

**PANTONE®**  
FASHION COLOR REPORT  
FALL 2014

NEW YORK FASHION WEEK  
FEBRUARY 6-13, 2014



Yoana Baraschi







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# PANTONE® FASHION COLOR REPORT FALL 2014

NEW YORK FASHION WEEK  
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# FALL 2014: COLOR THAT TRANSCENDS TIME AND PLACE

## Top 10 Women's Colors

Whether it was a particular decade or a trip to a special place, designers are fascinated with the beauty of the past and the spirit of the present—recreating it with color, fabric and style this fall season. Design and color were inspired by everything from books, artisan crafts, photography and retro architecture, to exotic landscapes and the children of rock legends. The diverse color palette takes us on an adventure spanning 100 years—a season roused by various vantage points from past and present.

*“This is a season of untypical colors—more reflective of the imagination and ingenuity, which makes for an artful collection of colors and combinations not bound by the usual hues for fall.”*

**Leatrice Eiseman**  
Executive Director, Pantone Color Institute®

“This is a season of untypical colors—more reflective of the imagination and ingenuity, which makes for an artful collection of colors and combinations not bound by the usual hues for fall,” said Leatrice Eiseman, executive director of the Pantone Color Institute. “There is a feminine mystique that is reflected throughout the palette, inspired by the increasing need for women everywhere to create an individual imprint.”

**Sangria**, an exotic red that evokes a sense of glamorous adventures and faraway destinations is enhanced by **Aurora Red**, a more sophisticated shade that adds verve and spark.

The grown-up reds are followed by two extremes of the purple family that intrigue the eye and inspire the imagination. **Mauve Mist**, a romantic and elegant purple shade, reminds us of the deco era and stimulates a sense of femininity and empowerment, while **Radiant Orchid**, a captivating and adaptable shade, enchants the complete spectrum. Pair either with **Cypress**, a majestic and powerful green; indicative of its name, this shade has a towering presence and serves as a stunning perennial.

With its slightly green undertone, **Bright Cobalt** offers a subtle twist on the traditional cobalt blue, which unifies this season's blues. Likewise, **Royal Blue**, which is both evocative and dignified, provides more complexity and excitement than the average navy, while still remaining versatile. Pair Bright Cobalt with Sangria and Cypress, or Royal Blue with Mauve Mist and **Aluminum**, a futuristic stainless steel shade that serves as a complex neutral.

Similar to Sangria, **Cognac**'s name alone leads to glamorous illusions. This classy and cultured brown takes a typical autumnal color to a sumptuous realm, making the shade unexpectedly ideal for evening wear. Adding a ray of sunlight and warmth, optimistic **Misted Yellow** alludes to the promise of spring to come. Both Cognac and Misted Yellow will also be prevalent in prints—a surprisingly popular trend this fall season.

For more than 20 years, Pantone, the global authority on color, has surveyed the designers of New York Fashion Week and beyond to bring you the season's most important color trends. This report previews the most prominent hues for fall 2014.





# REBECCA MINKOFF

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## PROMINENT COLORS

The collection incorporates rich saturated colors, such as Noble Green, Royal Blue and Oxblood, as well as warm feminine tones, like Petal Pink and Blush. The integration of dark and warm tones results in a collection inspired by the modern day bohemian.

## INSPIRATION

The collection was inspired by the juxtaposition of hard and soft, masculine and feminine – mixing vintage pieces with current influences of prep and bohemian

## SIGNATURE COLOR

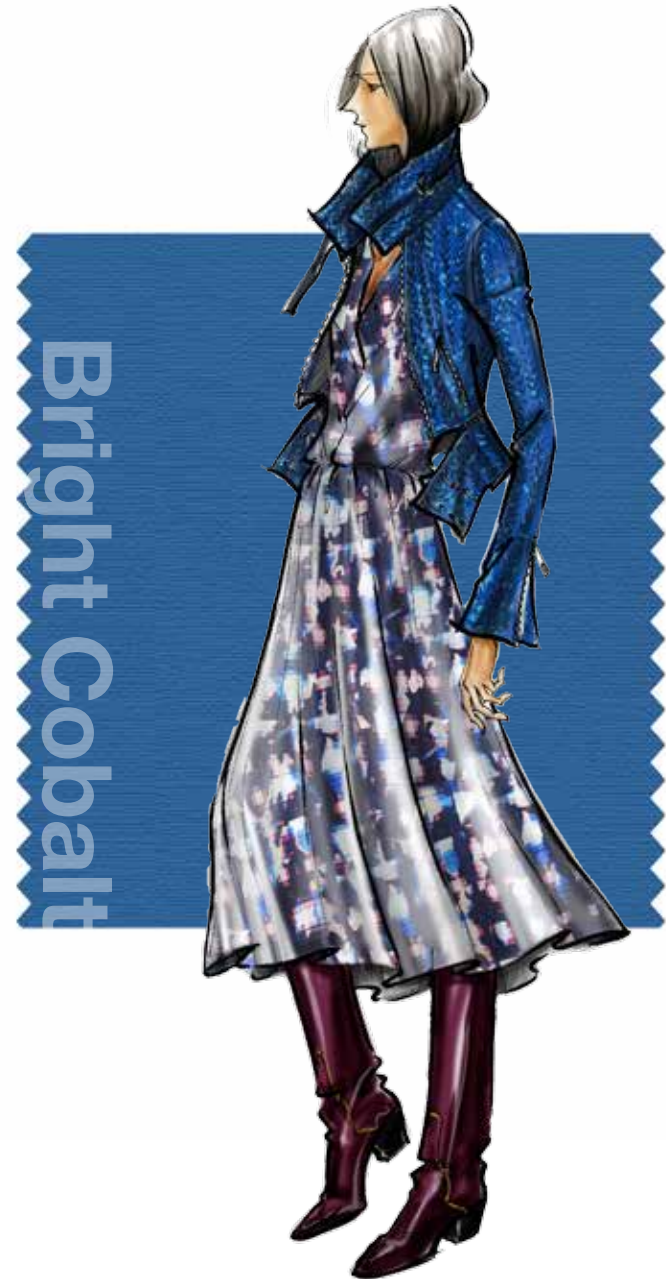
Noble Green and Royal. The two are represented throughout the collection in structured outerwear and plaid prints, while also incorporated into soft feminine patterns and silhouettes.

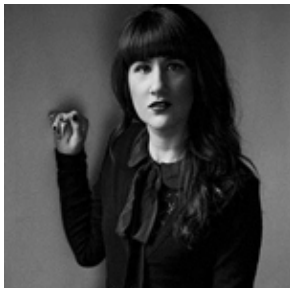
## MUST-HAVE ITEM FOR FALL 2014

A tailored, leather moto jacket in an accent color, like Royal Blue. Pairing the jacket with a midi-skirt or breezy bohemian dress makes for a classic staple in a fall wardrobe.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

The collection incorporates a tailored menswear sensibility with feminine accents – the combination of dark and soft undertones play to the signature aesthetic.





# PHILIPPA GALASSO

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## PROMINENT COLORS

Blacks, Dark Navy Blues, Rich Emerald Greens and a palette of Deep Ruby Reds

## INSPIRATION

Gothic architecture inspired this color palette, and also feathers. There are such beautiful shades and gradation in the colors found in bird feathers.

## SIGNATURE COLOR

Black is the predominant color in this collection, but I would have to say that it's actually the Emerald Green that is most important, as this is the color that brings out and enhances the shades in the feathers used in the collection.

## MUST-HAVE ITEM FOR FALL 2014

A Black leather dress – every woman must have at least one. It's edgy, yet feminine, and makes you feel sexy.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

My brand's signature style has been ultra-feminine, which is important when using a lot of Black. Pair these two together and I believe you have the uttermost elegance and sophistication.



Sangria



# TRINA TURK

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## PROMINENT COLORS

Loganberry/Burnt Orange/Indigo, Indigo/Black/Ivory and Loganberry/Slate/Indigo

## INSPIRATION

Our colors were inspired by a drive along Sunset Boulevard through Los Angeles – from Silverlake to the sea.

## SIGNATURE COLOR

Loganberry is a Bright Red Violet that pops the prints in the collection and is a beautiful, wearable solid.

## MUST-HAVE ITEM FOR FALL 2014

The skirt: full, party, pencil and pleated, in prints, solids and textures

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Strong, clear color and print are key components to our brand DNA – color is a “must-have” for our signature style.







# NANETTE LEPORE

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## PROMINENT COLORS

The palette is based on shades that make women look and feel beautiful. The hybrid colors, including Vivid Fuchsia, Soft Purple and flattering tones of Rose, combined with Steel for a casual, cool charm.

## INSPIRATION

Artisans and craftsman, the breathtaking embroideries in the Met show, my own extensive archive, and a lifetime of travels to souks and markets around the world

## SIGNATURE COLOR

This year is about fusion. We're blending colors to craft something new – we're mixing Burgundies and Boysenberries.

## MUST-HAVE ITEM FOR FALL 2014

A jacket, in a luxe tweed with metallic accents

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

My customer always comes to me for color because I'm always bringing them something challenging, something aspirational.





# PAMELLA ROLAND

by Pamela Roland

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## PROMINENT COLORS

Layering rich tones of Marigold, Wine, Berry and Navy with cooler tones of Silver, Gunmetal and Pale Gold

## INSPIRATION

The work of artist T.J. Wilcox and in particular the sunset views from his Manhattan studio

## SIGNATURE COLOR

Navy because it blends beautifully with the other colors in the collection and is a very rich option for day or evening.

## MUST-HAVE ITEM FOR FALL 2014

My personal favorite is the Navy sequin parka coat lined in fur, which is perfect for a chilly winter night.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

The Pamela Roland customer loves color! Whatever the season, it is very important that we work with colors that are not only flattering but also add to the story of the collection.







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## PROMINENT COLORS

Teal/Dusty Pink, Ruby Red/Yellow Metallic Gold, Amethyst/Turquoise/Orchid, Turquoise/  
Yellow Gold Metallic and Platinum/Black/White

## INSPIRATION

I continue to be inspired by vintage brocade fabrics and having fun recoloring them.

## SIGNATURE COLOR

Metallic Metals: Yellow Gold and Rose Gold combined with jewel tones

## MUST-HAVE ITEM FOR FALL 2014

Ruby Red/Yellow Gold floral, poppy opera coat

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

My collection is always based around colors and prints. I want women to feel feminine and playful.



Cypress



# LELA ROSE

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## PROMINENT COLORS

Magenta, Beet Red, Dusted Turquoise, Petal, Citrine and Iced Mint. We pulled colors from some of Chef Ferran Adria's colorful and inspiring dishes.

## INSPIRATION

I have always loved food, cooking and entertaining, and have long drawn inspiration from chefs and how they present and think about the foods they serve. A few years ago, I had the pleasure of dining at the famed restaurant, El Bulli, in Spain. World-renowned Chef Ferran Adria, and his wildly astounding imagination, was inspirational to say the least. The unexpected elements, the veiling of ingredients to appear as something else, and a true sense of fun are the starting point for the fall 2014 collection.

## SIGNATURE COLOR

Magenta is one of the most important colors in the collection. It appears in silk satin prints, feather embroideries, as well as tire track-inspired jacquards.

## MUST-HAVE ITEM FOR FALL 2014

A Deep Navy, chunky, cashmere cable-knit sweater with crystals embedded into the cable knit.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Bold and saturated colors have always played an integral role in every collection. Each collection centers around a few signature colors, specifically Citrine, and uses them broadly.



Royal Blue





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## PROMINENT COLORS

Dark Plum/Light Olive, Wine/Aqua and Black with muted jewel tones

## INSPIRATION

A trip to Colombia last fall inspired my color direction this season.

## SIGNATURE COLOR

Plum – I think it's where your eye will go after it.

## MUST-HAVE ITEM FOR FALL 2014

A cashmere wrap in Charcoal or Plum

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

I am always known for color and my signature prints that are colorful.





# ELLA MOSS

by Pamella Protzel-Scott

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## PROMINENT COLORS

Onyx Black, Cognac Brown, Kelly Green, Midnight Blue, Deep Wine, Bright Tomato Red, Dusty Cinnamon and Rich Spice Yellow

## INSPIRATION

Global beat, nomadic spirit, flea market finds and the rich heritage of tapestries and textiles

## SIGNATURE COLOR

Marigold – its rich Gold tone adds an eclectic feel while creating depth and punch to the fall palette.

## MUST-HAVE ITEM FOR FALL 2014

The long sleeve maxi dress in either solid textures or tapestry prints in deep, rich hues of Wine

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Ella Moss focuses on feminine, pretty colors in prints and solids accented with neutrals to ground the collection.

Aluminum







# KORA RAE

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## PROMINENT COLORS

Dark Amethyst, Merlot and Blush, Midnight and Pale Blue, Black Noir and Taupe

## INSPIRATION

A midnight walk through the streets of Paris – the architecture, beauty, romance and magic of it all. Key inspirations are from the Notre-Dame Cathedral – its structure and colors.

## SIGNATURE COLOR

Dark Amethyst – it is a rich imperial color that harkens a midnight walk in Paris

## MUST-HAVE ITEM FOR FALL 2014

A sharp motorcycle jacket in rich Merlot leather.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Kora Rae, the label was born to reflect the beauty I see in the world through fashion. Dark Amethyst – juxtaposes its richness with a delicate note that is fierce yet feminine.



Bright Cobalt

# CYNTHIA STEFFE

## CYNTHIA STEFFE

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### PROMINENT COLORS

Rich, saturated colors with pops of cool brights, such as Deep Indigo and Lotus Petal

### INSPIRATION

We're romantics, and to us there is no better city for inspiration than that of Paris. The play between modern and historic is everywhere – from the street fashion to the street itself – we fall in love every time we think of “la ville lumière!”

### SIGNATURE COLOR

Black Cherry's deep jewel tone evokes warm and cool at the same time, making it an easy pair for our entire color story.

### MUST-HAVE ITEM FOR FALL 2014

If we have to choose one, it would be our stretch crepe popover dress in Swan Gray. The tailored look creates a feminine edge that someone could easily wear from desk to dinner party.

### HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

There may be a color of the year, but every woman knows their most complementary shade. Color for Cynthia Steffe is essential for the line's versatility. From a foundation of neutrals, we are able to build and play with bright colors suitable for all occasions.







# YOANA BARASCHI

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## PROMINENT COLORS

White, Black and Pearl Gray with Tangerine Tango and Grenadine. The Red family from Grenadine to Persimmon. Tonalities of Red with Orange and Pink accents, anchored in a neutral palette of Black, Gray, White and Mushroom.

## INSPIRATION

The desire for Red in a Gray world

## SIGNATURE COLOR

Tangerine Tango or Grenadine because it brings to life a graphic collection of scales of Blacks, Grays and Whites

## MUST-HAVE ITEM FOR FALL 2014

A gently oversized cocoon coat in bright Orange-Red mohair

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

For the past 10 years, we have used a Pink bow on our labels – the customers love it!  
When we started the cocktail collection last year, we named it Blue and of course it has its own distinctive Blue label and bow.





# MESKITA

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## PROMINENT COLORS

We used vintage shades of Mauve, Pale Creamy Peach, warm nudes, and Winter White, alongside dark shades of Midnight Blue and Black, with accents in Electric Copper, Amber and Turquoise. Soft and quiet colors contrasted with hot and dark.

## INSPIRATION

The 100th anniversary celebration of the Golden Era in Beverly Hills – made modern. We wanted to combine the grace and feminine air of that classic time, with the flashing lights and energy of city glamour. Colors and silhouettes from the past were combined with prints and details that reflect an intense city edge.

## SIGNATURE COLOR

Copper, it is the Meskita color!

## MUST-HAVE ITEM FOR FALL 2014

Neoprene Burgundy jacket and off-white stretch leather dress

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Each season, we use color to explore the brand personality. The Meskita woman is sexy, so we choose colors that complement bare skin. Light warm colors that generate a sense of intimacy, bold colors because she is often the center of attention, and contrast that with a hint of darkness for a little edge.







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## PROMINENT COLORS

Bright Pine, Earthy Cypress, Ripe Bergamot, Dusty Kohl, paired with dense Ebony and Crisp White, complimented by feminine shades of Pale Lavender, Soft Rose and Deep Pomegranate

## INSPIRATION

An antique tapestry rug from Turkey

## SIGNATURE COLOR

Cypress, because it is indicative of the central theme of my collection and makes for a flattering shade on most skin tones

## MUST-HAVE ITEM FOR FALL 2014

A midi volume dress made of silk/wool sateen, printed with on-signature blurred Damask Rose print in Cypress, Pine, Bergamot, Kohl and Almond

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Colors are used in signature prints, innovative fabrics, special trims and playful interior finishes that express the collection's confident play on color and fine artisan construction. I strive to utilize harmonious colors that become unexpected when all combined.





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## PROMINENT COLORS

Rich jewel tones with stones, Grays, Ivories and Blacks – all colors found in nature

## INSPIRATION

The beautiful landscapes of Tibet

## SIGNATURE COLOR

Acid Gold – although it is not the most prominent color, it lifts and highlights the otherwise jewel-toned palette

## MUST-HAVE ITEM FOR FALL 2014

Crepe ponti, printed day dress! Moss Green with Black

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

I always select key colors for each collection and make sure they're played tastefully against the neutral shades.



Misted Yellow





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## PROMINENT COLORS

“Vibrant” Emerald, Bordeaux, Sapphire and Fuchsia, paired with complimentary Browns, Grays, Black and Gold

## INSPIRATION

Modern art, jewel tones, brush strokes, and vibrant tones

## SIGNATURE COLOR

Fuchsia, as a vibrant accent

## MUST-HAVE ITEM FOR FALL 2014

A trapeze coat in brushstrokes of mixed Fuchsia and Bordeaux sable

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

The colors represent strength and complement the collections strong striking silhouettes and bold movement.



Sangria



# MONIQUE LHUILLIER

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## PROMINENT COLORS

The palest of Pinks to the deepest of Berry Reds – a combination of Metallic Gold, Cool Grays and the darkest of Blues

## INSPIRATION

Gothic architecture and Parisian opulence

## SIGNATURE COLOR

Lacquered Blackened Berry is the most impactful color – it is rich and versatile, bold and dramatic.

## MUST-HAVE ITEM FOR FALL 2014

A lacquered black tattoo lace cocktail dress

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Each season color is used to infuse newness.







# TADASHI SHOJI

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## PROMINENT COLORS

Flame and Gold

## INSPIRATION

Moorish-inspired textiles and architecture

## SIGNATURE COLOR

Gold is incorporated into almost every piece in the collection, sometimes as a subtle accent and other times as a statement.

## MUST-HAVE ITEM FOR FALL 2014

This season's LRD – little red dress – in Flame and Black embroidered lace with strategic cutouts

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

We have the ability to reinvent classic silhouettes through the use of color.





# JAY GODFREY

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## PROMINENT COLORS

Ruby Wine and Light Blue. It brings me back to one of my first vivid moments in fashion, such as Gwyneth Paltrow's 1996 Gucci Red Velvet tuxedo with Light Blue shirt. Plum teamed up with Concord Grape with a light dollop of neon Pink is an exciting grouping. I also like the classic and ubiquitous Camel, but contrasted sharply with a punch of Flame Orange.

## INSPIRATION

Fall is inspired by the offspring of famous rock legends. Unlike their famous parents who grew up going from gig to gig and living out of a suitcase, these girls were brought up with the trappings of an uptown lifestyle but spend their time and express their individuality downtown – think of Georgia Mae Jagger, the Richards sisters, Peaches Geldof, and Zoë Kravitz.

## SIGNATURE COLOR

Plum – it's a real representation of a classic, but feels so new again.

## MUST-HAVE ITEM FOR FALL 2014

An elongated, textured jacquard coat with fringe hem in Black

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Our girl embraces clean minimal lines but loves silhouettes cut into saturated, bold colors. She expects unique and unexpected color at every glance! Even when we have items that are dark, there is always an exciting and offbeat colorful surprise somewhere in the piece.







# NOON BY NOOR

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## PROMINENT COLORS

Deep Pansy Purple, Grape Lilac, Warm Celery Yellow and a Bright Pompeian Red/Orange

## INSPIRATION

Our color choices were definitely inspired by nature.

## SIGNATURE COLOR

Lilac because it links the entire color palette

## MUST-HAVE ITEM FOR FALL 2014

The oversized coat in Lilac felt with textured beige fabric

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Our brand celebrates luxury and sophistication coupled with playful elements, so whether it's fabric, prints or even detailed embellishments, we ensure that these values are promoted through our color selections.

Mauve Mist





# KENNETH COLE

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## PROMINENT COLORS

Our most prominent color combination is Chili, which is a Warm Red, and Port, which is a cool Dark Burgundy.

## INSPIRATION

Our color choices are inspired by travelers in airports – the best place to get a candid snapshot of global street fashion.

## SIGNATURE COLOR

Chili – it is the perfect base pop color for this season.

## MUST-HAVE ITEM FOR FALL 2014

Our Black-and-White striped sweat pant is a versatile staple item – perfect to take her from flight to boardroom and from sneakers to heels.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Season to season, we stay true to our foundation of Black and White, and use key colors to complement that palette.







# WHIT NY

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## PROMINENT COLORS

Cool shades of Forest Green, Ice Blue and Misty Rose/Pale Cameo Pink are complemented by rich Burgundy and Copper

## INSPIRATION

Scandinavian folk art and Nordic woodlands

## SIGNATURE COLOR

Once again, our prints take center stage. Forest Green crops up in mod, moon dots and stained wood grain, which adds depth and grounds the icy pastel accents.

## MUST-HAVE ITEM FOR FALL 2014

A cocktail jumpsuit in Forest Green

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

The WHIT girl does not shy away from color. Pattern play in bold shades and graphic prints shows off her fun and artful nature.





# M.PATMOS

by Marcia Patmos

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## PROMINENT COLORS

Indigo is my most prominent color. Overall, I paid attention to dark industrial tones. This included a mix of Black, Gray, Olive Green, Gunmetal and Mocha with accents of Wine, Neon Flame, Pale Blue and Pomegranate Red.

## INSPIRATION

I looked to New York City in the 1930s, specifically when it was in a period of industrialization and the country was in a postwar state. I was also inspired by the Art Deco movement, which influenced architecture, fashion, and art in the city.

## SIGNATURE COLOR

Indigo stands out as the most important color in fall 2014, because it encompasses many of the themes and eras I was inspired by. It worked really well with the use of work wear, men's wear, shirting, and even the more glamorous pieces. In a way it represents the duality of that time period, a mix of luxury and utilitarian.

## MUST-HAVE ITEM FOR FALL 2014

The Silver Fox-trimmed patchwork herringbone cocoon coat – made with Black and Cream herringbone and Silver fox

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Color supports M.PATMOS' base of great neutrals with raw accents and pops of color each season to create unexpected assortments.







# SAUNDER

by Emily Saunders

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## PROMINENT COLORS

Rose Copper, Rusty Tangerine, Radiant Orchid, Teal, Warm Oatmeal, Navy and French Mustard

## INSPIRATION

This collection was inspired by the 1980s BBC miniseries *The Singing Detective*, in which the protagonist, Philip Marlow, is hospitalized for a chronic skin condition that has him spend his days lying in bed bored and feverish. He begins to slip into a noir-ish fantasy world where he plays a detective as well as have multiple flashbacks from moments in his childhood in wartime England. The palette uses more muted, basic colors that were popular in the '40s such as Navy and Oatmeal and juxtaposes them with '80s pop colors such as Teal and Radiant Orchid.

## SIGNATURE COLOR

Radiant Orchid plays a key role in the color palette. It not only acts as a serious pop color, it also somehow brings the rest of the colors together and makes more sense in the context of one another.

## MUST-HAVE ITEM FOR FALL 2014

The duxford bomber with a Rose Copper-treated faux fur body and Black lambskin sleeves

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

I often like to mix fabrics in my designs and that often means mixing colors. I think this keeps the collection fresh and lively.





# EMERSON

by Jackie Fraser-Swan

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## PROMINENT COLORS

Lavender, Ash Gray, Dove Gray, Black, Navy Blue, Dusty Mauve and Metallic Silver

## INSPIRATION

The first snowfall in winter inspired the colors for this collection. I chose Lavender and Dusty Mauve chiffons to represent the colors during sunset. The collection also has a “witchy” vibe to it, so those colors mixed with Metallic Silver lace and Black sequins bring a lot of texture and shine to the collection.

## SIGNATURE COLOR

I would say that Lavender is the most important color in the collection. It’s such a soft and comforting color; it brightens up the collection without being overpowering. I wanted the collection to have that soft winter feel.

## MUST-HAVE ITEM FOR FALL 2014

The classic “Emerson” button down dress would be a must-have for this season. This dress is an easy silhouette that anyone can wear. The dress has a Black leather collar, Black chiffon sleeves, and features a custom designed Lavender/Black plaid silk

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND’S SIGNATURE STYLE?

The staple color that I always tend to use is a shade of Purple. With each collection, I find the perfect hue of Purple and then add classics, like Black and White. I like to introduce a new color or two into each collection as well, such as the Dusty Mauve and Navy Blue.

Bright Cobalt







# BCBGMAXAZRIA

Submission by Lubov Azria, Chief Creative Officer

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## PROMINENT COLORS

Warm neutrals and Grays, offset with Rich Terracotta and Cool Blues

## INSPIRATION

We were inspired by the landscapes and scenery of Louisiana and the bayou. The juxtaposition of reflections, water and sky inspired the Blues and natural tones in our collection.

## SIGNATURE COLOR

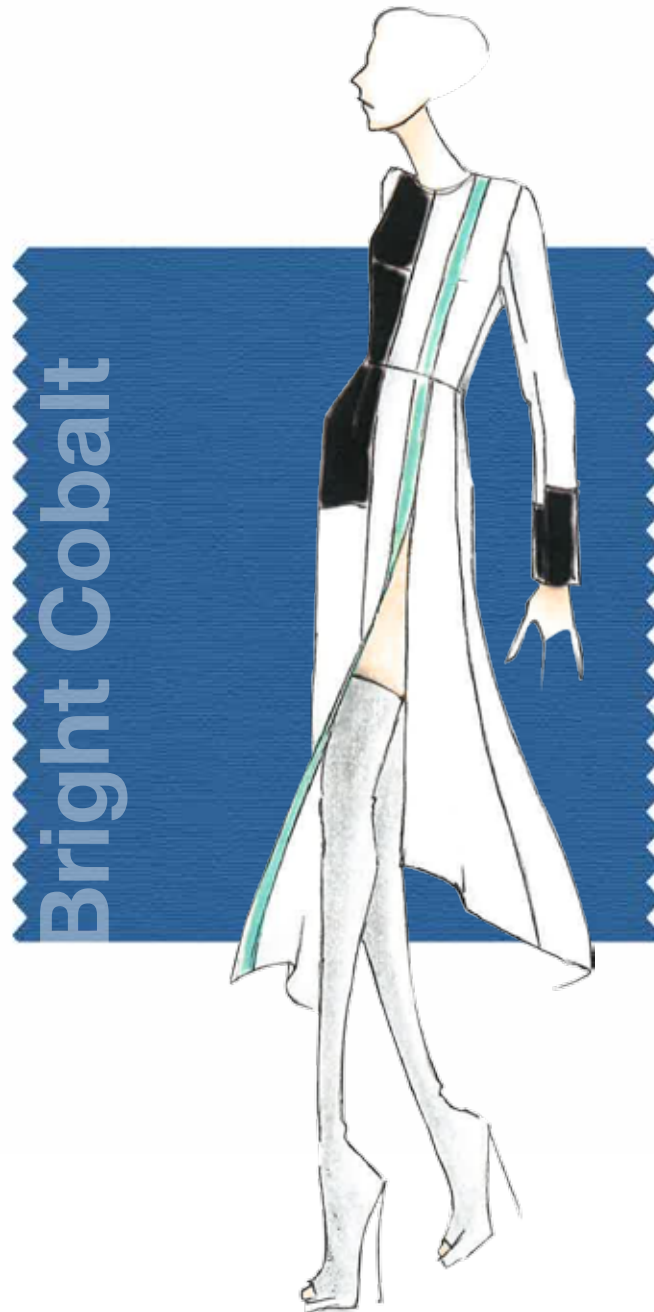
Blue plays a strong role in our collection – it feels modern, fresh and wearable.

## MUST-HAVE ITEM FOR FALL 2014

A dress, with new proportion, blocked in classic Black and White with an unexpected bright pop of color.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Color directly relates to emotion and helps to evoke the mood that we wish to bring out in each collection. Our home base is in Southern California, so we use a lot of color; it always features prominently in every collection.





# RACHEL ROY

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## PROMINENT COLORS

Japanese Ink – I included the Cool Blue-Black of Japanese Ink with Venetian Red, Cloud, Nightfall and Café Noir throughout my collection.

## INSPIRATION

Nature landscapes seen through an infrared lens

## SIGNATURE COLOR

I love this Japanese Ink. It is a Blue-tinted Black, and I think a great alternative to Black. It worked so well as the base color in a rose floral jacquard that it is a focal point of the collection.

## MUST-HAVE ITEM FOR FALL 2014

The bomber jacket in Japanese Ink, Venetian Red and Nightfall. It is an easy, yet chic and sporty silhouette – my favorite piece from the collection.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Color triggers emotion, and I'm always looking to infuse emotion into my collections and evoke those emotions from the women wearing my collections.







# CHARLOTTE RONSON

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## PROMINENT COLORS

Ribbon Red, Rumba Red, back to Jet Black

## INSPIRATION

Baroque florals and the poppy flower

## SIGNATURE COLOR

Ribbon Red is the fashion color we feel will be trending for fall 2014 and reflects our inspiration.

## MUST-HAVE ITEM FOR FALL 2014

Our poppy-printed velvet scallop dress

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Our colors in our prints are a pop of fun, flirty, fem, which go back to Black. This gives our customer a contrast of lively, confident, sophisticated, yet edgy assortment in our collection.





# CHRISTIAN SIRIANO

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## PROMINENT COLORS

We wanted this color to be elegant and sophisticated for evening. We are using Black Forest Green, which is deep and dark, and Shadow Purple, which is deep in tone but still vibrant and exciting.

## INSPIRATION

These colors were inspired by different photographs taken from the 1940s - 1960s by photographers Fernand Fonssagrives and Irving Penn. Their photographs helped inspire the entire collection and the rest was left up to imagination.

## SIGNATURE COLOR

There is not a ton of color in the collection this season, but Black Forest Green and Shadow Purple are used most.

## MUST-HAVE ITEM FOR FALL 2014

The crepe cape overlay pant and Black stain wrap jacket

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Each season we try to choose colors that are chic, glamorous and sophisticated but still cool and wearable. Our customer is looking for color that she can wear every day and for evening, so that is what we try to give her.





# FASHION INFLUENCERS



## **BROOKE JAFFE**

Fashion Director for RTW,  
Bloomingdale's

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### **HOW DO YOU USE COLOR TO CONVEY A FRESH LOOK IN STORE?**

Every customer wants to know what the color of the season is. We share this information in a variety of ways. A very important element in conveying the color of the season is a strong visual display in our stores. This is accomplished with mannequins, styled to incorporate the newest hues – our 59th Street Store windows displaying the must-have color palette in every category, from accessories to ready-to-wear, so you can't miss our message! Finally, making powerful color statements in our marketing – all in an effort to create a cohesive statement that lets our customers know what is new to buy for the season. We are inspired by color so much so that it can even determine the location of our photo shoots.



## **DALLAS SHAW**

Fashion Illustrator

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### **HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?**

Our office is full of a mix of color: Deep Reds in our Persian rug and circus light, bright pops of Pink in flower arrangements, Black pencils, rulers and art supplies to play off of our White walls and metallic accents. I believe in understanding your signature style and mixing things up a bit.



## **COLLEEN SHERIN**

Senior Fashion Director,  
Saks Fifth Avenue

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### **HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?**

The use of color is very important for us at Saks Fifth Avenue. We know that our client loves color – it lifts her spirits and elicits an emotional response. We carefully edit our assortments each season to ensure that we are offering the best pop of color within each collection. Not only is this important for the spring/summer season, but for fall/winter as well – particularly in our warm weather markets, such as Florida.



## **DANYCE BONEBRAKE**

Home Department Manager,  
Mood Fabrics

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### **HOW DO YOU USE COLOR TO CONVEY A FRESH LOOK IN STORE?**

At Mood, we consistently shift fabric groups and patterns to promote color trends and changing seasons. When Pantone recently announced that Radiant Orchid was the color for 2014, we immediately pulled our bolts of fabrics in this shade and displayed them prominently. Conveying a fresh look at Mood Fabrics is accomplished by staying on top of color trends.

We always take color and palette into every new visual merchandising decision we make. It's a priority. We display fabrics in groups by spectrum of color, or darkest to lightest, or by collection. Bold colors and fun patterns are universally appealing and draw you into a collection of fabrics.

# FASHION INFLUENCERS continued



**KENDRA SCOTT**  
CEO and Founder,  
KENDRA SCOTT Jewelry

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## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Color has been such a major part of my brand from the start. I have always felt that one of the best ways to express your personal style is through color, and that can easily be done with accessories such as jewelry. Each year, we come out with several fashion-forward, thematic seasonal lines, which feature bold and diverse color mixes in intricate metal settings. Our signature collections, on the other hand, are comprised of our most classic, beloved styles, and we refresh these each season using stone color alone. I find color inspiration in everything from the runway to my travels across the globe, and it is so thrilling to see a style like the Danielle Earring, which has been around for years, be born again in a gorgeous new stone. This season, we've introduced vivid new stone colors, such as Teal, Purple, Magenta and neons like Yellow and Pink. Although many of our signature silhouettes and styles have been around for years, our customers get so excited to shop them in new, fresh colors, which is a testament to how essential color is to our jewelry. Another way in which color is vital to our brand is through our Color Bar™, an in-store and online experience featuring 26 stones and 26 silhouettes in Gold and Silver for endless design possibilities. I enjoy designing jewelry so much that I love giving the opportunity for our customers to also play designer. Whether buying daring color mixes in our seasonal lines, classics in fresh hues from our signature collections or designing custom jewelry at our Color Bar™, color is truly at the heart of my brand.



**LEATRICE EISEMAN**  
Executive Director,  
Pantone Color Institute®

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## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

As a color consultant always seeking the best choice that expresses a client's needs, a single color for my personal brand is simply not enough to express the variety of emotions and meanings that colors convey. So I use a spectrum of color, one dissolving into the next in an interesting juxtaposition of hues. When wearing my hat as the executive director of the Pantone Color Institute, it is always great fun to bring out a variety of colors in Pantone's business cards and ask the receivers to pick a color – then I get to analyze the choice!



**NICOLE FISCHELIS**  
Group Vice President/Fashion Director,  
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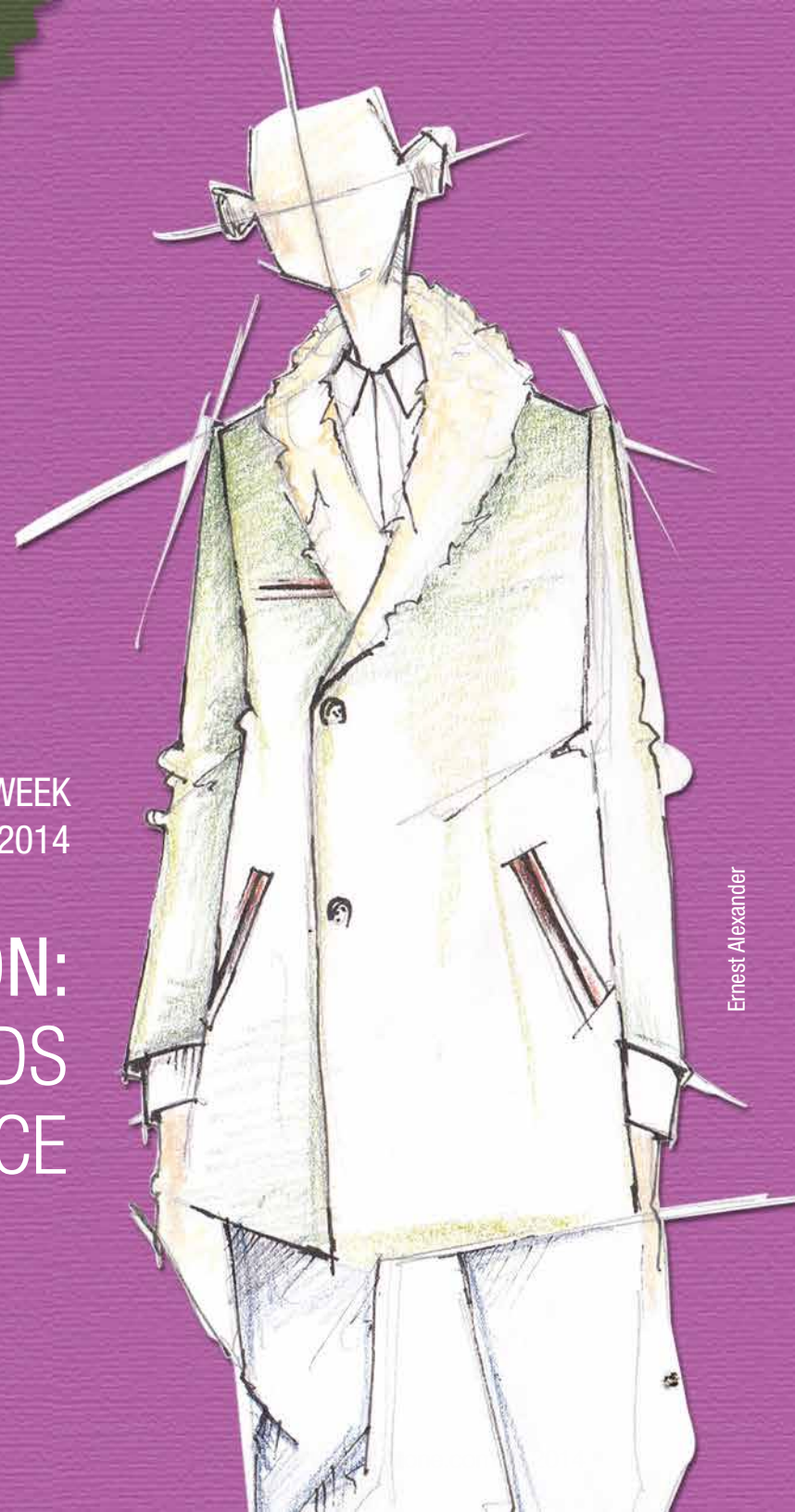
## HOW DO YOU USE COLOR TO CONVEY A FRESH LOOK IN STORE?

Our fall 2014 color story, "My Blues," was established over a year ago with a presentation to our merchants and key industry partners. The presentation focused on each family of business and established Blue as the "it" color of the season due to its strong multicultural and spiritual energy, as well as its symbolism for beauty of nature. After the presentation, Macy's Fashion Office created a special forecast magazine, produced for our internal merchants and marketing teams to draw inspiration for product and various marketing vehicles. As a result, this color story will be reflected throughout in-store visuals and displays, print, digital and broadcast advertisements, as well as our major window displays across the country. We strongly believe that our customer will be seduced by Blue this fall.



NEW YORK FASHION WEEK  
FEBRUARY 6-13, 2014

MEN'S FASHION:  
COLOR THAT TRANSCENDS  
TIME AND PLACE



Ernest Alexander





NEW YORK FASHION WEEK  
FEBRUARY 6-13, 2014

# MEN'S FASHION: COLOR THAT TRANSCENDS TIME AND PLACE

## Top 10 Men's Colors

There has been a gradual shift towards a unisex color palette in recent seasons—and fall 2014 is no exception. Similar to the women's palette, this season's men's collections have also been inspired by a need to explore—traveling back in time or into the unknown—resulting in a more adventurous use of color, especially through combinations.

Exotic **Sangria** invigorates the men's palette while **Aurora Red** adds a sophisticated spark to any winter wardrobe. Pair Aurora Red with **Cognac**, a tasteful brown, for a confident and high-profile look. Cognac will also be popular with more vibrant shades in the palette, including **Misted Yellow**, which adds a touch of optimism to cold weather ensembles.

Both **Radiant Orchid**, a fascinating purple, and **Bright Cobalt** blue will be quintessential statement colors this season—bold and charismatic shades prevalent in everything from sportswear to shoes. Pair these hues with **Sea Fog**, a more masculine representation of Mauve Mist, for a powerfully poised fall look.

Combine **Aluminum**, a complex silvery shade, with versatile, elegant **Royal Blue** and bracing **Cypress**. These hues will undoubtedly play an integral role in men's fashion this fall, serving as staple hues for outerwear and formalwear throughout the cooler months.

For more than 20 years, Pantone, the global authority on color, has surveyed the designers of New York Fashion Week and beyond to bring you the season's most important color trends. This report previews the most prominent hues for fall 2014.





# KENNETH COLE

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## PROMINENT COLORS

Our most prominent color combination is Chili, which is a Warm Red, and Port, which is a Cool Dark Burgundy.

## INSPIRATION

Our color choices are inspired by travelers in airports – the best place to get a candid snapshot of global street fashion.

## SIGNATURE COLOR

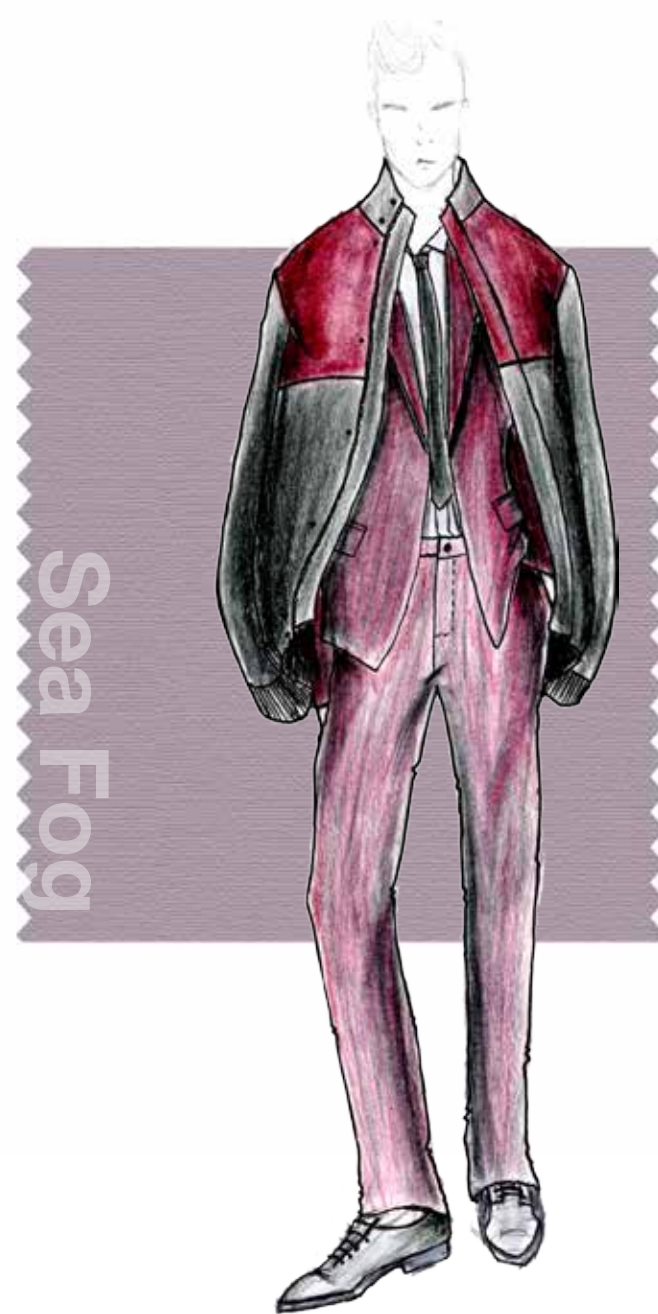
Chili – it is the perfect base pop color for this season.

## MUST-HAVE ITEM FOR FALL 2014

Our Black, hooded shirt jacket is our must-have piece for any guy's wardrobe. With a new take on the perfect layering item, this functional outerwear/shirt hybrid has been reinterpreted in leather, giving a polished edge to any look.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Season to season, we stay true to our foundation of Black and White, and use key colors to complement that palette.





# BOSIDENG

Submission by Amelia Pretious, Design Director

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## PROMINENT COLORS

We open the season with modern, anonymous shades of Gray – intellectual, artistic and refined – from mid to dark Charcoal. Bold Yves Klein and Indigo Blue highlight the Grays for an urban sportive look. Classic Bright Red is an important color for us, as it links back to our Chinese heritage and is the perfect accent to a modern man's wardrobe: a dash of Red – a Red sock, tie or shoes – is a sartorial must for the winter season ahead. As the season progresses, we will introduce warmer autumnal tones – Browns, Camel and Brick Orange. We have worked with established British mills on developing exclusive designs that create unique color combinations. Ochre Yellow works well with the Browns and Grays. Khaki and Camouflage tones look good for the casual element to the season. Bordeaux Red and Plush Indigo Blue are the must-have colors for party season tuxedos.

## INSPIRATION

We love the Chinese movie *In the Mood for Love* – a beautiful and super stylish love story based in Hong Kong, which inspired Inky Blues, Bold Reds and rich, modern patterns that mix Purple, Burnt Orange and Taupe. We have also been inspired by the contemporary art scene in Shanghai – fabulous modern art in Charcoal Grays and Ceramic Blues. The classic British textile heritage combined with Chinese influences helps us create a unique color story.

## SIGNATURE COLOR

Blue is a key – from Inky Midnight to Electric Blue. Chinese Red as an accent is important for our brand – just a pop to stand out from the crowd! Start off with just an accent of Red, and then build up to Red shoes, jeans, etc. – the party season Red.

## MUST-HAVE ITEM FOR FALL 2014

First and foremost, a shirt in a solid color is key for the season ahead and an easy update to a tailored look – we love Orange or Teal. Also, a statement piece of outerwear in a stand-out color, such as a Mustard raincoat, a Camo down jacket or a Cobalt Blue parka.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Color is crucial to support Bosideng's signature style. Interesting, innovative combinations keep our look modern and stimulating.







# ERNEST ALEXANDER

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## PROMINENT COLORS

We are using varying shades of Heather Grays and Olives with subtle accents of Cool Steel Blues and Burgundy Reds.

## INSPIRATION

We took our inspiration from early American motorcycle racers of the 1920s and 1930s. The colors we chose were a reflection of the environment of that period and the people who defined the era.

## SIGNATURE COLOR

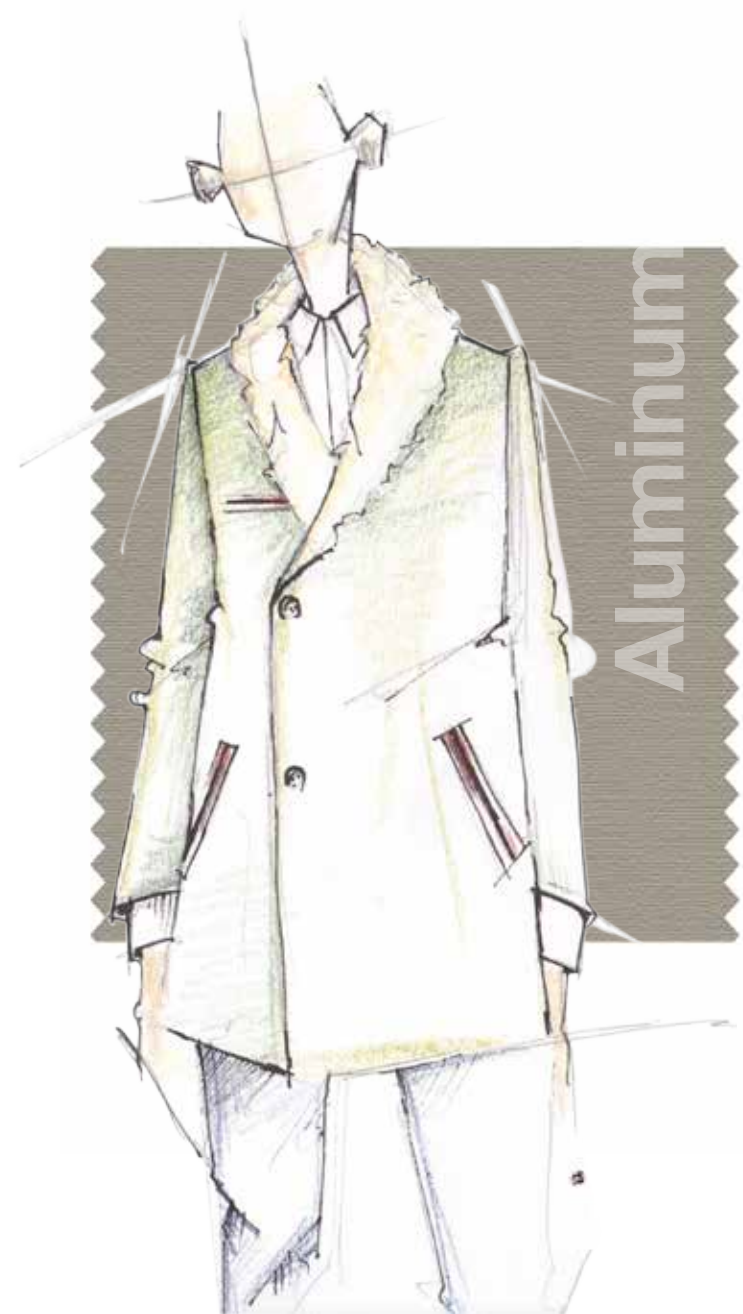
The most important would be the Olive Drab color that we are using, which has a slight military feel to it. It appears in many different silhouettes and comprised with a few different textures, including double-faced wools, leather, shearling and treated cotton.

## MUST-HAVE ITEM FOR FALL 2014

The shawl collar, three-quarter length wool overcoat with shearling trim. It's a bold statement piece that really stands up to our concept and elevates the entire collection.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Ernest Alexander is a brand rooted in true American style, but also a feeling of newness and accessibility. The Olives and Blues we are using in this collection are classic, normally failsafe colors; but I think we mixed them together in a way that seems new and interesting, yet still very wearable when taken off the runway.





# TIMOTHY EVEREST

in collaboration with The Woolmark Company

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## PROMINENT COLORS

The most prominent colors throughout the Hemisphere collection are a Sulphuric Yellow and Indigo Navy. The collection also features splashes of a Burgundy Red and slate Grays.

## INSPIRATION

The color palette was inspired by traveling – the Blue of the ocean, airport blueprints; the pop Yellow was inspired by the Yellow painted lines on the London underground/subway. Other color inspiration came from materials found in train stations and airports, such as concrete, steel, etc.

## SIGNATURE COLOR

We have a prominent exterior color on this Woolmark collaborative project, the Sulphur Spring Yellow, which is more obvious and can be seen in some of the collar details, binding and, for example, it's the main color on some of some of the key ladies separates within the collection (cowl back neck jumper). The Deep Burgundy color is more subtle and we have used this across more 'hidden' detailing, such as top stitching and in linings. There is also a monochrome Prince of Wales check I have used on the linings, which is a key Timothy Everest signature touch, and which adds a cool color juxtaposition to the brighter colors. The overall look is contemporary.

## MUST-HAVE ITEM FOR FALL 2014

We are particularly proud of 'the suit.' This is a one-piece siren suit. Crafted from a stunning new wool denim, it's a dark denim color but we have added a Burgundy Melton on the under collar and added the same color as a topstitched detail on pleats than run through the front waist. I've also added in a box pleat at the back of the suit with bar tack detailing. The other piece from the women's range is 'the culotte,' which is a three-quarter length cropped culotte. I've done away with a waistband so the finish is super clean. Again, it's crafted in a wool denim and I've teamed it with a Bright Sulphur Yellow cowl back neck top (on reverse), which has been hand knitted in the U.K. from merino wool.

## HOW DO YOU USE COLOR TO SUPPORT YOUR BRAND'S SIGNATURE STYLE?

Color is vital for me as a contemporary British tailor. I'm known for using color for 'surprise' and I have done so during my career. In this collection, Hemisphere, I was keen to show how wool can be modern and incredibly versatile, and apart from the handle, which is not what you might expect from garments crafted from wool; the color anchors it and is key in terms of appealing to a slightly younger audience.





# PANTONE®

## COLOR NAMES AND VALUES

### PANTONE COLOR

### CMYK VALUE

PANTONE 18-3224 Radiant Orchid

32.65.0.0

PANTONE 19-3955 Royal Blue

86.70.0.0

PANTONE 16-1107 Aluminum

38.26.49.12

PANTONE 18-1550 Aurora Red

13.100.88.2

PANTONE 14-0837 Misted Yellow

9.17.70.0

PANTONE 19-2047 Sangria

30.100.39.14

PANTONE 15-3207 Mauve Mist

20.32.7.0

PANTONE 18-1421 Cognac

44.57.51.17

PANTONE 19-4037 Bright Cobalt

90.47.8.3

PANTONE 18-0322 Cypress

62.44.70.30

PANTONE 16-3304 Sea Fog

37.35.22.0

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