

Pantone Releases Fall 2015 Fashion Color Report

February 12, 2015

Source: JCK Online.com



It's opening day of Mercedes-Benz Fashion Week in New York City, meaning that it's also time for Pantone to disclose its top colors for the season ahead.

Pantone confers with some of industry's most important clothing designers to determine its color choices, parlaying these conversations into a directional color report. It's important for jewelers to review it in order to know the clothing colors that their consumers will be wearing so that merchants can help shoppers color-block jewelry accordingly.

Pantone called its top 10 color selects for fall 2015 "an evolving color landscape... with an umbrella of accord that weaves earthy neutrals with a range of bold color statements and patterns to reflect a landscape of hope, fun, fantasy, and all things natural." Expect to see what Pantone executive director Leatrice Eiseman called "androgynous" colors and a "truly unisex color palette." Selections for fall nod to the glamorous 1920s up to the bohemian vibes of the 1960s and 1970s, "stringing together an affection for colors and styling that are innately easy to wear by both women and men," she explained.

To wit, the colors for fall 2015 for women and men are:

PANTONE 16-0110 Desert Sage

A cool and soothing greenish-gray

PANTONE 18-4214 Stormy Weather

A powerful blue-gray that is strong, protective, and enduring

PANTONE 16-1144 Oak Buff

A mellow, comforting, and warming shade that brings good feelings

PANTONE 17-0627 Dried Herb

An organic shade redolent of nature's earthy fragrances

PANTONE 18-1438 Marsala (Pantone's Color of the Year)

A winery red-brown

PANTONE 18-4726 Biscay Bay

A serene blue with the invigorating aspects of green

PANTONE 15-1340 Cadmium Orange

A warm, welcoming, and subtly dramatic hue

PANTONE 16-2215 Cashmere Rose

A tactile and soft pink hue

PANTONE 19-4326 Reflecting Pond

A cooling blue

PANTONE 17-3628 Amethyst Orchid

An enigmatic hue that is unique, bold, creative, and exciting