

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," she explained.

All the spring colors are noted below.



Primrose Yellow



Pink Yarrow



Niagra



Island Paradise



Greenery



Flame



Pale Dogwood



Kale



Lapis Blue



Hazelnut