dove Gray; Lilac softens the color palette with hint of classic Alabaster

SIGNATURE COLOR

Alabaster is one of the most important colors, followed by Vermillion, a '20's color that is a Fiery Red Orange



 **Fusion Coral PANTONE 16-1543**

PANTONE fashion **COLOR REPORT** SPRING 2010 www.pantone.com

Andy & Debb



INSPIRATION

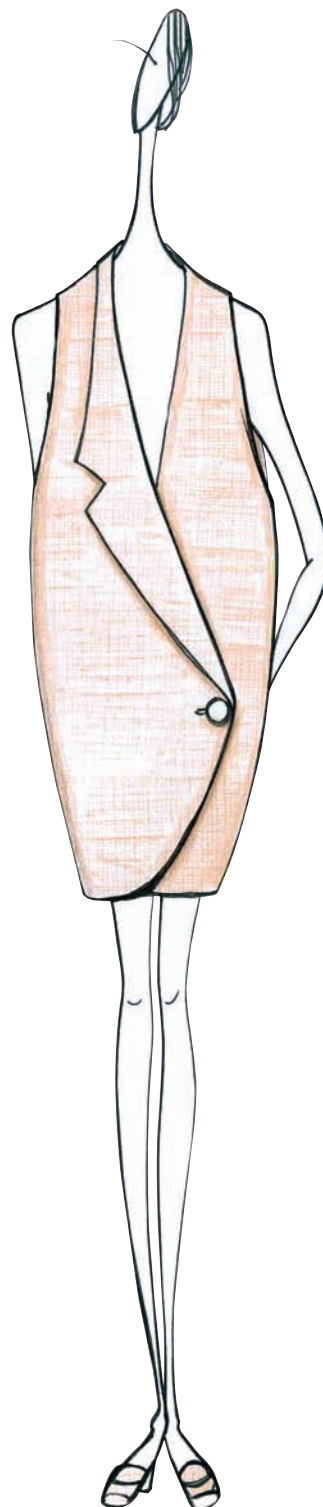
Nature on Earth – we used various earth tones from Beige to Brown, shades from the sky and vivid colors from flowers and leaves

COLORS

A combination of Sand Beige and Dusty Sky Blue with Mocha Brown, Leaf Green and Fuchsia Pink to make them more vibrant and alive

SIGNATURE COLOR

Dusty Sky Blue – it is so fresh and sophisticated, works well with Black and Ivory, and looks new with Beige and Pink



Tibi

by Amy Smilovic



INSPIRATION

My mood for something soft and romantic that still appeals to my love of strong color

COLORS

Lavender and Bright Coral, Dusty Turquoise and Jade Green – it's all about the juxtaposition of soft and icy pastel colors mixed with pops of bold, saturated, strong floral colors; it's a garden palette that makes up a cheerful and colorful nuance

SIGNATURE COLOR

Lavender! It's new, soft and evokes femininity and grace. It looks amazing paired with Black and is totally wearable. It is time for a Lavender resurgence.



 **Violet** PANTONE 16-3320

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Must Haves for Spring

Adam Lippes Draped shorts in our hand-drawn Primrose print with a Bright Yellow ground

Adrienne Vittadini The Blue and White batik print lounge pants with a Deep Navy embellished tunic from the Aqua group

Andy & Debb Voluminous mini skirt

Baby Phat by Kimora Lee Simmons Our blazer or denim vest paired with shorts – any spring look can be accentuated with the addition of multi-strand necklaces and platform sandals; shoes and accessories, as always, will play a crucial role in dramatizing any look

Badgley Mischka Little Red cocktail dress

Carmen Marc Valvo A super sexy cocktail dress

Catherine Malandrino A Deep Purple jumpsuit with ornamental jewelry

Charlotte Ronson Double-faced chambray plaid boyfriend shirt in Chambray

Cynthia Steffe by Shaun Kearney A sleeveless suede trench dress with a waterfall cascade collar in Mint Green

David Rodriguez My pleat-front top that can be worn as a jacket or as a two-piece dress with the matching skirt

Dennis Basso A little fur bolero with inserts of lace or hand-embroidery

Ella Moss by Pamella Protzel Off-the-shoulder mini dress with a peek-a-boo of mesh

Erin Fetherston The drapey tie-front Tan leather jacket

Lela Rose Striped surfer knits – using bold pastels interspersed with tones from the sea, these knits evoke a casual luxury that gives edge to any look

Maria Pinto The maxima dress because it is all about movement and sensuality – it bands together silk suspended from tulle spiraling around the body; the architectural aspect of the straps allows the shape to suspend from the shoulder and dance around the body; the color is Cobalt, vibrant yet mysterious

Nanette Lepore A long, multi-striped tube dress in a mix of sun-drenched brights and weathered neutrals

Pamella Roland by Pamella DeVos Our beautifully tailored lightweight tweed coat in shades of Pink, Cream and Pale Gold with delicate floral embroidery

Peter Som A Pale Blue jacquard sheath that can take you from day to evening

Ports 1961 by Tia Cibani The transparent organza blazer in airy Oasis

Rebecca Taylor The quilted voile jacket that comes in Ballet Pink, White and Black – the style is modern and cool, yet it is such a feminine and familiar fabric

Reem Acra Accessories, necklaces and belts in any color that pops!

Tadashi Shoji Garden Pink silk crepe cocktail dress

Temperley London by Alice Temperley My Amora jumpsuit

Thuy by Thuy Diep My cut-out-back dress color-blocked in Muted Clay, Toasted Almond and Egret White

Tibi by Amy Smilovic Lavender shorts with cascading ruffles – the tranquil color paired with the feminine design makes for an elegant take on the everyday shorts design

Tommy Hilfiger A soft-washed cotton jacket in cool beach tones: Sea Blue, Pink and Peach

Tracy Reese A classic, yet modern statement coat in Passionfruit

VPL by Victoria Bartlett The new insertion bra in Lilac

Yigal Azrouël The Berber pant – a richly embroidered antique cotton piece in a range of all colors from the palette

Designers reflect on the current consumer consciousness toward color and fashion

Consumer Driven

Adam Lippes Color has always been extremely important to me as a designer and continues to be. I think customers want special and unique now more than ever. And they want to see good value. One way of offering that is with color.

Adrienne Vittadini Color is emotional and will be a very important mood lifter for spring 2010. This collection is based on bursts of color and a mix of patterns with signature Adrienne Vittadini heritage.

Andy & Debb With all of the depressing news about the economic crisis, color should play an important role in fashion to make people happy. Color therapy always works!

Baby Phat by Kimora Lee Simmons Baby Phat has a long tradition of connecting to our consumers via vibrant palettes. Value sensitivity on the part of our consumers encouraged us to continue using feminine and sexy tones that create value and capture the imagination.

Badgley Mischka Everything needs to be a must-have. Color causes an emotional trigger.

Carmen Marc Valvo Although no one needs another basic Black cocktail dress, Black is still our number one seller. So, it's about making Black special.

Catherine Malandrino Everything that brings a smile to a face is valuable for me, so color in this present environment is essential.

Charlotte Ronson Our color palette responds to the sensitive economic climate through its classic sophistication and longevity. The Nudes, Blacks and splashes of soft colors allow our collection to be fun and wearable now, yet still accessible for seasons to come.

Cynthia Steffe by Shaun Kearney I think spring is about wanting to be carried away by clothes, finding the fantasy in them, but never leaving the ground. The color palette reflects that in fresh, airy, hopeful colors, grounded by a soft shade of Gray that feels ethereal and practical at the same time.

David Rodriguez I am working very hard to keep the look exciting, but at a sharper price so that the customer will love the item and not have to think twice about purchasing it.

Dennis Basso It's important that this collection be exciting and, using color, show the consumer something new that she will want to add to her wardrobe.

Ella Moss by Pamella Protzel Women are much more careful in what they purchase. Consequently, color becomes the most important and first thing that a customer sees when she is going through a rack of clothes. It has to be a great shape and made beautifully, but the first thing that grabs her attention is color.

Erin Fetherston People need to be inspired, and color creates excitement and desire. People are also looking for investment pieces that are seasonless and timeless, so neutral classic colors in combination with fresh and vibrant colors seems like a relevant direction in this time.

Lela Rose There has always been an abundance of color in the collections we offer. We are seeing more and more women picking bold colors for their wardrobe rather than the "LBD." I have always liked the way a woman stands out when she is in a great colored dress. We are offering even more bold color combinations that our customers are really responding to.

Designers reflect on the current consumer consciousness toward color and fashion

Consumer Driven *continued*

Maria Pinto As always, I feel connected to women's needs in these ever-changing times. More than ever, the collection is about offering colorful styles that tempt us into submission. Consumer consciousness has never been more relevant, and we are more precise in fulfilling our needs as opposed to our desires. That said, color is one of the most dynamic aspects in choosing what we will bring into our lives. Color is the enticement factor.

Nanette Lepore Color is emotional. It attracts the consumer's eye and brightens her mood. Colorful clothing is essential in today's market.

Pamella Roland by Pamella DeVos We recognize that consumers are being more careful with purchases, and they want perfect fit and real value. Our goal is to excite our customers with fabrics in beautiful new colors at sharper price points each and every season.

Peter Som Each piece of clothing must be its own little special jewel. This happens through fabric, cut, detail and most definitely color!

Ports 1961 by Tia Cibani I feel that we need to evoke strong emotions with our consumers in order to convince them. A product must touch their senses, and color plays a significant role in this!

Without overpowering and over-indulging, it is vital to deliver color in a spring/summer collection that will have the spirit of summer joy and summer fun.

Rebecca Taylor We feel that "anything goes" – we are not feeling restricted. In times like these it is important to do what feels right and believe in yourself, and the customer will buy what excites her.

Reem Acra The collection will stay happy, vibrant and versatile with playful options to change the look completely. Accessories are a big part of this collection and they give another layer or dimension to the clothes.

Tadashi Shoji I am trying to make dresses that women can use season after season and do so at a democratic price point. The colors I chose for this season work on women of all ages and sizes – hopefully bringing a positive energy into their spring wardrobes.

Temperley London by Alice Temperley We have found that in gloomy economic times such as these, people want fashion to provide something uplifting and spectacular and are looking for a tonic to the general air of doom and gloom. The spring/summer 2010 collection is bright, fun and, in places, extravagant as a result.

Thuy by Thuy Diep I exude optimism through quirkiness, confidence and individualism – embracing the future by defining it. Colors are key, not through over-indulgence, but through beautiful, understated sophistication.

Tibi by Amy Smilovic We're responding with coloring that is unabashedly happy and feminine with an edge – colors that evoke a new beginning and upbeat fresh start.

Tommy Hilfiger In considering the current social and economic climate, we believe quality and well-fitting neutral pieces are worthwhile investments. To excite them from season to season, we like to shop pops of color.

Tracy Reese Versatility! My goal is to create year-round fashion in seasonless colors.

VPL by Victoria Bartlett Often, consumers are drawn to the extremes of the collection, either styles that are offered in dark colors such as Blacks and Grays, or the styles like breaker tanks that have a dark body and bright accents, such as Neon Pink, Meadow and Citrine.

Yigal Azrouël Consumers are gravitating toward color, which is something I have never been afraid to experiment with.

PANTONE® fashion color report spring 2010

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Turquoise

PANTONE 15-5519
C/M/Y/K **61 / 0 / 32 / 0**
GOE **104-2-3C**

Tomato Purée

PANTONE 18-1661
C/M/Y/K **13 / 99 / 70 / 0**
GOE **26-3-1C**

Fusion Coral

PANTONE 16-1543
C/M/Y/K **1 / 48 / 42 / 0**
GOE **16-1-2C**

Violet

PANTONE 16-3320
C/M/Y/K **25 / 53 / 0 / 0**
GOE **45-1-3C**

Tuscany

PANTONE 16-1219
C/M/Y/K **25 / 35 / 41 / 0**
GOE **16-4-1C**

Aurora

PANTONE 12-0642
C/M/Y/K **4 / 5 / 72 / 0**
GOE **2-1-3C**

Amparo Blue

PANTONE 18-3945
C/M/Y/K **81 / 47 / 0 / 0**
GOE **69-1-6C**

Pink Champagne

PANTONE 12-1107
C/M/Y/K **1 / 10 / 20 / 0**
GOE **147-1-1C**

Dried Herb

PANTONE 17-0627
C/M/Y/K **45 / 31 / 65 / 10**
GOE **153-1-3C**

Eucalyptus

PANTONE 15-0513
C/M/Y/K **26 / 22 / 40 / 0**
GOE **153-1-1C**