



PANTONE®

Contact: Ellen Pinto
Pantone LLC
(201) 777-5950
epinto@pantone.com

Zoe Dunn
Edelman
(650) 762-2970
zoe.dunn@edelman.com

Pantone Announces Fashion Color Report Spring 2014

Designers take a modern twist on the traditional to create a colorful equilibrium

CARLSTADT, N.J., Sept. 5, 2013 – Pantone LLC, an X-Rite company and the global authority on color and provider of professional color standards for the design industries, today unveiled the **PANTONE® Fashion Color Report Spring 2014**, a comprehensive overview of designers' use of color in their upcoming collections. Released to coincide with New York Fashion Week, the **PANTONE Fashion Color Report** features the top 10 colors for women's and men's fashion for spring 2014, along with designer sketches, quotes and headshots. The report is available for free download at www.pantone.com/spring2014.

“This season, consumers are looking for a state of thoughtful, emotional and artistic equilibrium,” said Leatrice Eiseman, executive director of the Pantone Color Institute®. “While this need for stability is reflected in the composition of the palette, the inherent versatility of the individual colors allows for experimentation with new looks and color combinations.”

The top colors for women's fashion for spring 2014 are:

PANTONE 15-3920 Placid Blue
PANTONE 16-3823 Violet Tulip
PANTONE 15-6114 Hemlock
PANTONE 16-0000 Paloma
PANTONE 15-1225 Sand
PANTONE 14-0852 Freesia
PANTONE 18-1651 Cayenne
PANTONE 17-1360 Celosia Orange
PANTONE 18-3224 Radiant Orchid
PANTONE 18-3949 Dazzling Blue

The top colors for men's fashion for spring 2014 are:

PANTONE 15-3920 Placid Blue
PANTONE 18-3718 Purple Haze





PANTONE®

PANTONE 18-6216 Comfrey

PANTONE 16-0000 Paloma

PANTONE 15-1225 Sand

PANTONE 14-0852 Freesia

PANTONE 18-1651 Cayenne

PANTONE 17-1360 Celosia Orange

PANTONE 19-2428 Magenta Purple

PANTONE 18-3949 Dazzling Blue

Women's Color Palette

Designers take a modern twist on the traditional for spring 2014 by pairing soft pastels with vivid brights to create a colorful equilibrium. Inspired by a mixture of blooming flowers, travels abroad, and strong, confident women, designers use color to refresh, revive and defy conventional wisdom.

Three very adaptable pastels sit on one end of the palette, and, because we are so accustomed to seeing them as nature's background, they can be creatively combined with any other color in the spectrum. **Placid Blue**, like a picture-perfect, tranquil and reassuring sky, induces a sense of peaceful calmness, while **Violet Tulip**, a romantic, vintage purple, evokes wistful nostalgia. Similar to the verdant shade of springtime foliage, **Hemlock**, a summery, ornamental green, provides a decorative touch that's very different from the greens of recent seasons. Pair any of these versatile pastels with a bolder hue for an au courant look.

Sand, a lightly toasted and amiable neutral, conjures images of the beach and the carefree days of summer. Try pairing Sand with Hemlock for perfect, natural balance. **Paloma** serves as a quintessential neutral, interesting enough to be worn alone or combined with any color for sophisticated poise.

Cayenne, a high-pitched red, adds a dash of spicy heat to neutrals, and heightens the excitement when mixed with **Freesia**, a blazing yellow that is sure to illuminate wardrobes this season. A tropical, floral-inspired shade, Freesia's warmth and energy help set the stage for **Celosia Orange**, an optimistic, spontaneous hue. Pair Celosia Orange with Violet Tulip for a captivating vision, much like the setting summer sun.

The palette is brought full circle with **Radiant Orchid**, a bold counterpart to Violet Tulip, and **Dazzling Blue**, a scintillating, polar opposite to Placid Blue. Surprisingly, these strong, vibrant colors also pair well across the palette: They are perfect companions to pastels, and add confidence and vivacity when mixed with other bold colors.



PANTONE®

Men's Color Palette

Light and airy **Placid Blue** is a perfect background color for spring, offering another alternative to the classic neutrals. Pair it with **Comfrey**, a more masculine take on the softer Hemlock green from the women's palette, to create a fresh, seasonally inspired look. For a modernized vintage feel, pair **Purple Haze**, a deeper, stronger version of Violet Tulip, with **Paloma**, a confident and adaptable gray.

Sand, a warm, agreeable neutral, can be coupled with more daring colors in the palette – making them less intimidating. Both Paloma and Sand are perfect complements to fiery **Cayenne** red, and help harness the powerful energy that intense **Freesia** yellow brings to the spectrum. Accessories, including shoes, in bold colors, like Cayenne, Freesia and **Celosia Orange**, are becoming more popular for men this season, adding a touch of gusto to neutral formal attire.

As the temperatures rise, we are also seeing a lot of vibrant patterning that combines bold and tropical colors in many sectors of menswear. Create a magnetic look by mixing **Magenta Purple**, a more robust version of Radiant Orchid, with the higher voltage colors in the palette, like Celosia Orange and **Dazzling Blue**. These three energetic yet versatile hues are sure to be a hit in spring 2014.

The colors featured in the *PANTONE Fashion Color Report* are culled from the **PANTONE FASHION + HOME Color System**, the most widely used and recognized color standards system in the world. Each season, Pantone surveys the designers of New York Fashion Week and beyond to collect feedback on prominent collection colors, color inspiration and color philosophy. This information is used to create the *PANTONE Fashion Color Report*, which serves as a reference tool throughout the year for fashion enthusiasts, reporters and retailers.

About Pantone

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, is the world's color authority, providing design professionals with products and services for the colorful exploration and expression of creativity. This year, Pantone celebrates its 50th anniversary. Always a source for color inspiration, Pantone also offers paint and designer-inspired products and services for consumers. More information is available at www.pantone.com. For the latest news, trends, information and conversations, connect with Pantone on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

About X-Rite

X-Rite, Incorporated, is the global leader in color science and technology. The company, which now includes color industry leader Pantone, develops, manufactures, markets and supports innovative color solutions through



PANTONE®

measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.

PANTONE® ...The color of ideasSM.

- # # # -

PANTONE® and other Pantone trademarks are the property of Pantone LLC. © 2013. All rights reserved.