

COLOR

at the forefront



COLOR

expression





COLOR

element of design

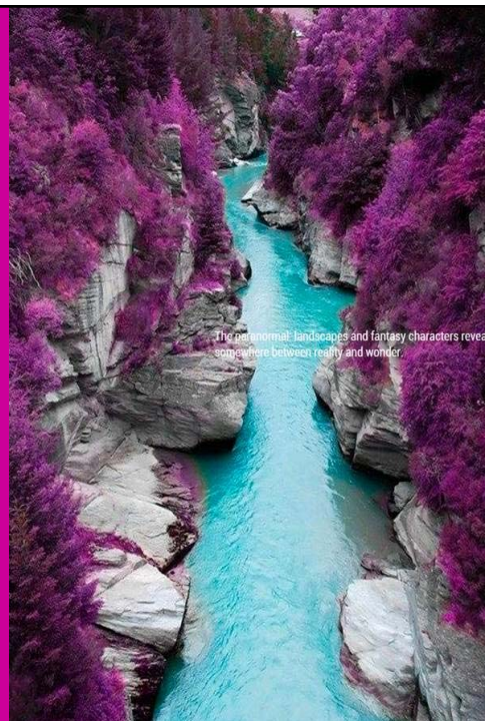


COLOR

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



COLOR
a strategic approach

A collage of nine images illustrating various color applications in design and fashion. The images include: a woman in a vibrant orange blazer, purple top, and teal skirt; a close-up of a tulip with orange and purple petals; a row of colorful birds in flight; a woman in a bright orange dress; a woman in a purple top and green skirt; a woman in a pink top and orange skirt; a close-up of a yellow flower; a close-up of a yellow flower; and a close-up of a yellow flower.

A collage of images illustrating the concept "COLOR is lifestyle". The central text is on a teal background. Surrounding it are various images: a woman with blue eye makeup, a teal and orange shoe, a beach scene with flags, teal earrings, a teal and orange abstract pattern, a woman with a teal necklace, teal bowls, and women in teal dresses.

WHAT'S GOING ON TODAY?

and how is this impacting trends in color?

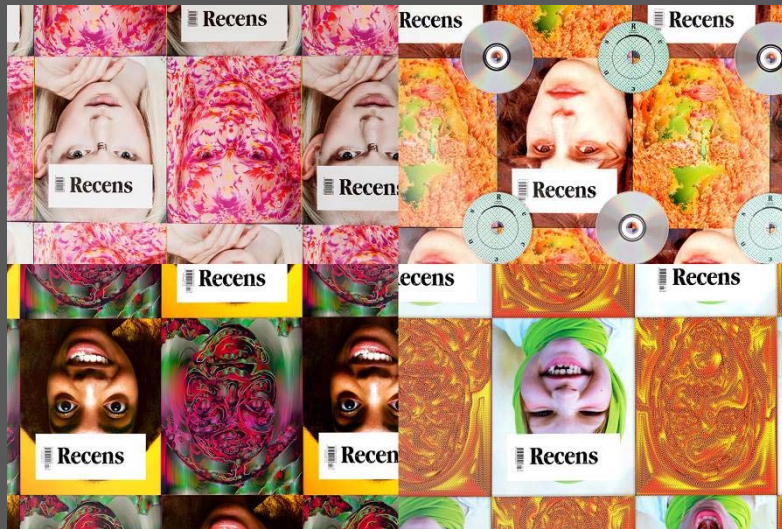
TECHNOLOGY

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



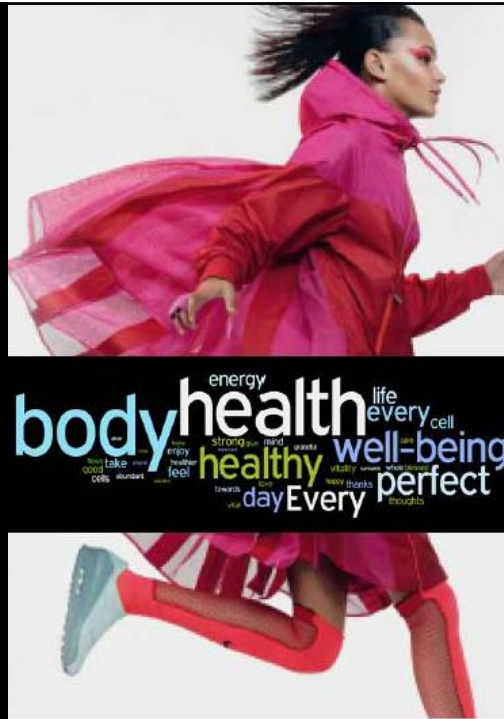
THE GREYS

chic, sophisticated, practical, unobtrusive



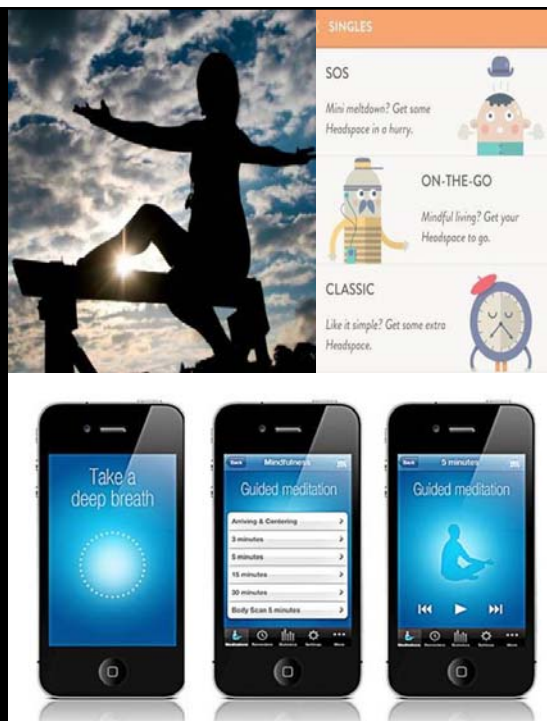
The Art of Well-Being

“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 OATH

The Danish Way

Hygge is meant to provide a safe space for togetherness. Try to imagine that hygge is a space you enter into. It will be hygge-tiger (oath) 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 will spend a good of time understanding 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 no 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 SPACE 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 HYGGE. 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 _____



EMPTINESS

solitude and silence

THE QUIETER
YOU BECOME,
THE MORE
YOU CAN
HEAR



EMPTINESS

solitude and silence



QUIET

events



NATURE

restorative greens



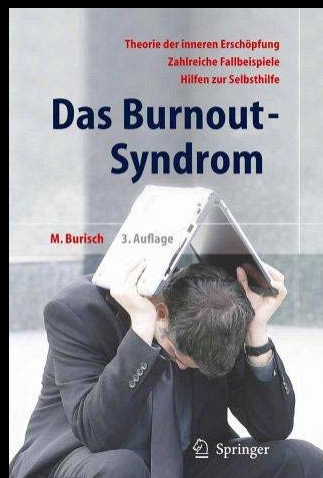
NATURE

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



PANTONE® 15-0343 TCX Greenery PANTONE® 15-0343 TCX Greenery PANTONE® 15-0343 TCX Greenery PANTONE® 15-0343 TCX Greenery

“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.





ERASING

traditional identifiers



AGE IDENTITY

no longer valid





Great **Style** doesn't
know how old you
are!

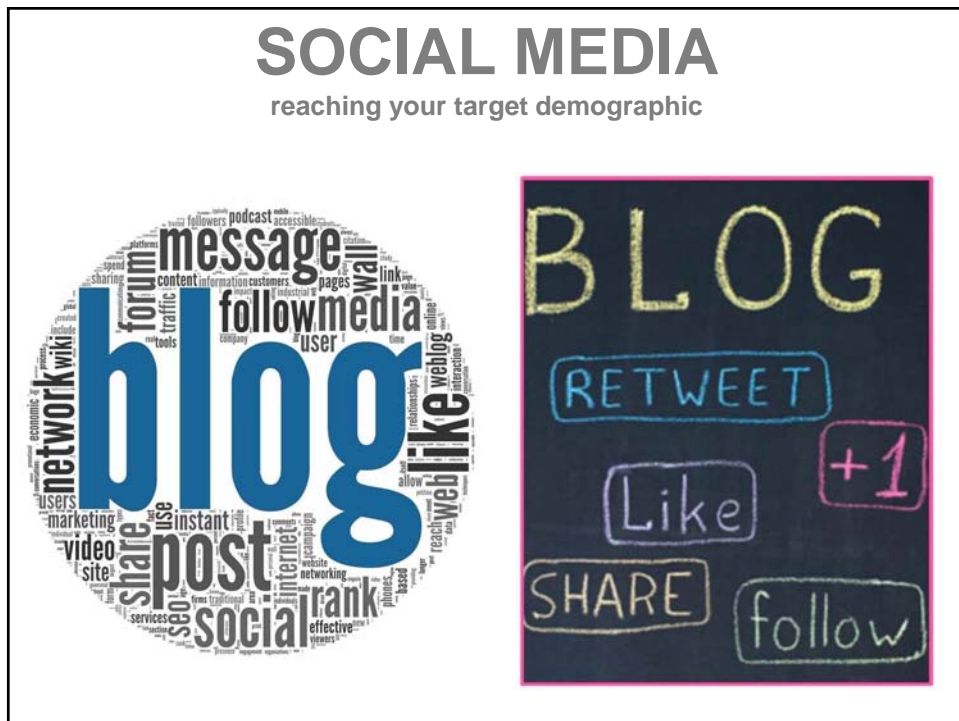
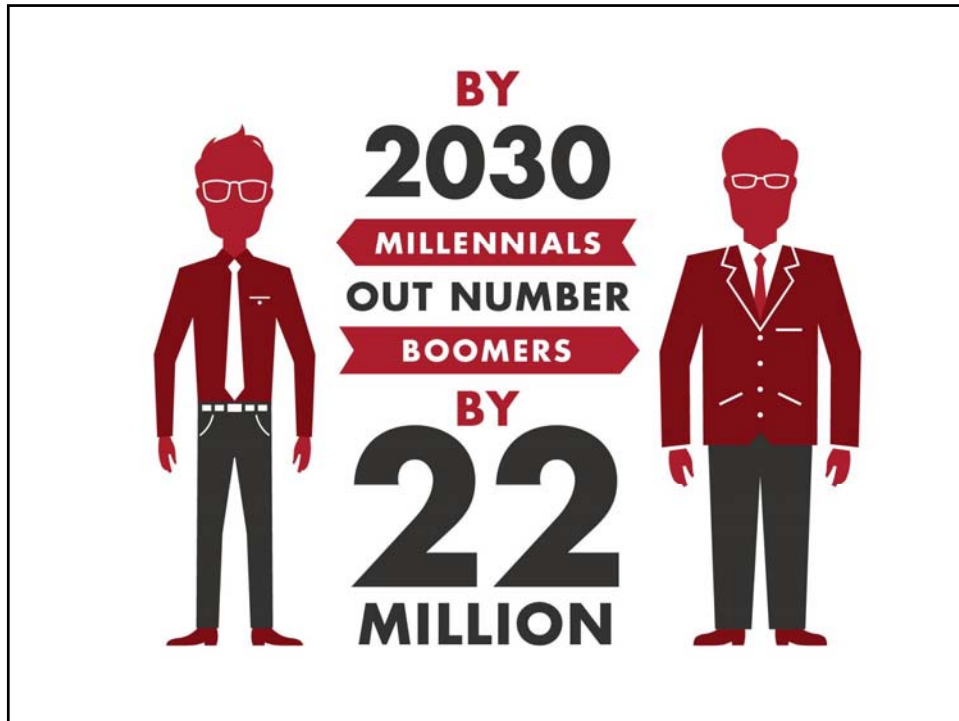


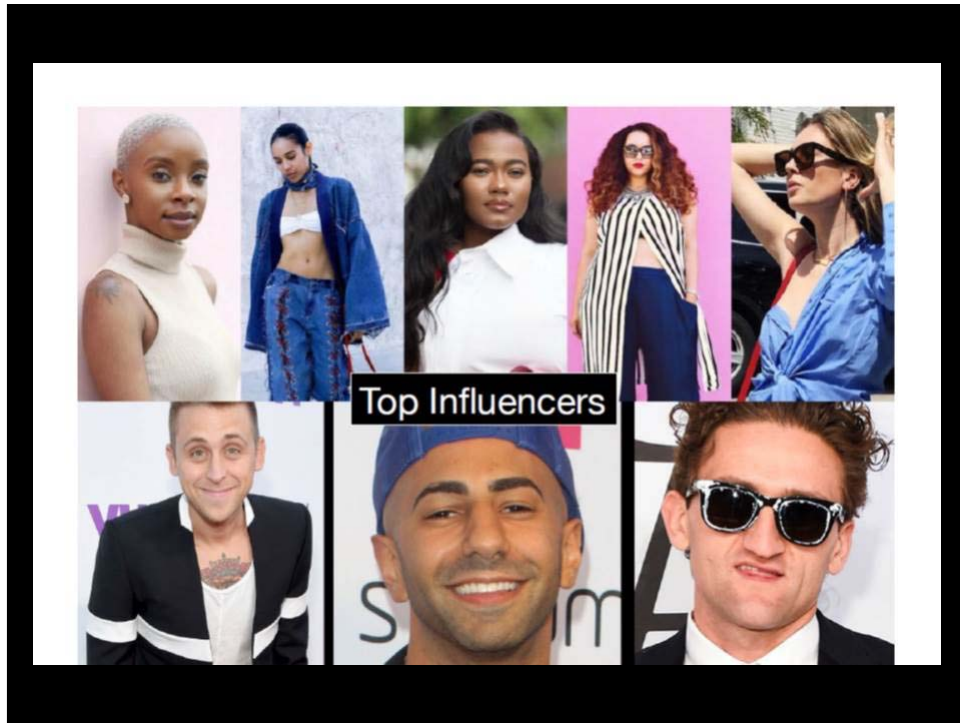


BABY BOOMERS

looking + acting younger







GEN Z



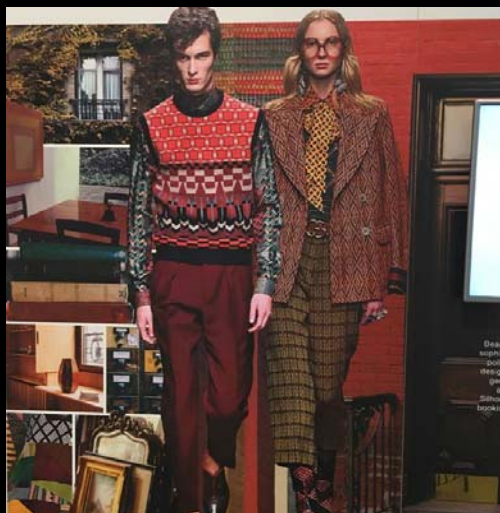
GENDER

blur



GENDER

blur



GENDER

blur



	Births Start	Oldest Age
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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

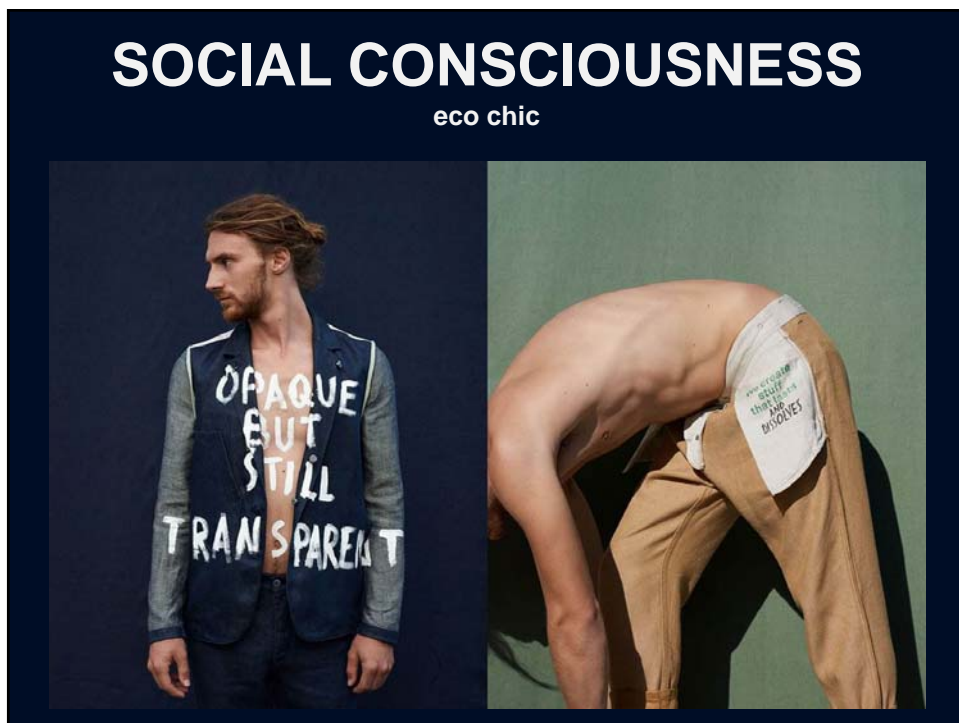
the sharing economy



A screenshot of the Grover website, a platform for renting consumer electronics. The header features the Grover logo, the text "AVAILABLE NOW!", and navigation links for "START", "HELP", and "CART (0)". The main banner has a vibrant orange-to-purple gradient background with the headline "Buy Less. Experience More." and the subtext "More than 300 products to rent. No boundaries." Below the banner, there are six category cards: "IO & MUSIC" (headphones), "CAMERAS" (GoPro), "WEARABLES" (smartwatch), "WEARABLES" (fitness tracker), "GAMING" (game console), and "AUDIO" (speaker). Each card displays a product image and a starting price of "\$29⁹⁰ / Month". At the bottom, there are logos for "Wired", "TechCrunch", and "As Seen On".

SOCIAL CONSCIOUSNESS

eco chic



SOCIAL CONSCIOUSNESS

eco chic



SOCIAL CONSCIOUSNESS

eco-chic



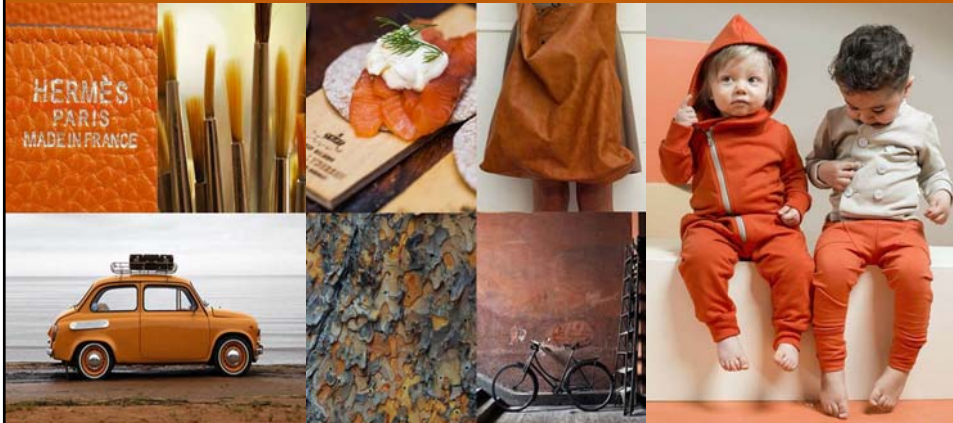
SOCIAL CONSCIOUSNESS

eco chic



SOCIAL CONSCIOUSNESS

eco chic



RAW MATERIALS



TOPOGRAPHICAL

prints

A new patchwork.



TOPOGRAPHICAL

prints



RETRO



FRINGE TREATMENT



COLOR

fade



WHIMSEY



WHIMSEY



WHIMSEY



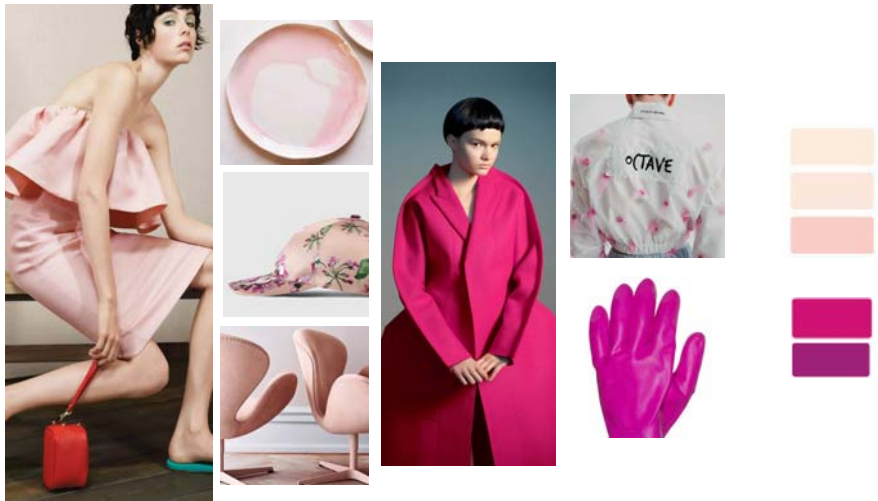
WHIMSEY





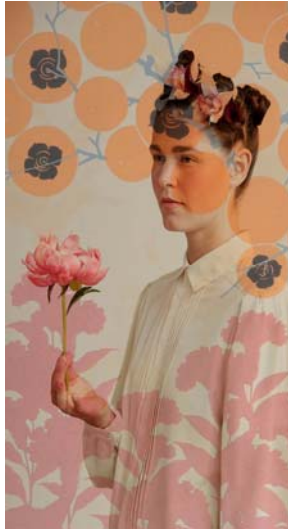
PINK

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.



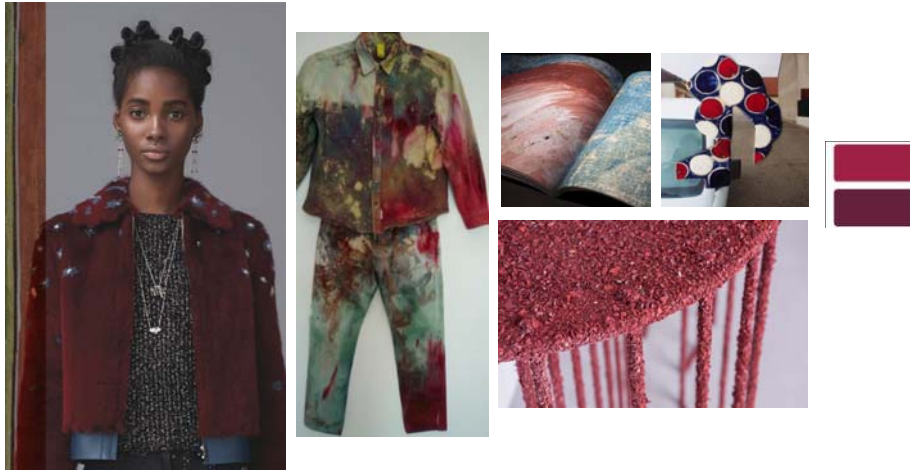
YELLOW

Amplified sharp lemon tones are full of zest.



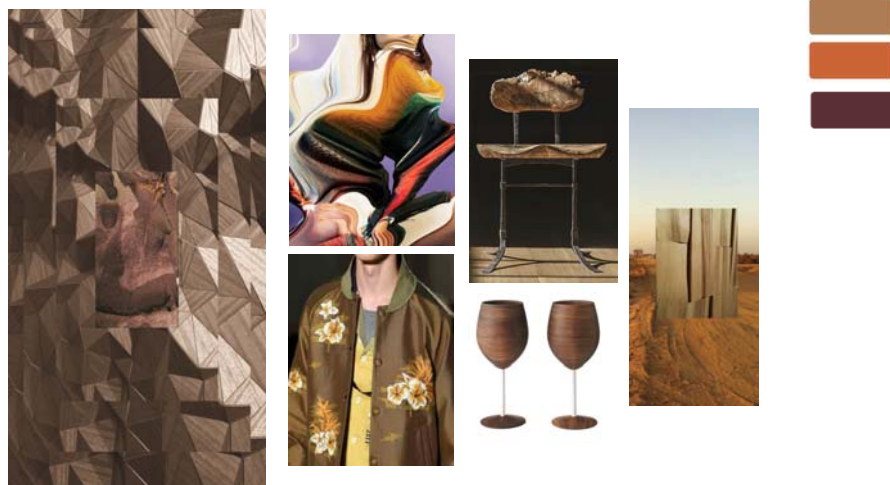
RED

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.



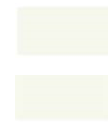
GREEN

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



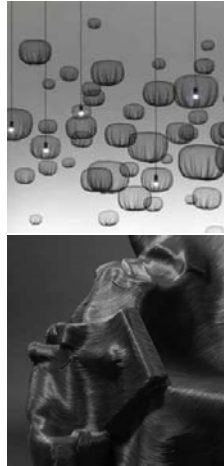
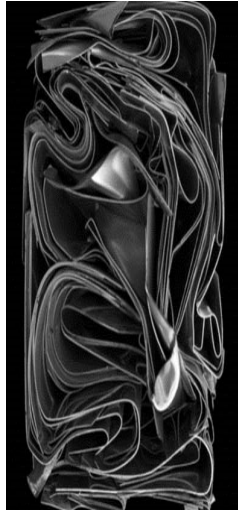
WHITE

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.



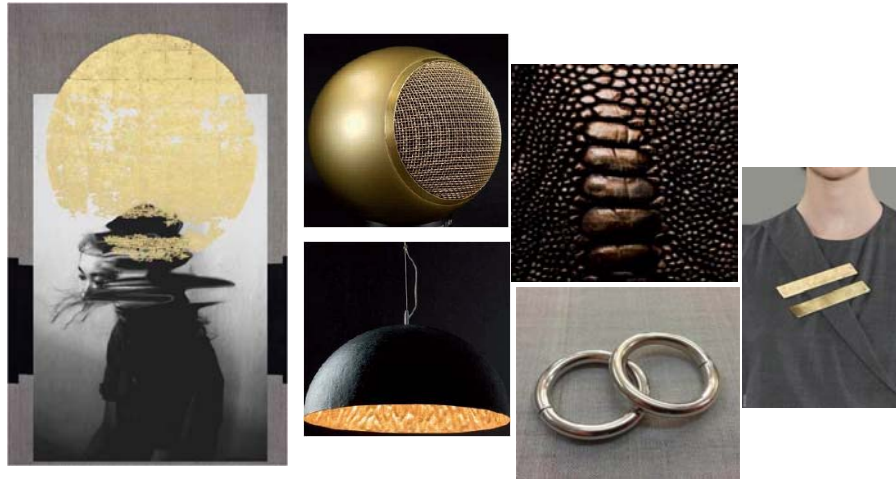
BRIGHTS

A fusion of powerful energy.



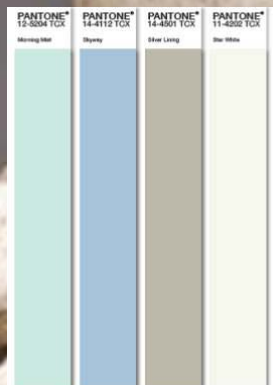
METALLICS

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

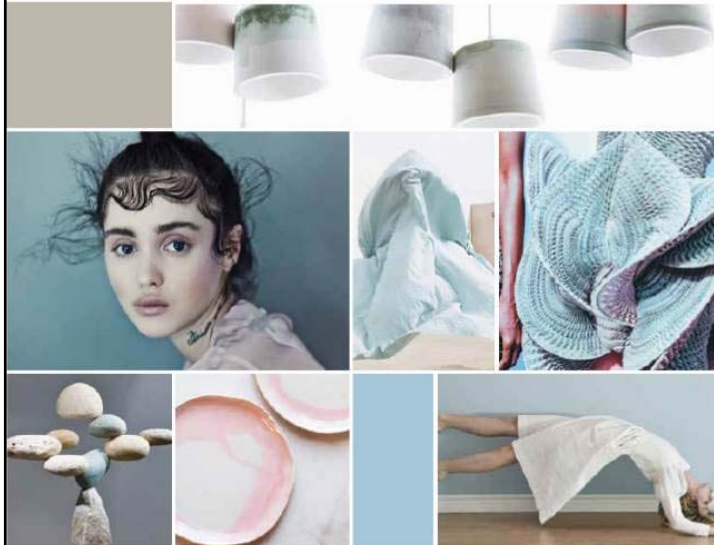


ENLIGHTENMENT

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



Illumination inspirations



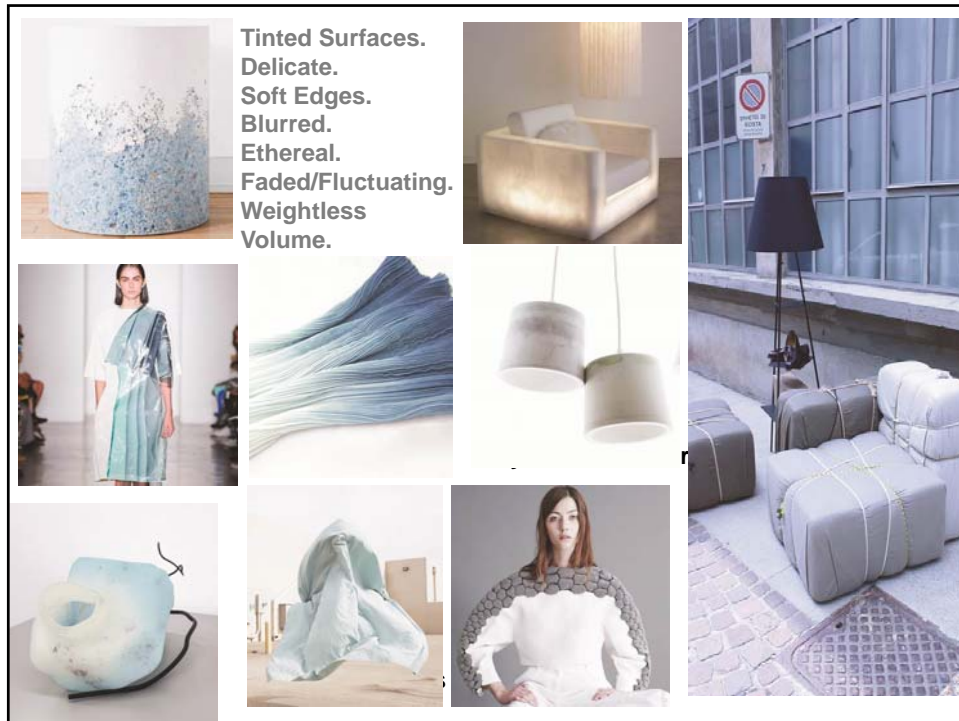
*“The feeling of
pure weightlessness
is now clean and
uncomplicated.”*

Pantone Color Institute // Confidential

BREATHE

An array of pale tints
which quietly comfort.





SOURCE

A story of woody browns that are warm, calming, enveloping and most of all reassuring.

PANTONE® 13-0919 TCX Sagebrush	PANTONE® 15-1289 TCX November Sunset	PANTONE® 16-1452 TCX Almond	PANTONE® 17-1147 TCX Autumn Green

Foundation inspirations



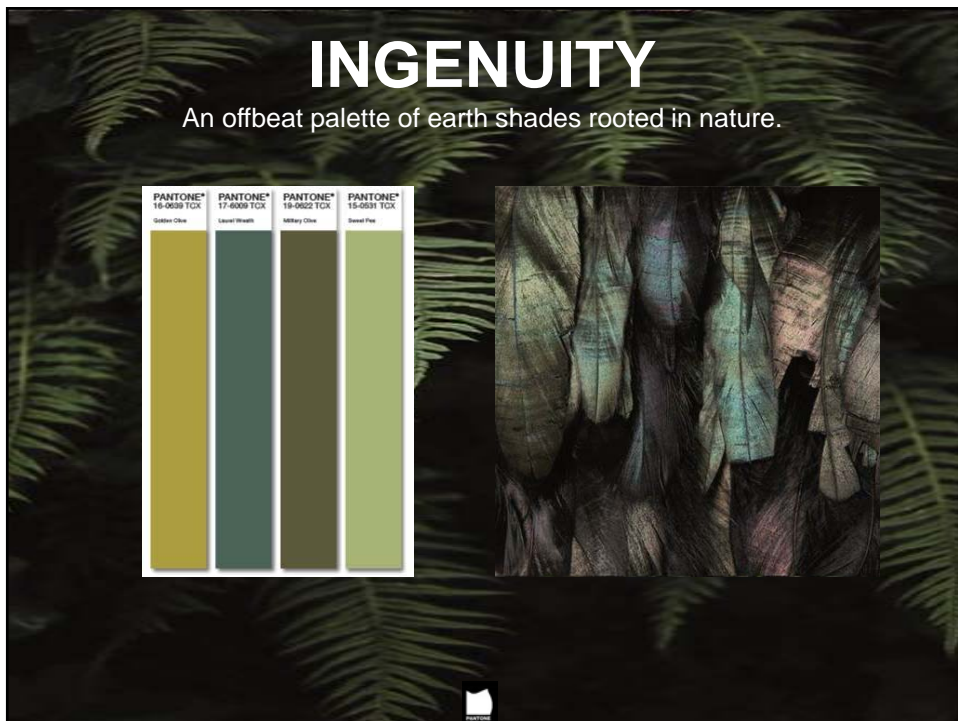
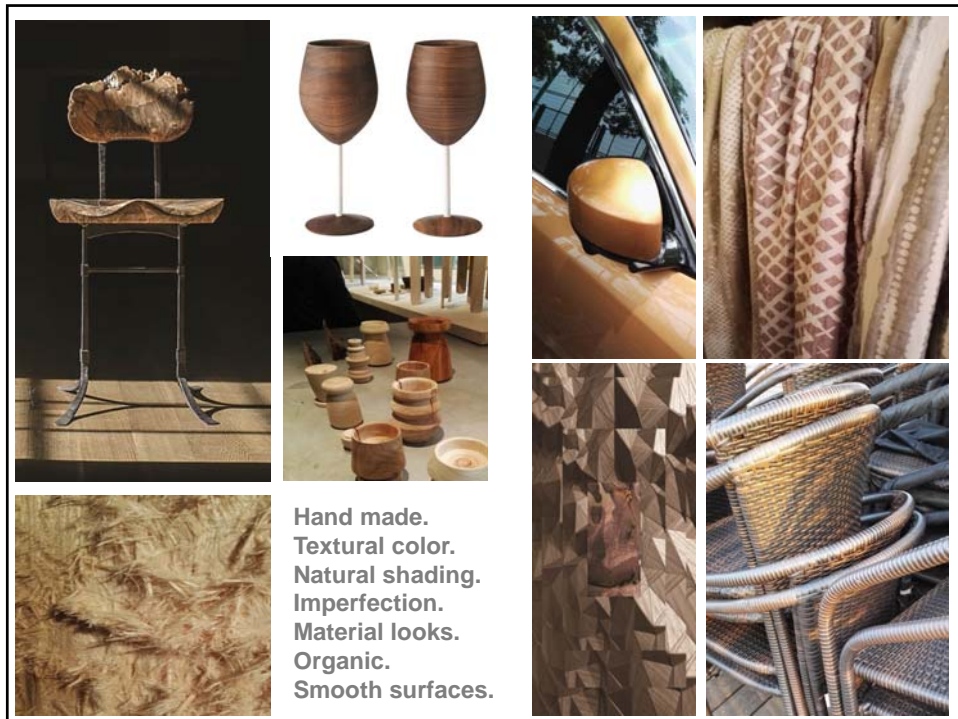
*"Our inspiration
lay in the roots
of evolution and
the origins of the
beginning."*

Perkins Color Institute of Cambridge

BEGINNING

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





Imaginative inspirations



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

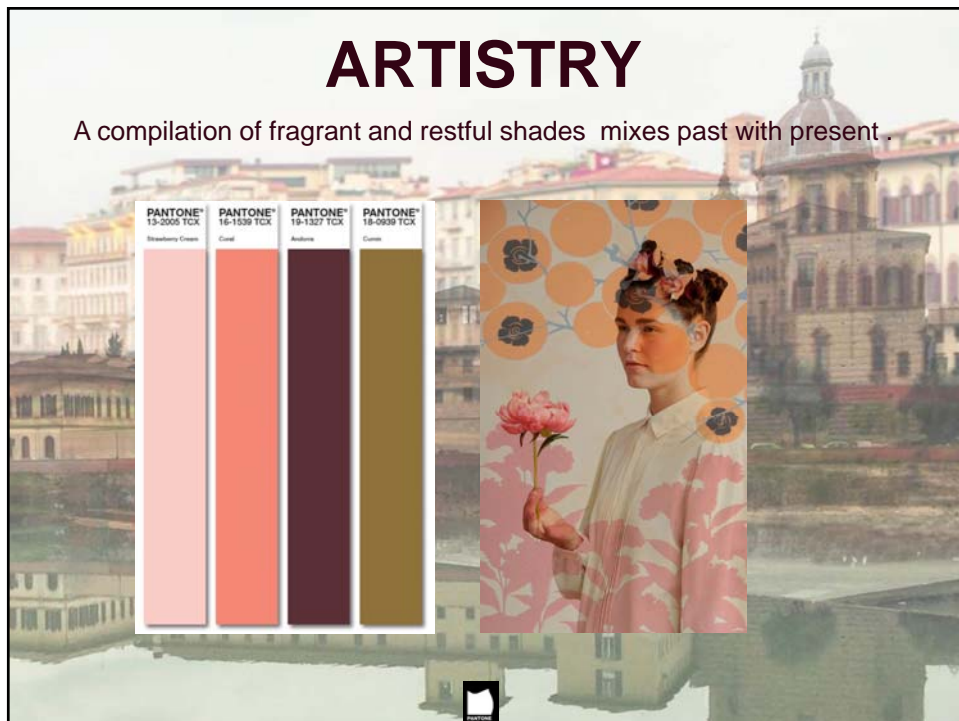
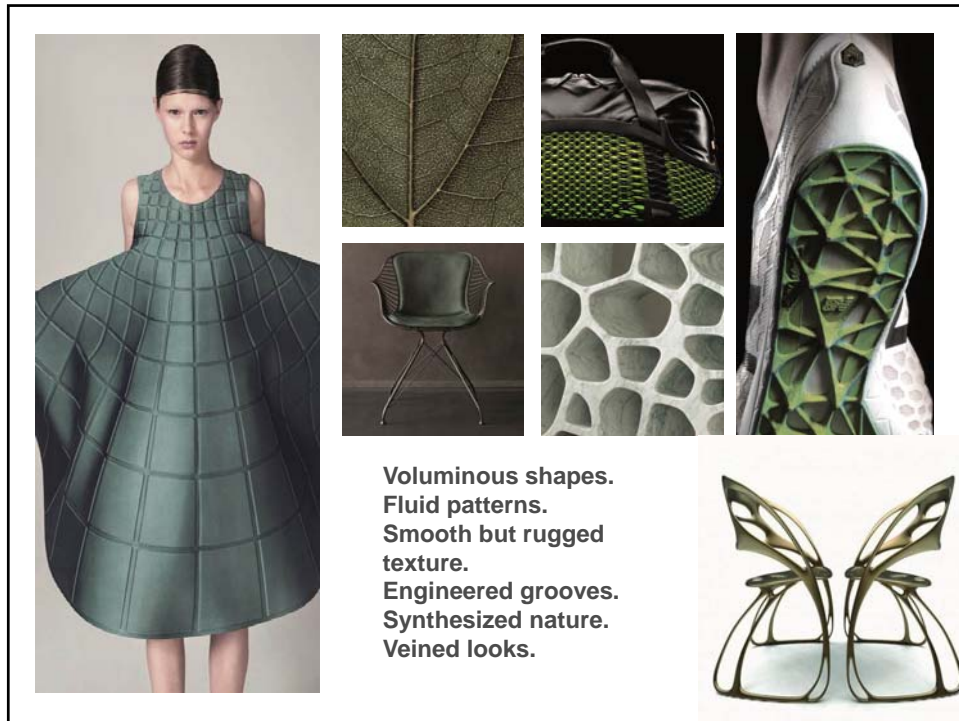
Perkins+Will Institute of Color Studies



THE BLUES

A trio of greenish blues grounded by an earthy brown.





Inventive inspirations



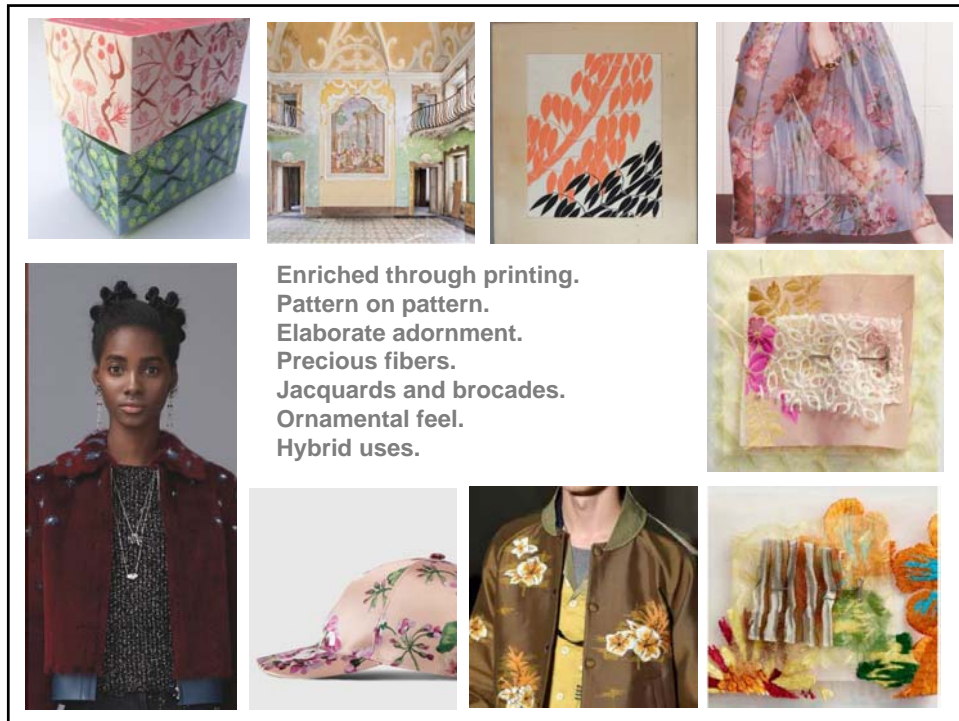
"A poetic inspiration that mixes the past and present with delicately veiled hues of color that mix and entwine with deeper counterparts to celebrate diversity in design."

Perfume Color Institute // Confidential



DREAMLIKE

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



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.

PANTONE® 19-1862 TCX	PANTONE® 15-1220 TCX	PANTONE® 18-4041 TCX	PANTONE® 18-0403 TCX
Atomic Red	Little	Star Sapphire	Dark Gulf Gray

Disclosure inspirations



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

Peritone Color Institute is 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® 14-0627 TCX	PANTONE® 12-0109 TCX	PANTONE® 12-0643 TCX	PANTONE® 13-0645 TCX
Shadow Green	Antelope	Reeling Yellow	Limeade

PANTONE

Emergence inspirations



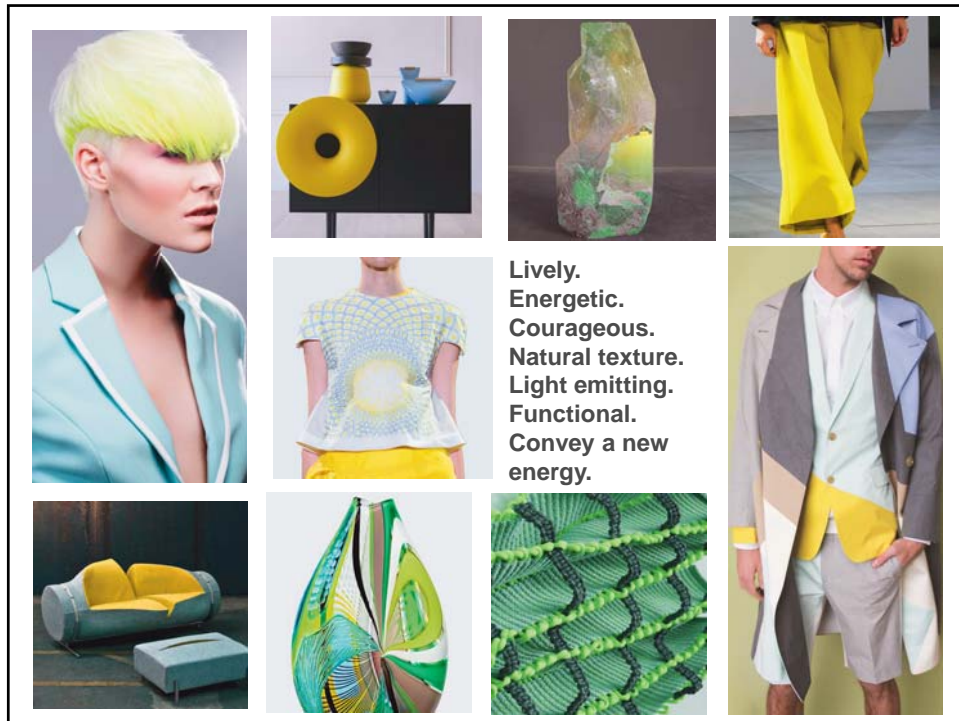
"An energized metamorphosis evolves with a bold acidic direction that is high-spirited and fearless."

Pantone Color Institute of ColorBurst

ACID COCOON

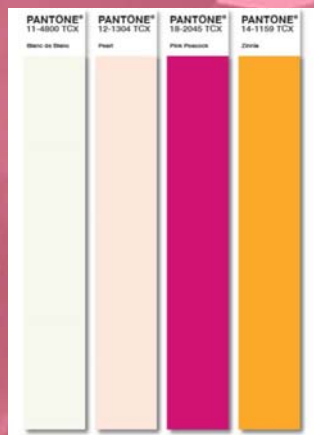
The key colors intermingle with some lethal greens becoming erratic and brittle, fragile and fatal at the same time.





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.

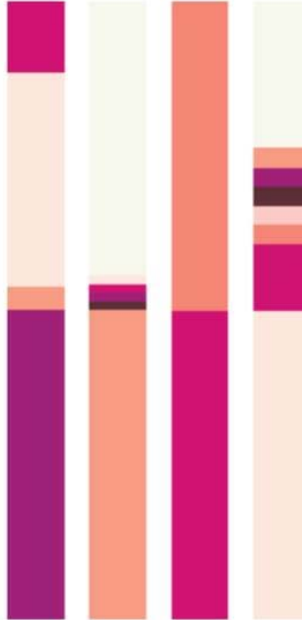


Fortified inspirations



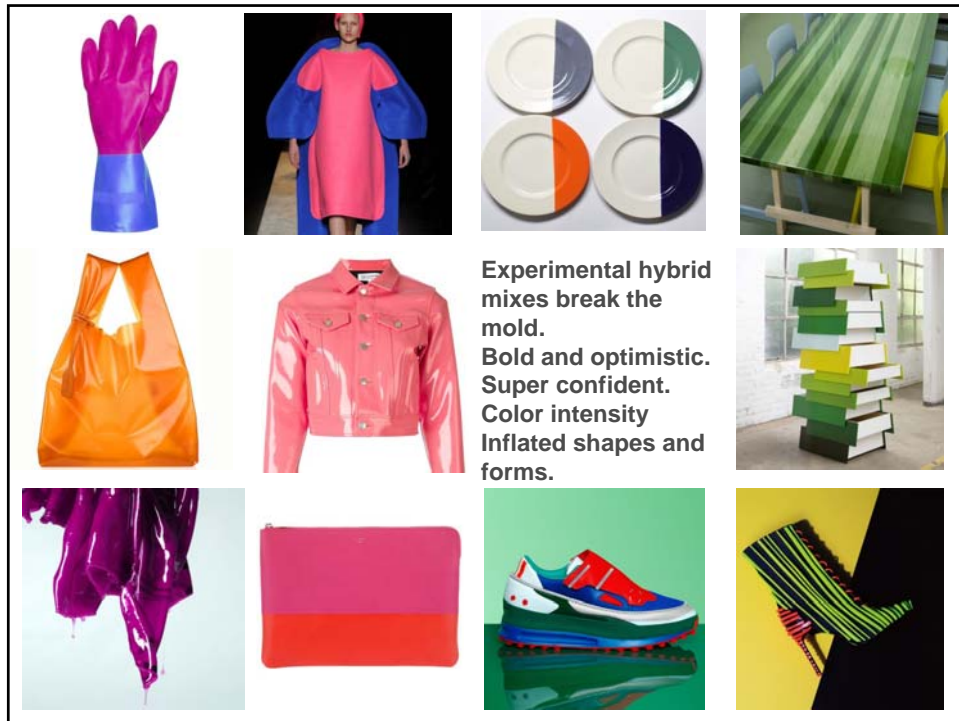
"A glowing inspiration of colors that are both ordinary yet extraordinary generate exciting and high-voltage effects."

Pantone Color Institute © Confidential

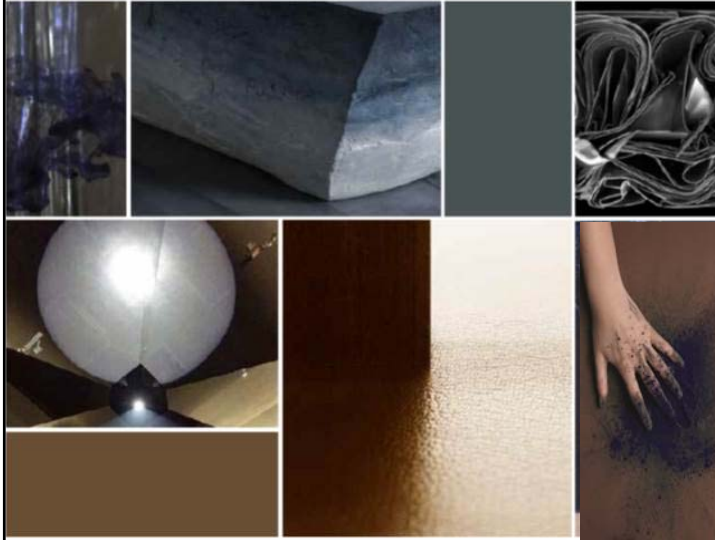


TRANSPOSE

Sharp and hyper pink shades clash and explode.

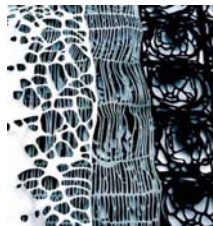


Founding inspirations

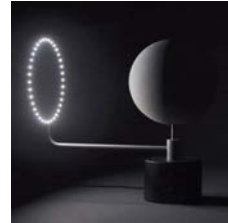


"The elements of density and weight or lightness and fluidity are all about the materiality of color."

Perfume Color Institute of Confidential



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

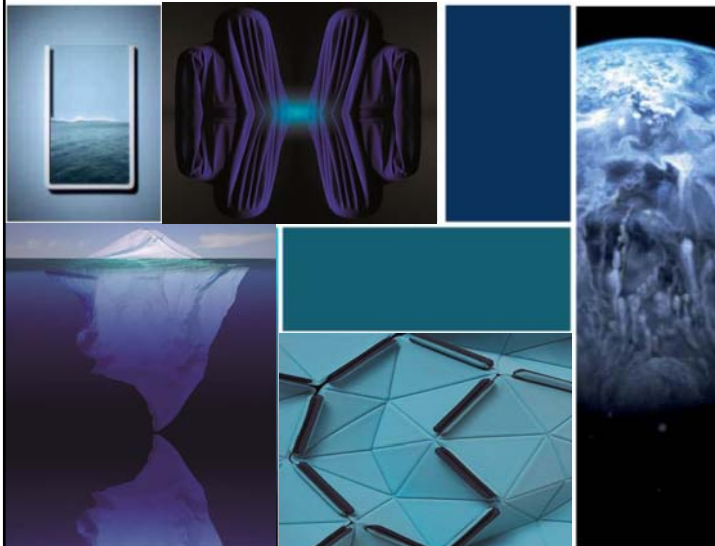


UNCHARTERED

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

