

## **Pantone Unveils Spring 2017 Fashion Color Report**

When New York Fashion Week rolls around, so do 10 new chic colors used in clothing for the season ahead and named by the color authority

September 23, 2016 Source: JCK Online.com

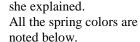
Kale? Hazelnut? Sure, they are flavors that might be found in your kitchen, but they are also among the Pantone Color Institute's 10 color picks for spring 2017. The self-proclaimed color authority unveiled its choices at the start of New York Fashion Week alongside spring 2017 ready-to-wear since the colors coincide with exact hues found in the fashion lines. Leatrice Eiseman, executive director of the Pantone Color Institute, told the press upon release of the news that the choices invoked "a renewed sense of imagination in which color was appearing in a context that was different than the traditional," that the hues "surround us in nature," and that they "evoke a spectrum of emotion and feeling." "From the warmth of sunny days with PANTONE 13-0755 Primrose Yellow to the invigorating feeling of breathing fresh mountain air with

PANTONE 18-0107 Kale and the desire to escape to pristine waters with PANTONE 14-4620 Island Paradise, designers applied color in

playful, yet thoughtful and precise

combinations to fully capture the promises, hope, and transformation

that we yearn for each spring,"





Lapis Blue



Primrose Yellow



Niagra



Greenery



Pale Dogwood



Pink Yarrow



Island Paradise



Flame



Kale



Hazelnut