

# COLOR

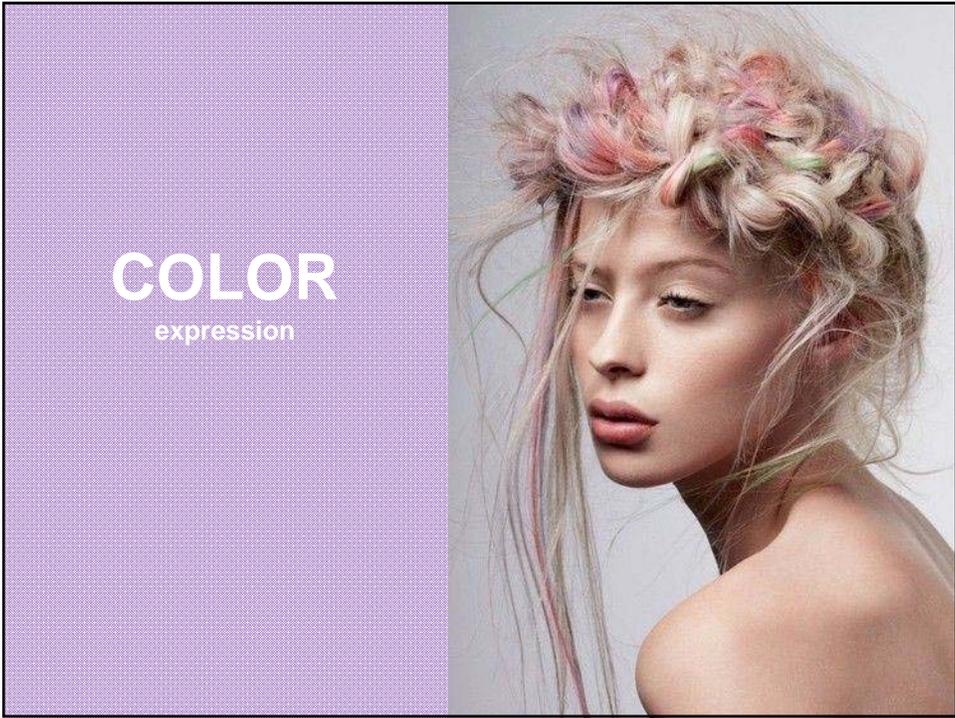
at the forefront



# COLOR

expression





# COLOR

element of design



# COLOR

instantly attracts the eye



**COLOR**  
defines our  
**WORLD**



The paranormal: landscapes and fantasy characters reveal  
somewhere between reality and wonder.

“With 80% of human experience filtered through our eyes, *visual cues* are essential to successfully getting a message across”

Pantone Color Institute Research



The  
**power**  
of  
**COLOR**

“Color is one of those magical mystical qualities that we are attracted to but we’re not quite sure why!”

Pantone Color Institute Research



**COLOR**  
influences  
**50% - 85%**  
product  
purchasing  
**decisions**



# COLOR

instantly captures attention



# UNIFORMITY

looking like everyone else



# DISRUPTIVE

being different



# COLOR

your secret weapon





# WHAT'S GOING ON TODAY?

and how is this impacting trends in color?

## TECHNOLOGY dependent



# WHITE NOISE

breaking through



# WHITE NOISE

breaking through



# LESS IS MORE

Tightly focused product assortments !

Thank you digitization...data mining, algorithm's, infographics, demographics, heat-maps.

But speed comes with unintended consequences.

Too many options can cause indecision since decision-making takes a physical, mental and emotional toll.

Too many choices can cause consumers to make poor choices, be less satisfied and as a result, switch off entirely.

Remember – we're still human beings.



# WHITE-ON -WHITE

minimalist approach



# DUSTY PALES

soft and warm



# THE GREYS

chic, sophisticated, practical, unobtrusive



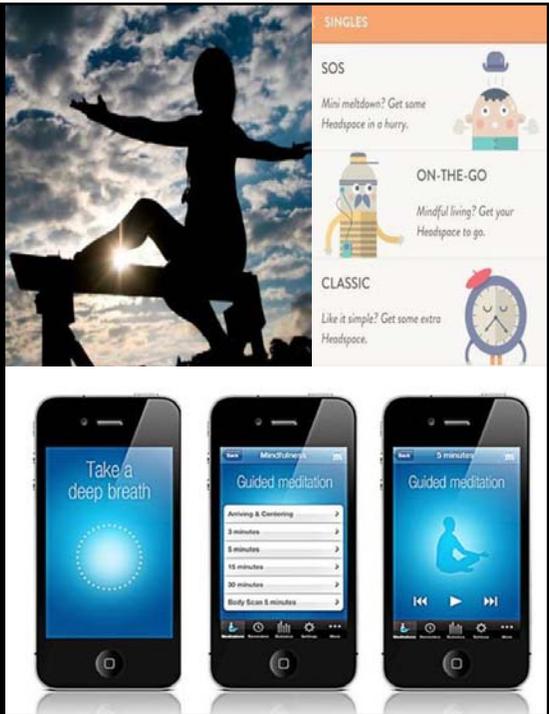
# The Art of Well-Being

“The state of being comfortable, healthy and happy”



# The Art of Well-Being

“The state of being comfortable, healthy and happy”



# WELL BEING

chroma yoga



# WELL BEING

yoga retreat



# HYGGE

getting cozy

**HYGGE OATH**  
The Danish Way

*Hygge is meant to provide a safe space for togetherness. Try to imagine that hygge is a space we enter into. It will be hygge-  
liggere (cozy) if everyone understands and makes an effort to follow the hygge rules. The hygge oath is meant to be something  
to discuss and think about in advance so that all participants who enter into the hygge space for a period of time understand  
how it works. It could be a dinner or a BBQ or just a random gathering. What's important is that everyone knows when it is  
hygge time. This way, everyone can make an effort for a limited time for the betterment of the whole.*

*We agree to spend "Sunday dinner" in hygge. We all promise to help each other as a team in creating a cozy atmosphere where  
everyone feels safe and no one needs to put their guard up.*

We agree to try to...

- **TURN OFF THE PHONES AND THE IPADS**
- **LEAVE OUR DRAMA AT THE DOOR. THERE ARE OTHER TIMES TO FOCUS ON OUR PROBLEMS. HYGGE IS ABOUT CREATING A SAFE PLACE TO RELAX WITH OTHERS AND LEAVE THE EVERYDAY STRESSORS OUTSIDE.**
- **NOT TO COMPLAIN UNNECESSARILY.**
- **LOOK FOR WHERE WE CAN HELP OUT SO THAT NOT ONE PERSON GETS STUCK DOING ALL THE WORK.**
- **LIGHT CANDLES IF WE ARE INSIDE.**
- **MAKE A CONSCIOUS EFFORT TO ENJOY THE FOOD AND THE DRINKS.**
- **NOT BRING UP CONTROVERSIAL TOPICS LIKE POLITICS, ANYTHING THAT CREATES A FIGHT OR AN ARGUMENT IS NOT HYGGELOFT. WE CAN HAVE THOSE DISCUSSIONS OTHER TIMES.**
- **TELL AND RETELL FUNNY, LOVELY AND UPLIFTING STORIES ABOUT EACH OTHER FROM THE PAST.**
- **NOT BRAG TOO MUCH. BRAGGING CAN BE SUBTLY DIVISIVE.**
- **NOT COMPETE (THINK "WE" NOT "ME").**
- **NOT TALK BADLY ABOUT OTHERS OR FOCUS ON NEGATIVITY TOO MUCH.**
- **PLAY GAMES.**
- **MAKE A CONSCIOUS EFFORT TO FEEL GRATITUDE FOR THE PEOPLE AROUND US WHO LOVE US.**

Date \_\_\_\_\_ Signature \_\_\_\_\_

# HYGGE

getting cozy



# EMPTINESS

solitude and silence

THE QUIETER  
YOU BECOME,  
THE MORE  
YOU CAN  
HEAR



# EMPTINESS

solitude and silence



# QUIET

events



# NATURE

restorative greens



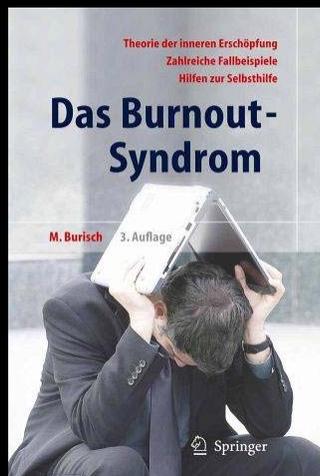
# NATURE

restorative greens



# DAS BURNOUT

are we living to work or working to live?



# DAS BURNOUT

are we living to work or working to live?



# THE RIGHT TO DISCONNECT

are we living to work or working to live?



PANTONE Color of the Year 2017

# Symbolic of New Beginnings



“A fresh and zesty yellow-green shade signaling the first sign of spring, PANTONE 15-0343 Greenery conveys our growing desire to rejuvenate and revitalize. Bursting forth in 2017 to provide us with the reassurance we yearn for amid a complex social and political environment, PANTONE Greenery symbolizes the reconnection we seek with nature, one another and a larger purpose.”

Pantone Color Institute





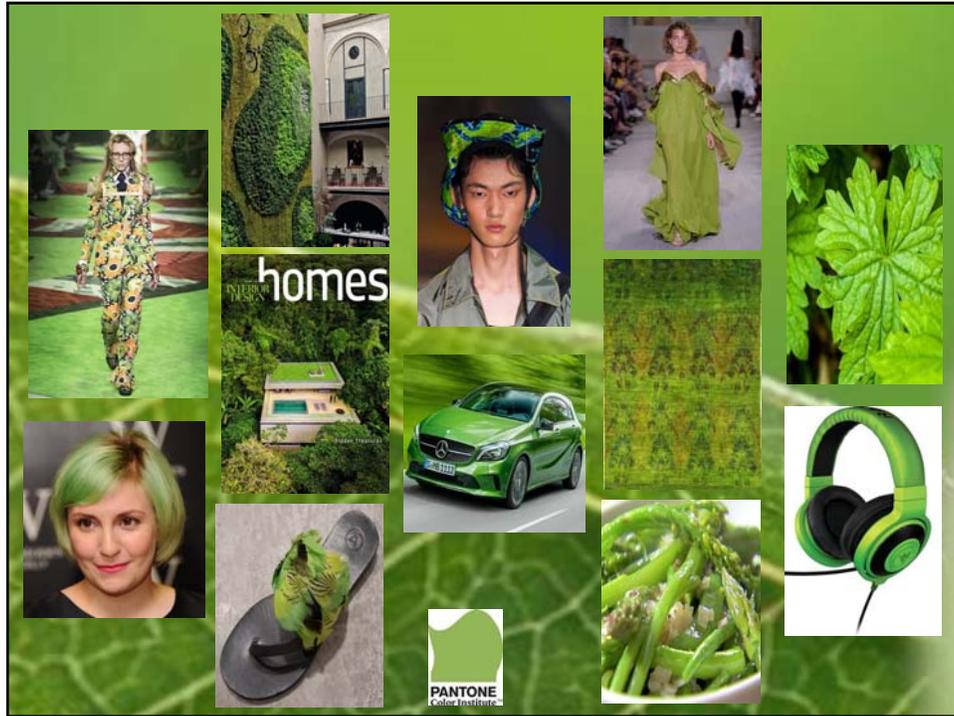
# PANTONE Greenery



*A shade emblematic of new beginnings PANTONE 15-0343 Greenery expresses a yearning reinvent. Through its assertive vibrancy and vivid freshness, PANTONE 15-0343 Greenery gives us the self-assurance to take bold steps and live life on our own terms, redefining what makes us successful and happy.*



PANTONE  
Color Institute™



# ERASING

traditional identifiers

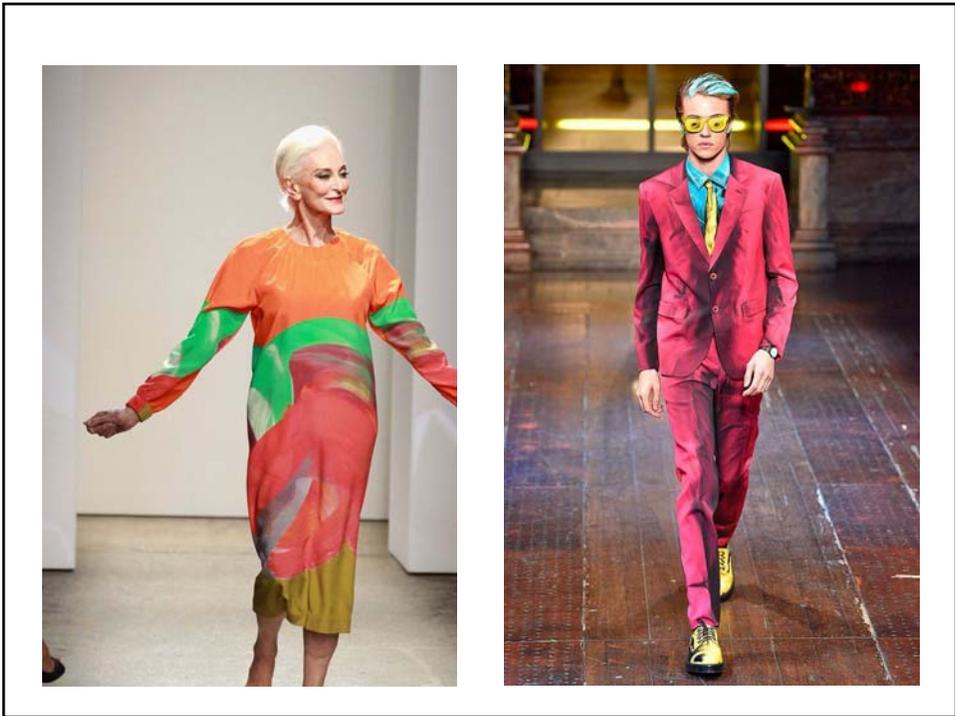


# AGE IDENTITY

no longer valid



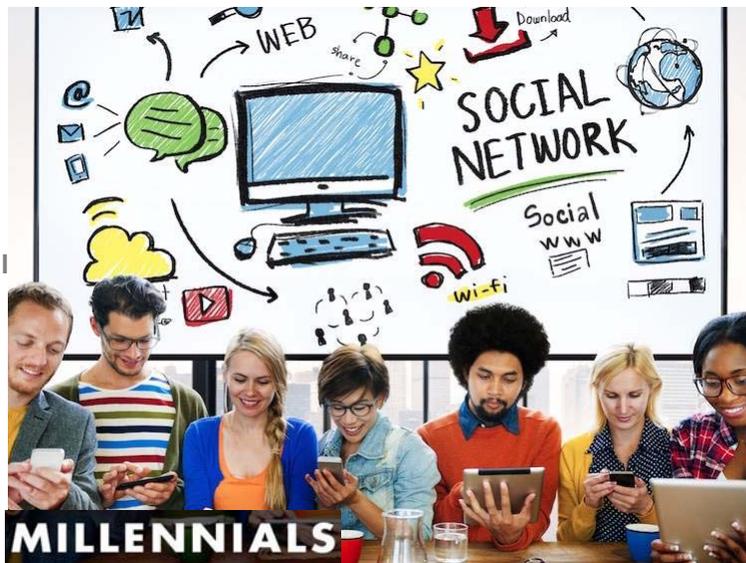




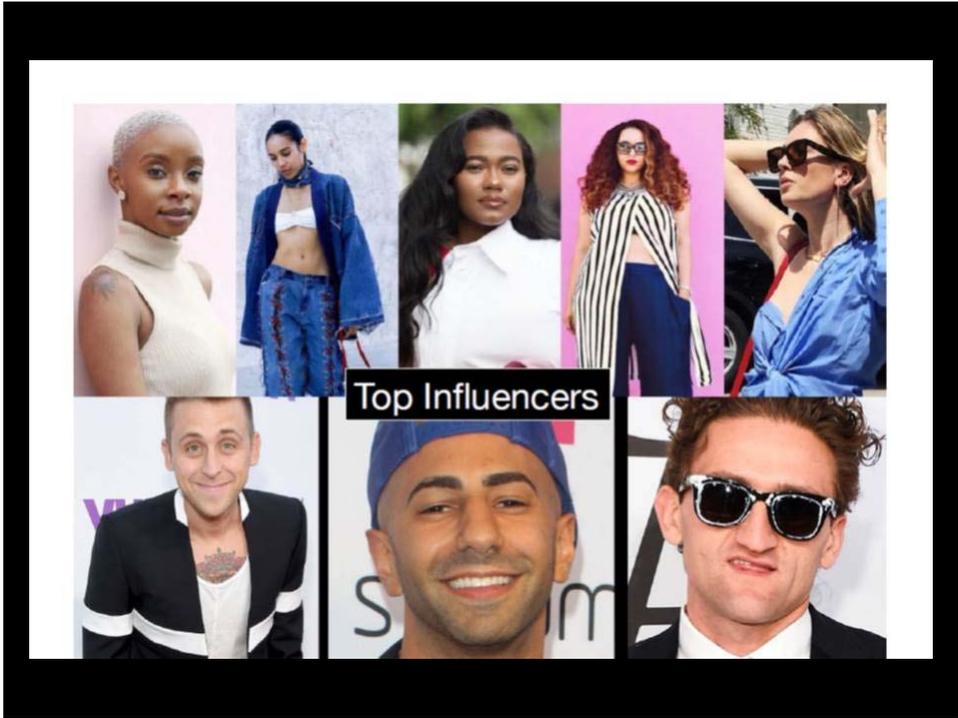


# BABY BOOMERS

looking + acting younger







# GEN Z



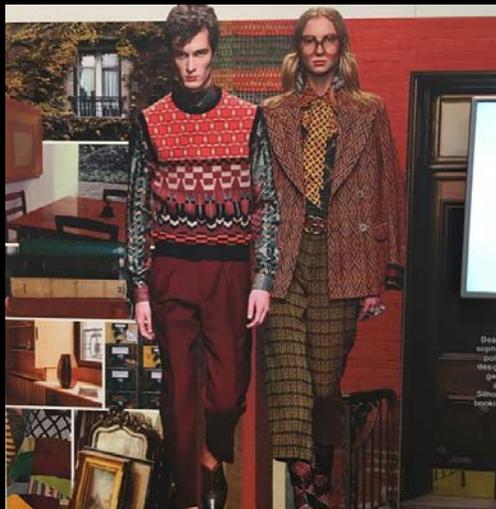
# GENDER

blur



# GENDER

blur



# GENDER

blur



|                               | <b>Births Start</b> | <b>Oldest Age</b> |
|-------------------------------|---------------------|-------------------|
| Baby Boomer Generation        | 1945                | 71                |
| Generation X                  | 1961                | 55                |
| Generation Y - The Millennial | 1975                | 41                |
| Generation Z                  | 1995                | 21                |

Pantone Color Institute // Confidential

# GENERATIONAL

divide



# DESIGN

to order



# PERSONALIZED design



CREATE  
YOUR  
OWN

# SOCIAL CONSCIOUSNESS

from "me" to "we"



# SOCIAL CONSCIOUSNESS

the sharing economy

## VALUE CREATION



In the traditional economy, value is created by the product or service as opposed to a network. The business model is indifferent to whether consumers and workers are isolated, and value is derived independently of interaction.

## SHARED VALUE CREATION

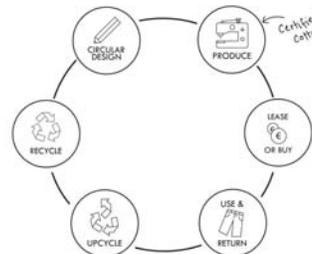


In the sharing economy, value is created by users – consumers and workers – sharing underused assets or human resource as part of an online network. The business model thrives on consumers and workers connecting and value is derived from their interaction.



# SOCIAL CONSCIOUSNESS

the sharing economy



# SOCIAL CONSCIOUSNESS

the sharing economy

The image shows a website banner for Grover, a sharing economy platform. The banner features a large, colorful circular graphic with a gradient from orange to purple. The text "Buy Less. Experience More." is prominently displayed in the center. Below this, there are several product categories with their respective starting prices per month: IO & MUSIC (\$29.00), CAMERAS (\$29.99), WEARABLES (\$29.99), WEARABLES (\$29.99), GAMING (\$29.99), and AUDIO (\$29.99). The Grover logo is in the top left, and navigation links for "START", "HELP", and "CART (0)" are in the top right. At the bottom, there are logos for "AS SEEN ON" followed by logos for W, R, B, and TechCrunch.

# SOCIAL CONSCIOUSNESS

eco chic

The image shows a fashion advertisement for "eco chic". It features two photographs. The left photograph shows a man standing, wearing a dark blue jacket with the text "OPAQUE BUT STILL TRANSPARENT" printed on the front. The right photograph shows a man bending over, wearing tan pants and a white shirt with the text "ECO CHIC" and "BIOLOYES" printed on the back. The background is a solid dark blue color.

# SOCIAL CONSCIOUSNESS

eco chic



# SOCIAL CONSCIOUSNESS

eco-chic



# SOCIAL CONSCIOUSNESS

eco chic



# SOCIAL CONSCIOUSNESS

eco chic



# RAW MATERIALS



# TOPOGRAPHICAL

prints

A new patchwork.





# FRINGE TREATMENT



# COLOR

fade



# WHIMSEY



# WHIMSEY



# WHIMSEY



# WHIMSEY





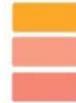
# PINK

Pinks have turned from a fashion color into a core color family showing up across all areas of design. This season's new pinks are livelier and sharper.



# ORANGE

Exploding with energy, hot coral tones move to the forefront.



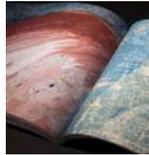
# YELLOW

Amplified sharp lemon tones are full of zest.



# RED

True reds are being usurped by hues closer to pink, orange and darker oxblood shades.



# BROWN

Terracotta influence. Overall browns are darker, burnt and more fossilized.



# BLUE

Whether on their own or in combinations with other shades, blue is a permanent palette factor.



# PURPLE

Languid Lavender the key purple for the season.



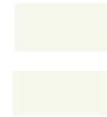
# GREEN

Slightly off-center with an interesting level of sophistication, greens for spring summer 2018 display a new attitude for utility and camouflage .



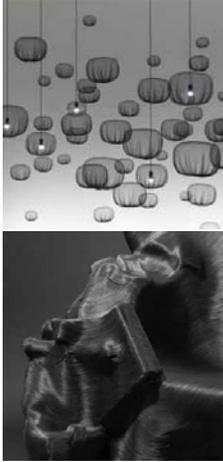
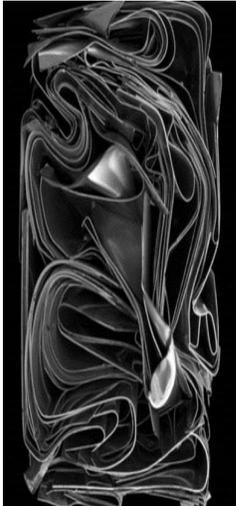
# WHITE

Cleaner without being chemical. A cool classic.



# GRAY

Colored grays at all ends of the spectrum.



# NEUTRALS

Wood inspired hues.



## PASTELS

Convey a more modern approach.



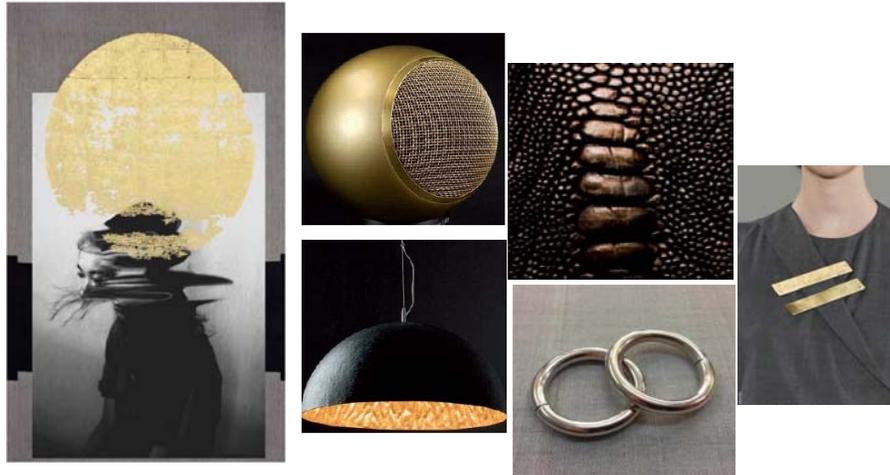
## BRIGHTS

A fusion of powerful energy.



# METALLICS

On their own or as a finish, metals continue though not as “blingy” as in the past.

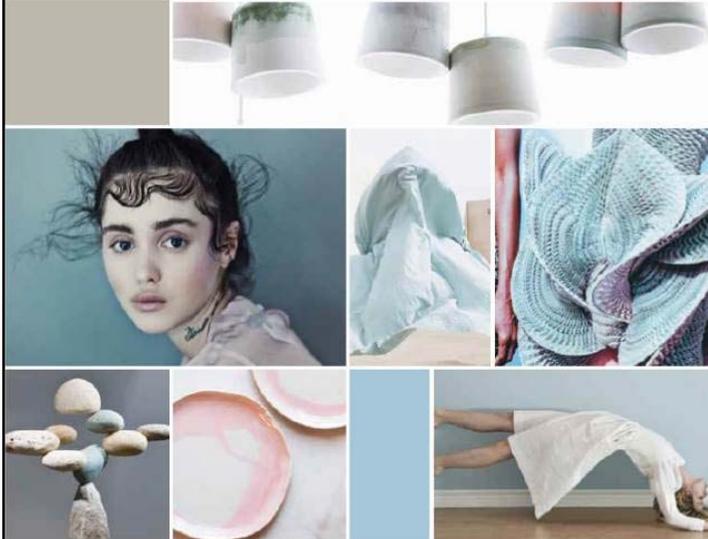


# ENLIGHTENMENT

A pair of floating neutrals anchored by a cool wind-whipped blue and icy glacier green.



# Illumination inspirations



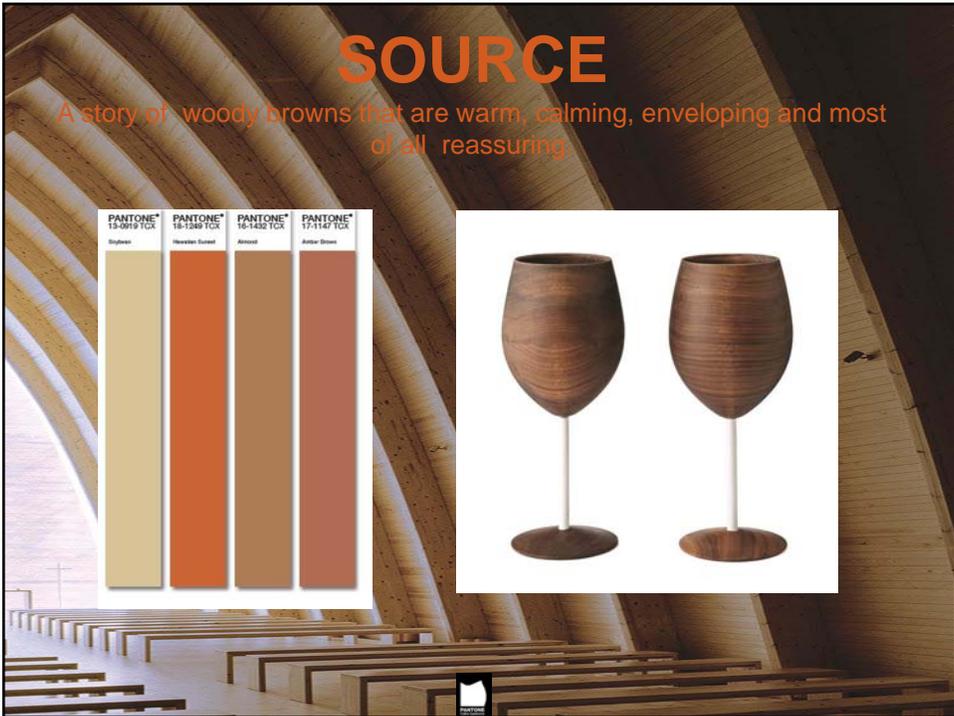
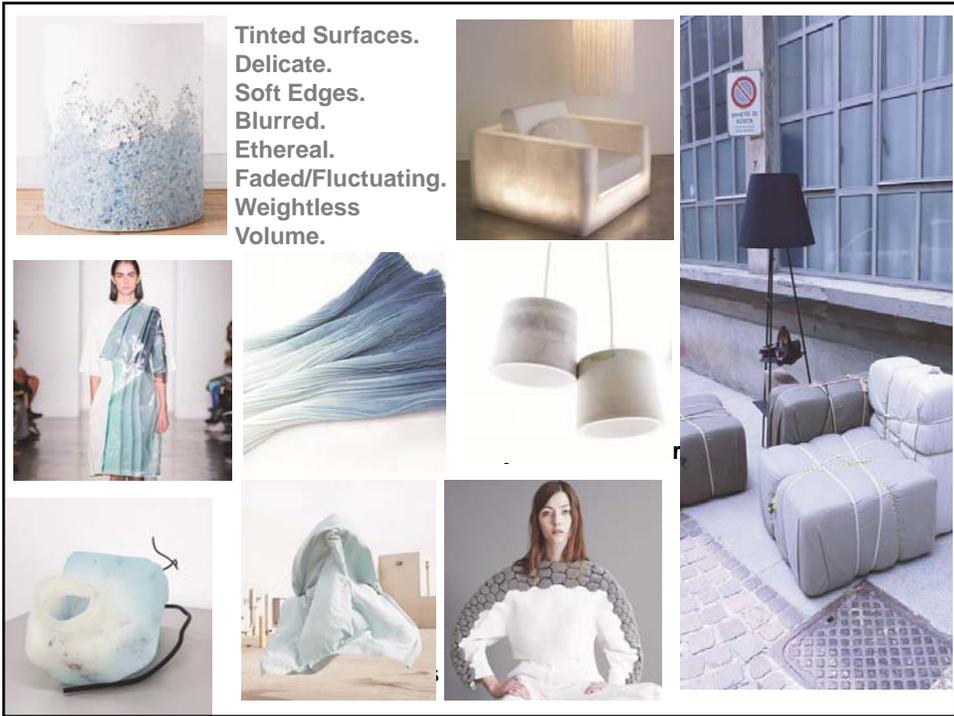
*“The feeling of pure weightlessness is now clean and uncomplicated.”*

Peritone Color Institute // Confidential

## BREATHE

An array of pale tints which quietly comfort.





# Foundation inspirations



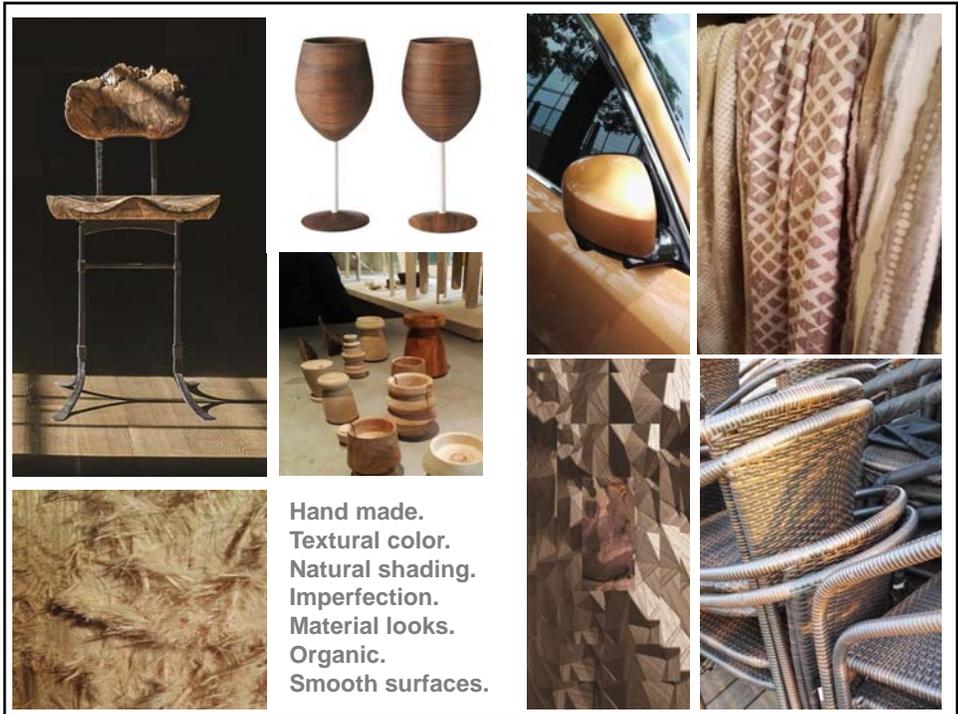
*“Our inspiration lay in the roots of evolution and the origins of the beginning.”*

Peritone Color Institute / Combarbal

## BEGINNING

Surfaces are illuminated by the bright yellow sun while the shadows give rise to fuchsia toned reflections.





# INGENUITY

An offbeat palette of earth shades rooted in nature.

| PANTONE®<br>16-0659 TCX | PANTONE®<br>17-6009 TCX | PANTONE®<br>19-0622 TCX | PANTONE®<br>15-0531 TCX |
|-------------------------|-------------------------|-------------------------|-------------------------|
| Golden Olive            | Lizard's Breath         | Misty Olive             | Sage Pat                |
|                         |                         |                         |                         |

# Imaginative inspirations



*"The genetic code of Mother Nature lives on with all things real and organic."*

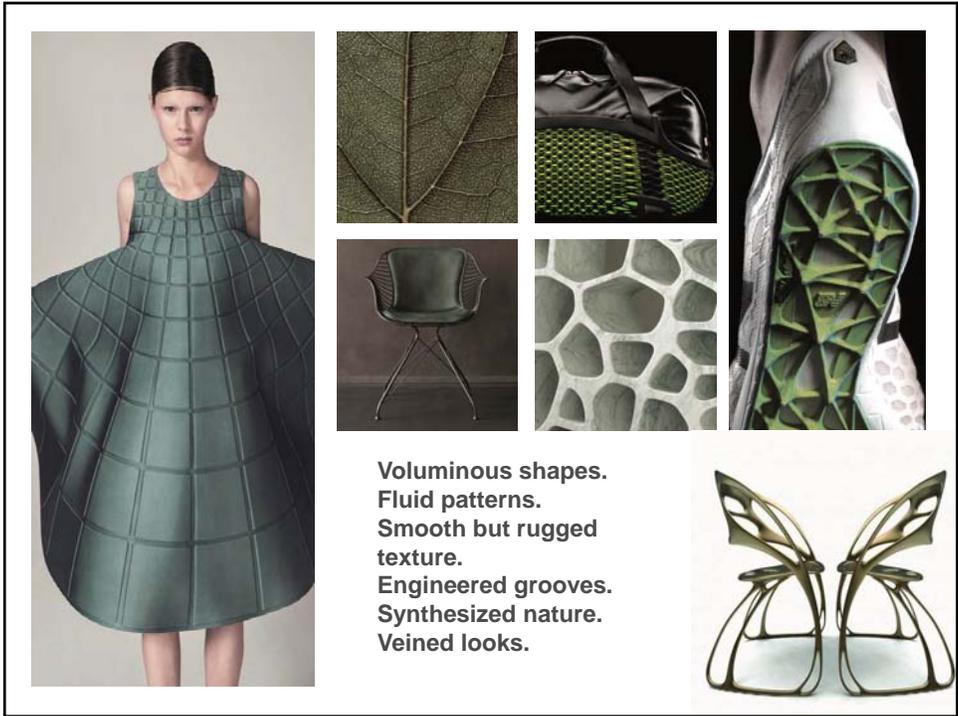
Parsons Color Institute // Confidential



## THE BLUES

A trio of greenish blues grounded by an earthy brown.





## Inventive inspirations



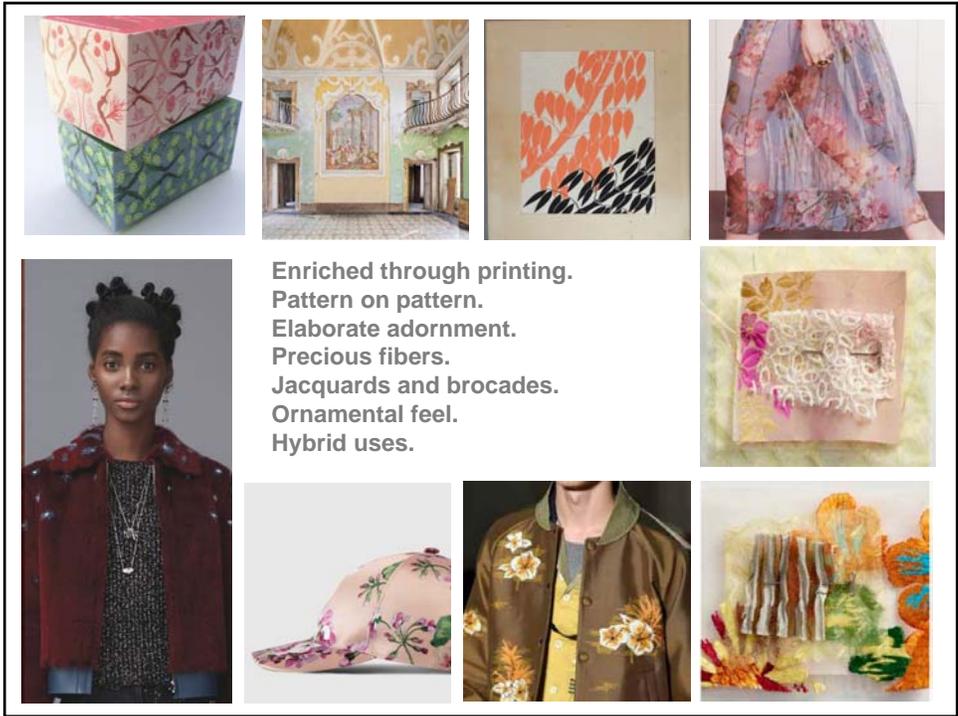
*“A poetic inspiration that mixes the past and present with delicately veiled hues of color that mix and entwine with deeper counterparts to celebrate diversity in design.”*

Parsons Color Institute // Confidential



## DREAMLIKE

Gentle floral tones in pretty pastel tints merge and blend while the deeper tones add definition and form.



Enriched through printing.  
 Pattern on pattern.  
 Elaborate adornment.  
 Precious fibers.  
 Jacquards and brocades.  
 Ornamental feel.  
 Hybrid uses.

# REVELATION

A rich red, warm animated neutral, soft deep blue and a dark grey convey the solidity and essential confidence of this core mid-toned palette.



|   |  |   |  |
|---|--|---|--|
| <small>PANTONE®</small><br><small>19-1862 TCX</small><br><small>Annex Red</small> | <small>PANTONE®</small><br><small>15-1220 TCX</small><br><small>Latite</small> | <small>PANTONE®</small><br><small>18-4041 TCX</small><br><small>Star Sapphire</small> | <small>PANTONE®</small><br><small>18-0403 TCX</small><br><small>Dark Gulf Gray</small> |
|   |  |   |  |



## Disclosure inspirations



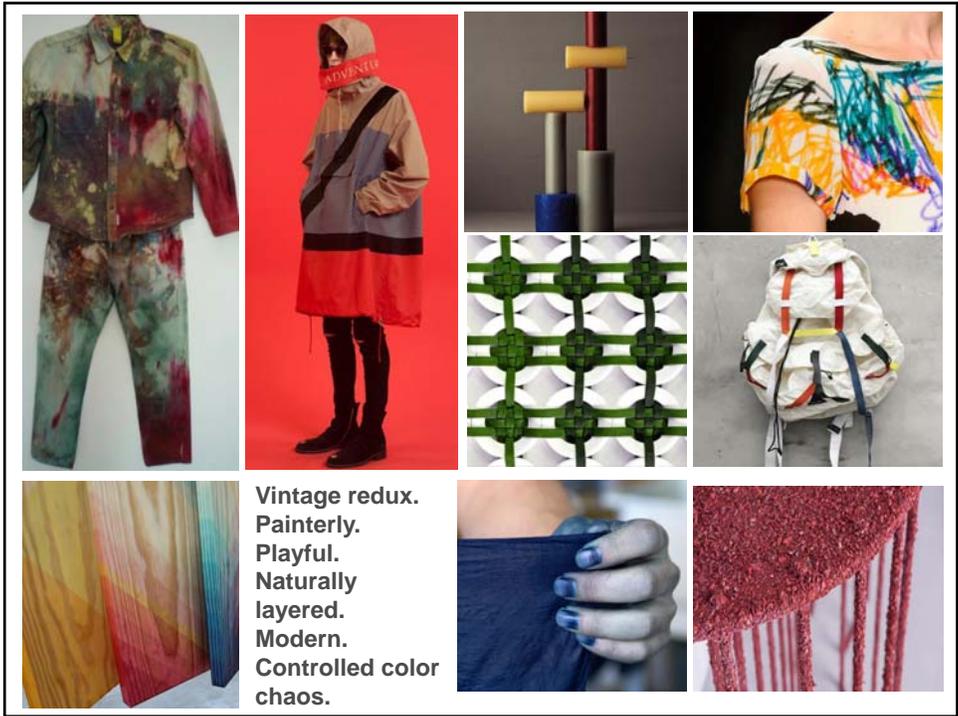
*“The mixture and layering of colors is art-inspired like a canvas of a fresco inspired painting.”*

Perfume Color Institute // Confidential

## CUT

A strong set of new reds contrasted with greens on a blue infused background with an addition of a clear white and some neutrals to cut through and texturize.





# AWAKENING

A new genre of yellow based shades heralding transition and expressing positivity.

| PANTONE®<br>14-0627 TCX | PANTONE®<br>12-0109 TCX | PANTONE®<br>12-0643 TCX | PANTONE®<br>13-0645 TCX |
|-------------------------|-------------------------|-------------------------|-------------------------|
| Shade Green             | Amoroso                 | Reeling Yellow          | Limeade                 |
|                         |                         |                         |                         |

# Emergence inspirations

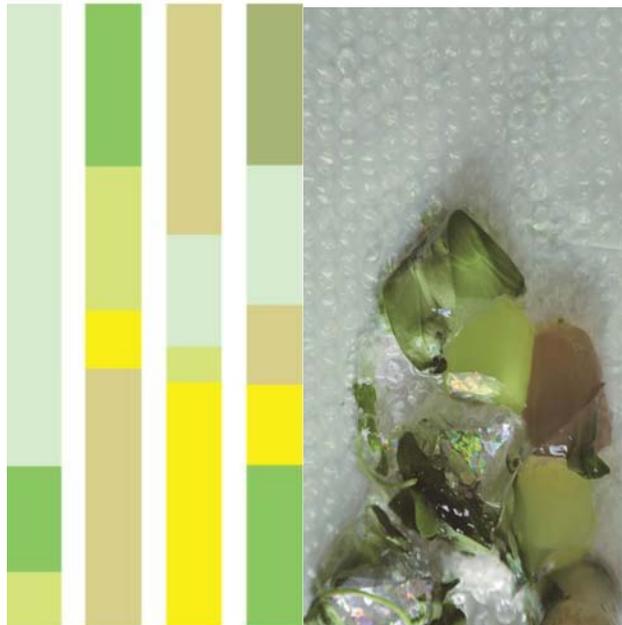


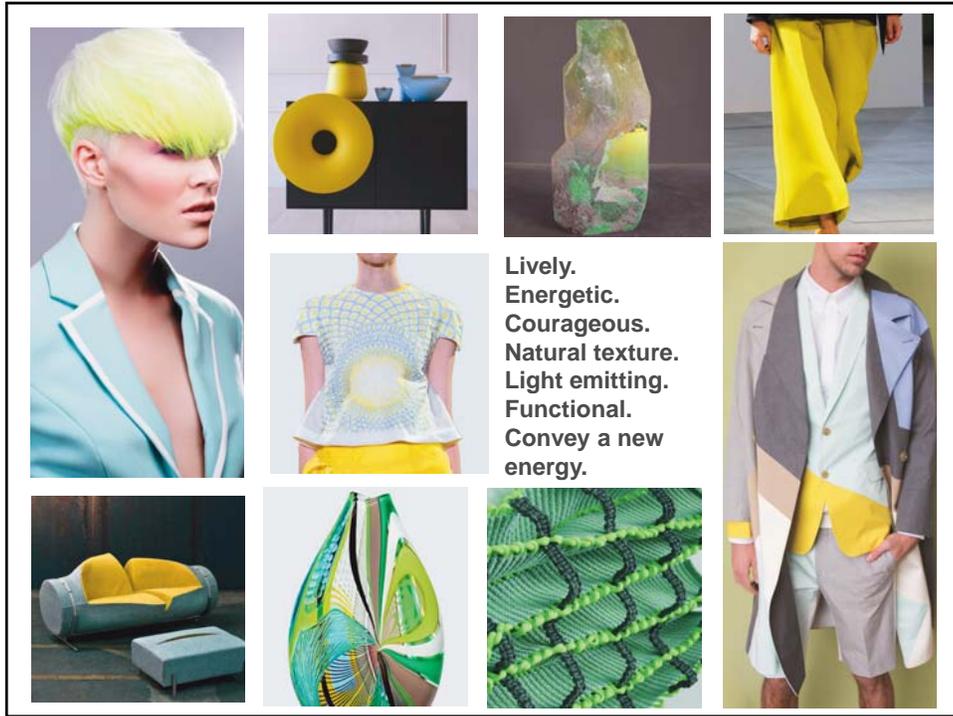
*“An energized metamorphosis evolves with a bold acidic direction that is high-spirited and fearless.”*

Pantone Color Institute / ColorBrewer

## ACID COCOON

The key colors intermingle with some lethal greens becoming erratic and brittle, fragile and fatal at the same time.





# ENRICHMENT

A light weight tint and a bright white are counterbalanced by a pair of high energy brights; a full on vibrant pink and an intense citrus orange.



# Fortified inspirations



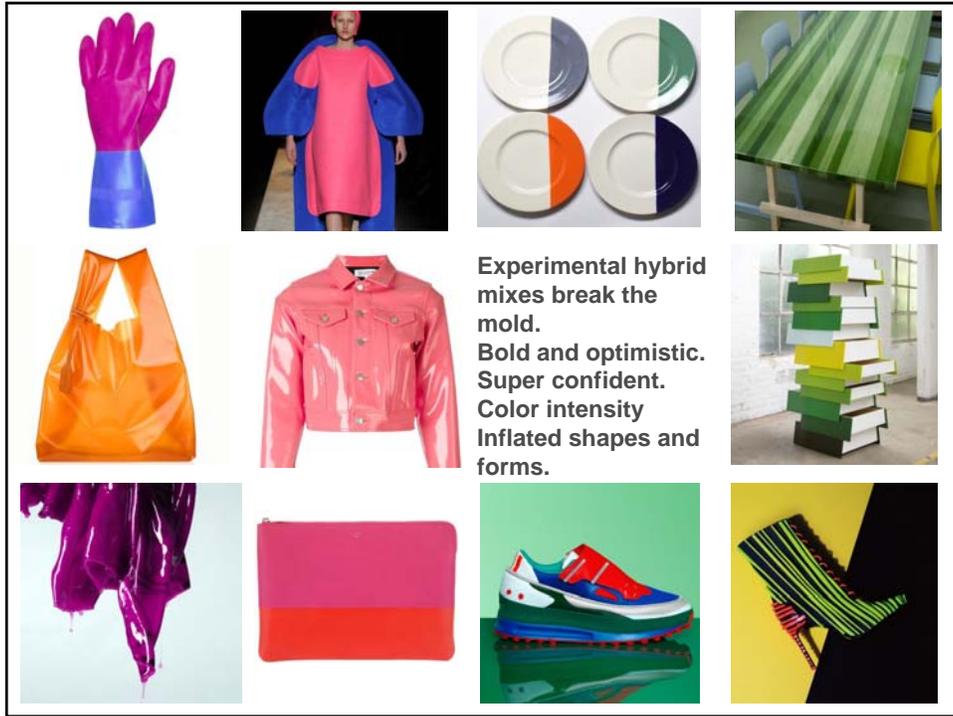
*"A glowing inspiration of colors that are both ordinary yet extraordinary generate exciting and high-voltage effects."*

Parsons Color Institute // Confidential



## TRANSPOSE

Sharp and hyper pink shades clash and explode.

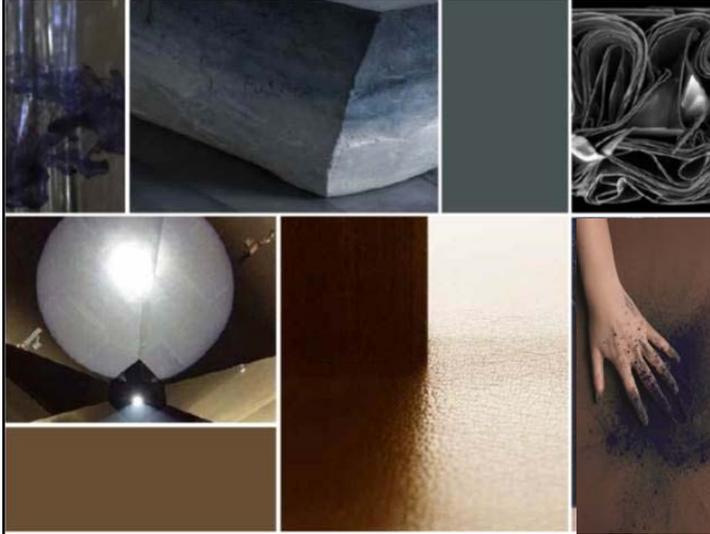


# FORMATIONS

A neutral story of warm and cold dark tones that are dusted, blackened, greyed and matted into a softer expression for the spring/summer.

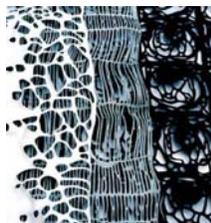
| PANTONE®<br>18-1053 TCX | PANTONE®<br>18-3910 TCX | PANTONE®<br>18-3940 TCX | PANTONE®<br>19-0201 TCX |
|-------------------------|-------------------------|-------------------------|-------------------------|
| Blackburne              | Iron Gate               | Blue Sapphire           | Asphalt                 |
|                         |                         |                         |                         |

# Founding inspirations

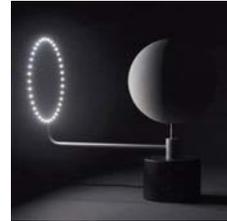


*“The elements of density and weight or lightness and fluidity are all about the materiality of color.”*

Perfume Color Institute / Confidential



**Shadowed.  
Floating.  
Natural.  
Cool and matte.  
Clean lines.  
Space inspired  
luminosity.**

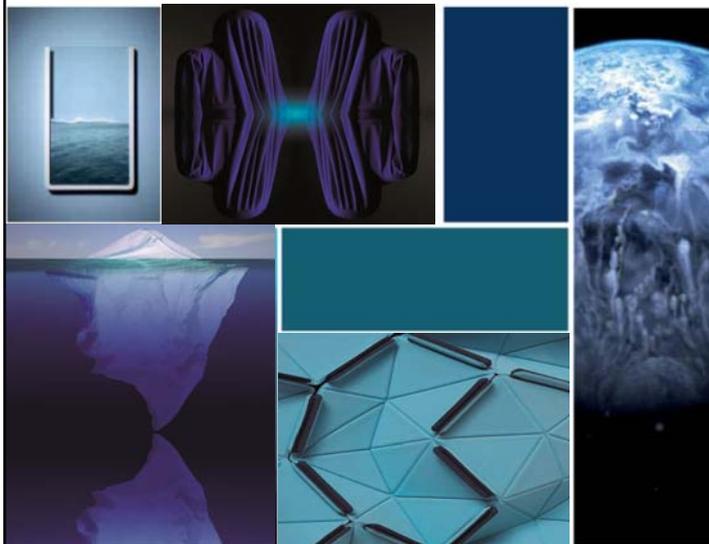


# UNCHARTERED

Four strong and atmospheric blues whose saturated strength enables them to each stand alone but when blended together create a palette of uncharted depth.

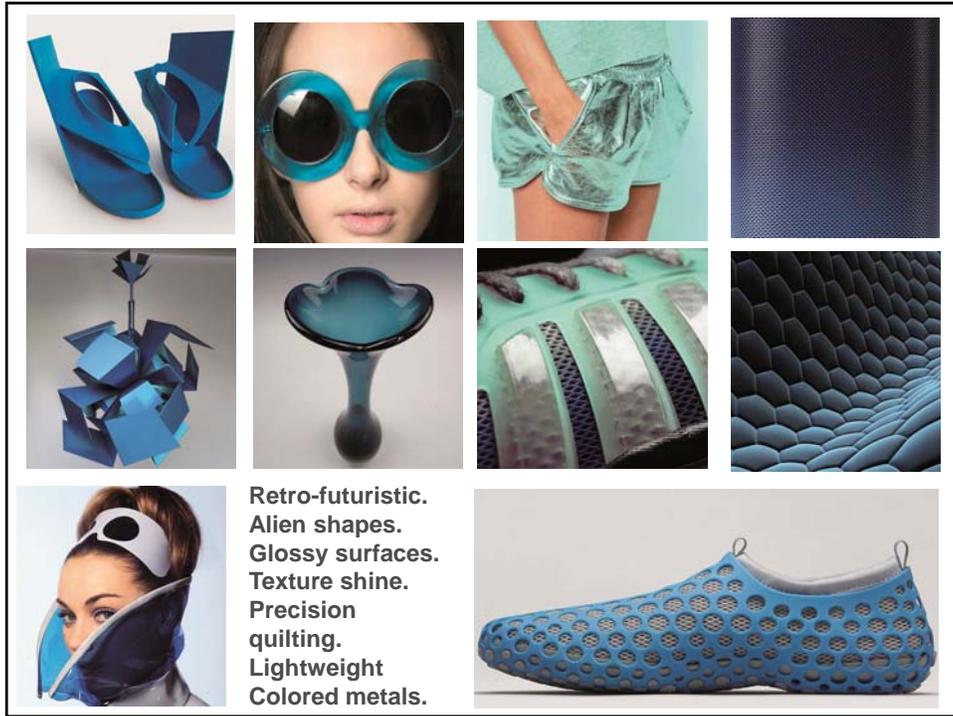


## Uncharted inspirations



*"A palette of blues is drawn from disparate quarters that evoke a sense of mysterious origins."*

Pantone Color Institute // Confidential



**Retro-futuristic.**  
**Alien shapes.**  
**Glossy surfaces.**  
**Texture shine.**  
**Precision quilting.**  
**Lightweight**  
**Colored metals.**

