

American Beauty PANTONE 19-1759

Purple Heart PANTONE 18-3520 Honey Yellow PANTONE 16-1143

Iron
PANTONE
18-1306

Burnt Sienna PANTONE 17-1544

Nomad
PANTONE
16-1212

Rapture Rose PANTONE 17-1929 Warm Olive PANTONE 15-0646

Majolica Blue PANTONE 19-4125

Crème Brûlée PANTONE 13-1006

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### A Study in Contrasts NEW YORK FASHION WEEK, FEBRUARY 13 - 20, 2009

Subtle contrasts, like those found in a painter's masterpiece, make up the diverse color palette for fall 2009. Designers play with a broad spectrum of unique color combinations this season, resulting in distinct, yet cohesive color palettes.

"The fall 2009 palette is more unique and thoughtful than the typical autumnal hues of years past," said Leatrice Eiseman, executive director of the Pantone Color Institute<sup>®</sup>. "Designers recognize the desire for fundamental basics that speak to current economic conditions, but also understand the need to incorporate vibrant color to grab the consumers' eyes and entice them to buy."

A natural choice during uncertain times, patriotic **American Beauty,** a wonderfully balanced, true red, speaks to the need for cohesiveness. Perfect for all skin tones, American Beauty is a feel-good color. **Purple Heart** connotes a sense of refinement and sensuality, adding an air of creativity and excitement to the top 10, especially when paired with American Beauty.

A warmer, more subdued **Honey Yellow** carries the 2009 color of the year, PANTONE 14-0848 Mimosa, through to fall and winter with its golden tones. Pairing Honey Yellow with its color wheel opposite, Purple Heart, will surely add a surprising flair. Or, for a more typical fall combination, group Honey Yellow with Burnt Sienna and Iron.

Strong yet understated **Iron** serves as the "new black," making traditional basics much more interesting. Neither gray nor brown, Iron is a grounding color that coordinates well with all colors in the palette. **Crème Brûlée**, a grayed-down beige, and **Nomad**, which bridges the gap between beige and light gray, also speak to the need for timeless neutrals. All three classics can stand alone or serve as anchors when paired with other colors.

Fall would not be complete without a seasonal favorite like **Burnt Sienna,** a deepened, earthy shade of orange, reminiscent of an autumn sunset. Pair this versatile hue with Nomad and Rapture Rose for a different twist.

Adding spark to the fall palette, **Rapture Rose** artfully captures the vibrancy of fuchsia and the softness of pink. Underscored by nurturing and feminine tones, the addition of Rapture Rose enlivens the more traditionally subdued fall hues. Look for it in cosmetics as well as clothing and accessories.

Like the olive in a martini, **Warm Olive**, a rich yellow-green, adds a touch of elegance and sophistication to fall. When combined, this tangy, intriguing hue makes all other colors come alive. Look for it paired with **Majolica Blue**, a deep, mysterious teal blue with more vibrancy than the usual navy. Majolica Blue brings an exotic flair to the group, especially when paired with Burnt Sienna or Purple Heart.

Each season, Pantone surveys the designers of New York Fashion Week to identify the 10 most directional colors. Like a painter's palette, fall 2009 offers choice and diversity, but the unique integration of colors is what makes it so appealing.

## PANTONE® fashion COLOR REPORT fall 2009







### INSPIRATION

The Orient and traditional dress of the geisha, the exquisite photos by Steichen and, as always, my travels

### PROMINENT COLORS

Translucent Reds, Purples and Magentas with hints of Deep Crimsons and Resonant Purples; Creams and Dusty Mustards, Cool Ocean Blues, Turquoise and Greens with hints of Black

### MOST IMPORTANT COLOR

Deep Reds and Crimsons with hints of Black because they evoke the sumptuousness of the Orient

### 1

The palette reflects a certain toughened-up romanticism — it's a luxe decadence for a strong woman

### PROMINENT COLORS

Moody and richly atmospheric colors that hint at dark romance: lvy, Cardinal, Carbon and Bordeaux mixed with Jet Black

### MOST IMPORTANT COLOR

Cardinal paired with Jet Black feels both past and novel

## American Beauty PANTONE 19-1759









**INSPIRATION** The rich jewel tones of Elizabeth Peyton's rock 'n' roll portraits of Jarvis Cocker and Liam Gallagher

PROMINENT COLORS

Lush, saturated shades paired with earthy neutrals: Merlot and Deep Plum with Raven and Gilt

### MOST IMPORTANT COLOR

Gilt, paired with Raven and also as an accent color, as it evokes urban glamour



### **INSPIRATION**

The works of Tamara de Lempicka, as well as the vivid colors taken from the vibrancy of nature and its creatures butterflies, peacocks and birds of paradise

### PROMINENT COLORS

Golden Sun Yellow, Bright Sapphire Blue, Dusty Purple, Pumpkin Spice Orange and Honey Maple Beige

### MOST IMPORTANT COLOR

Sapphire Blue — it is a warm yet brilliant hue that complements classic neutrals: Chocolate Browns, Grays and Blacks; Sophisticated floral prints have shades of Blue mixed with other accent colors such as Red, Orange and Purple that help bring the patterns to life









## **INSPIRATION**

### MOST IMPORTANT COLOR

**Honey Yellow PANTONE 16-1143** 



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Carmer

# Marc Valvo



INSPIRATION

The general mood of society

PROMINENT COLORS

Black with touches of metal like Silver and Brass

### MOST IMPORTANT COLOR Silver — I like its simplicity and understatement, yet it still has glamour



INSPIRATION

My travels and what's going on in the world today

PROMINENT COLORS

Warm Gold, Deep Navy and
Chocolate Brown

### MOST IMPORTANT COLOR Charcoal Gray — I want to go back to earthy tones

Carmen Marc Valvo





INSPIRATION

Postwar decadence that combines elements of military menswear with feminine tailoring

PROMINENT COLORS
Royal Blue, Black,
Crimson Red, Rust,
Coffee

### MOST IMPORTANT COLOR Crimson is strong as it is a

pop color against the cool tones in our collection, and it will also be significant in our make-up palette for both lips and nails

lpha



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INSPIRATION

controversial Mitford sisters — by observing the shades architecture and landscapes, the colors just fell into place

### PROMINENT COLORS

Classic textured Black and Moonlight, accented by smoky, cool Celadon Green and a cold Brick Red

### MOST IMPORTANT COLOR

Brick Red as it is feminine yet striking and bold — much Diana Mitford



### **INSPIRATION**

architecture and the Nile River

### PROMINENT COLORS

Chocolate Browns, Sand, Gold, pop of Turquoise

### MOST IMPORTANT COLOR

Chocolate Brown and Teal Turquoise — these two colors embody the chic style and





INSPIRATION I wanted fall to feel infused with English needed to enhance that

### PROMINENT COLORS and Earthy Brown tones

Pomegranate — it's a warm, spicy Brick Red





**PANTONE 17-1544** 







### INSPIRATION

### MOST IMPORTANT COLOR





### INSPIRATION

### PROMINENT COLORS

### MOST IMPORTANT COLOR





MOST IMPORTANT











PROMINENT COLORS

Pink as an accent color on

MOST IMPORTANT COLOR

Begonia Pink — it was said

is the Black of India as it is a staple color that is treated

INSPIRATION

the shoes

as a neutral



adas





INSPIRATION

up of sophisticated, of the '30s and '40s

### PROMINENT COLORS

Raspberry Red, Crimson, and Tabasco

### MOST IMPORTANT COLOR

and economic climate, hanging as future that awaits

### PROMINENT COLORS

Vivid Rose, Rich Geranium and Bold Hyacinth accented with pops of Desert Blossom Yellow and Vernal Clover

### MOST IMPORTANT COLOR

Rose — its freshness and vividness



### **Rapture Rose PANTONE 17-1929**



My honeymoon in Thailand

### PROMINENT COLORS

rich Khaki with an undercurrent of

### MOST IMPORTANT COLOR

life than Black



### INSPIRATION

shapes and forms — the

### PROMINENT COLORS

### MOST IMPORTANT COLOR



### INSPIRATION

### PROMINENT COLORS

### MOST IMPORTANT COLOR



PANTONE<sup>®</sup>

**Warm Olive PANTONE 15-0646** 

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Maria

INSPIRATION
A sense of smoky calmness

### PROMINENT COLORS

The juxtaposition of unpredictable colors such as Caspian, Icy Blue Green, Willow and Grass Green with contrasting Mulberry — this creates energy around a woman

### MOST IMPORTANT COLOR Caspian — I love it mixed

with more neutral colors like Willow and Graphite



INSPIRATION
Insects and the rain forests
they thrive in — I am
obsessed with wanting to
visit some of the world's

### PROMINENT COLORS

Vivid colors like Heliotrope, Magenta, Amaranth, Mazarine Blue and Viridian Green mixed with shades of Graphite and Ebony

most precious and precarious

places while they still exist

### MOST IMPORTANT COLOR

Like a beetle's shell, all the colors play a vital role in reflecting the prism of nature — no color can be singled out as the most important because together they tell a complete story



The range of colors found in variegated marble

PROMINENT COLORS
Elegant colors with cool
undertones such as Jadeite,
Ultramarine, Sassafras, Pink
Sand and Black Iris

MOST IMPORTANT COLOR
Jadeite





PANTONE<sup>®</sup>

Majolica Blue PANTONE 19-4125



INSPIRATION Twilight in Paris

PROMINENT COLORS Amber, Violet, Caramel and Ebony

MOST IMPORTANT COLOR Amber — it's the symbol of courage



INSPIRATION

The pop/punk scene of the '80s: the style was edgy and urban — think Black leather, studs, motorcycle gear — yet still chic and feminine

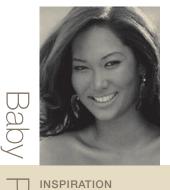
### PROMINENT COLORS

The holding color is Black, with flashes of pop colors like White, Fuchsia, Lilac and Grape tones of Purple, Mint Green, Burnt Orange and Electric Blue

### MOST IMPORTANT COLOR

Black — it is the perfect background for pops of vibrant color and is eminently wearable and simultaneously edgy and polished

Nanette Lepore



Colors that represent and celebrate a bold new direction in our country today, but at the same time draw inspiration from milestones of the past

Liberal Red and Conservative Gray — this gives the conservative a certain edginess; Polished Pink and Capitol Black — confidence with a touch of sensuality

Liberal Red — it represents

Miss Sixty

peace, serenity, love, joy and life



Crème Brûlée **PANTONE 13-1006** 



Baby Phat

# Simon Doonan

### What color advice would you give to consumers trying to stay fashionable on a budget?





"Staying groovy and hip on a budget should not be an issue. Good style has never been about how much money you spend. There are young designers producing gorgeous stuff at all price points!! The most important thing to remember when shopping for yourself is that you express your individuality."

Simon Doonan Creative Director, Barney's New York Author, "Eccentric Glamour"

Photo: Roxanne Lowit

Nina Garcia



"In order to look more pulledtogether, choose colors in the same tonal palette. Not only will you appear slimmer, but also more sophisticated and elegant. Classic colors that always look expensive and mix well with the rest of your wardrobe are in the family of Chocolate Brown, Camel, Butterscotch, Ivory, Ecru, White, Gray (Gray Flannel, Dove Gray) and Navy — which is a great alternative to Black. All these colors are great options and exemplify elegance."

Nina Garcia Fashion Director, *Marie Claire* Judge, Bravo's "Project Runway" Tim Gunn



"Don't shy away from color. Color is not only a great and budget-conscious way to update your wardrobe, it is a wonderful pick-me-up. A couple of tips to keep in mind when shopping for color:

- Color reads best in quality fabrics, hues appear richer and more vibrant in fine wools, cottons and silks. I am a firm believer that if you invest in a few good pieces now, you will benefit for years to come.
- Be mindful when choosing color.
   You can't just admire the color of
   a garment on a hanger or on your
   friend, the color must be right for
   you. Your skin-tone and hair color
   both come into play. If you like a
   color and you are unsure, my
   advice try it on!"

Tim Gunn
Chief Creative Officer, Liz Claiborne Inc.
Mentor, Bravo's "Project Runway"



"As my father always said. 'Good taste and design are by no means dependent upon money.' The simplicity of subtle shades such as Warm Grays and Porcelain Blues allow consumers to be more trusting when buying on a limited budget, as less expensive ranges tend to look more 'haute couture' in neutral colors. Be fashionable with this palette in an inexpensive way by adding shots of stronger colors, such as the Inky Violet, which peppered Gucci's runway this season and is prominent in my Crabtree & Evelyn Island Night collection. It's fashionable, affordable, fun and elegant."

India Hicks Host, Bravo's "Top Design"





"Colors that flatter you never go out of style. Just choose wisely. Have a lot of Pink in your skin? Beware of bright Cherry Reds which might make it even Pinker. Instead, try shades of Burgundy or Maroon that are easier to wear. Yellow undertones? Avoid Mustard Yellows which may make you look sallow. Gold or even Lemon Yellows might be more flattering to your complexion. And if your skin is losing some of its natural luster, bright jewel tones are the best way to bring your look back to life."

Clinton Kelly
Co-host, TLC's "What Not to Wear"

## Fashion items you MUST HAVE for fall 2009



### **ABAETÉ by Laura Poretzky**

A beautifully tailored riding jacket in Gunmetal Gray or Black

### **Adam Lippes**

A rich, French faux-fur chubby in Vibrant Saffron with an under layer of Moss Green

### Akiko Ogawa

Hairy overcoat in Navy — it's a constructive but nuanced item

### **Alvin Valley**

Sweeping wide leg pants in Moonlight

### **Baby Phat by Kimora Lee Simmons**

Denim due to the democracy it has brought to American fashion

### **Bibhu Mohapatra**

The cocktail dress made entirely of woven peacock feathers with hints of Indigo silk — depending on the light and positioning, the colors in this dress reflect rich Emeralds, Indigo, Moss and Copper, so as the wearer moves, the color changes

### **Brian Reyes**

Angular trousers in Black Iris, classically tailored with a modern and feminine twist

### **Carmen Marc Valvo**

Featherweight tulle cocktail dress

### **Catherine Malandrino**

A Blue Quartz long sleeve dress in Duchess Satin

### **Charlotte Ronson**

My Black box boucle wool belted officer coat — styling with strong shoulders

### **Christian Cota**

My version of the little Black dress, which is a Deep Charcoal cocktail dress with angled seams and a combination of fabrics

### **Christian Siriano**

A cashmere angora coat in Camel or Chocolate

### **Cynthia Steffe by Shaun Kearney**

Deep Plum faux-fur biker jacket

### **David Rodriguez**

My Rothko Red coat in alpaca with a fur collar that will be a timeless favorite for years to come

### **Douglas Hannant**

A Tabasco suede coat with a funnel neck

### Elie Tahari

Feminine, bold, rich-colored silk dresses in classic, wearable silhouettes

### Ella Moss

Jersey mini dress with lace inset in Absinthe and a silk plaid shirt in Regal, Black, White and Charcoal with a feminine ruffle detail

### **Erin Fetherston**

My cropped Black double-breasted jacket — it layers well with other pieces and is a quick update to any wardrobe

### **James Coviello**

A Golden Wheat tulle gown embroidered with swirling Peacock Blue, gathered with chiffon embroidery

### Lela Rose

A Viridian Green boucle coat — the color is captivating and the cut will update any wardrobe

### **Maria Pinto**

My Lola coat in Caspian alpaca — it's the perfect jacket to warm even the coldest winter days

### Miss Sixty by Wichy Hassan

The Gaston mini sweater dress perfectly showcases the aesthetic of the season — glitzy, glam, edgy yet cozy, tough yet feminine — its bold, graphic pattern in Black, Gray and Dusty Lavender makes it the perfect piece for a pop-punk girl to showcase her style

### Ports 1961 by Tia Cibani

A swing coat with a fitted bodice and an exaggerated, extra large a-shape sweep

### Rebecca Taylor

A short, playful, printed '40s-inspired dress — the colors are strong but muted to look vintage

### Reem Acra

A sheath dress in Aubergine

### Tadashi Shoii

Our little Black faille bell-shaped dress

### **Temperley London by Alice Temperley**

Geisha Jacket — it's Cream, scattered with translucent Reds, Purples and Magentas with hints of Deep Crimson flowers

### Thuy by Thuy Diep

A Black long coat

### **Tracy Reese**

A Slate embellished tuxedo jacket

### Yigal Azrouël

A Cardinal and Jet taffeta embroidered tulle cocktail dress

## Designers recommend how to use color to stay fashionable on a budget



**ABAETÉ by Laura Poretzky** Invest in basic pieces like blazers and pants in colors that are classic and timeless, then layer these items with more affordable pieces such as tops and soft dresses in the color of the moment.

**Adam Lippes** Black — when one is on a budget, it is good to stay true to the color that looks great any day of the week, any time of the season and on any body type.

**Alvin Valley** Choose a timeless color like Moonlight. This way you will always be building your wardrobe with perpetual elegance.

### Baby Phat by Kimora Lee Simmons It's

important to keep colors classic and timeless. Black, Gray and Red are colors that will never lead you astray. They can be fun, sophisticated and easy to wear. You'll reach for them again and again.

**Brian Reyes** Purchase pieces in classic colors that complement your existing wardrobe. Our Jadeite is a great option because it adds interest to any outfit.

**Carmen Marc Valvo** Choosing timeless colors, such as Gray, is always chic and elegant.

**Catherine Malandrino** Use an accent of Shocking Pink around the neck.

**Charlotte Ronson** Black — it's safe for all seasons.

**Christian Cota** Pair basic colors with ones that pop. Garnet can be easily mixed with bursts of Gold.

**Christian Siriano** Just wearing color helps you stay fashionable. Color is always a trend and is a great way to express yourself. Color should never be substituted.

### **Cynthia Steffe by Shaun Kearney**

Black, because a little Black dress can be styled in many different ways and is always chic.

**David Rodriguez** I wanted to stay as far away from Black as I could. Now is the time to excite the customer with gorgeous colors that will inspire the desire to add to her wardrobe.

**Douglas Hannant** Throw in an accent of a bright, optimistic color like Raspberry. It's uplifting!

**Elie Tahari** By incorporating rich, timeless jewel tones into her wardrobe, a woman can revitalize it and transform an otherwise simple outfit. Jewel tones also look good on many different women so they tend to be easier to wear than brighter colors.

**Ella Moss** A new top is always a quick fix. If I just need a quick pick-me-up, I'll buy a color that isn't basic. This season I am dying for something in Deep Purple, or a new pair of Christian Louboutin shoes in a Grayed-off Teal could do the trick.

**James Coviello** Adding a bold new print to your fall wardrobe is an excellent way to match many different items you already have and create many new looks with just one piece.

**Lela Rose** Pick a color that inspires you and use that color to accent your neutrals, Blacks, denims, etc. Whether it's just a pair of earrings, a belt or a t-shirt, your old styles will feel fresh again. I am loving Blues and Greens as they are easy for women to work into their current wardrobe.

Maria Pinto For fall, color should flatter you and your coloring (hair/skin-tone). It should be the key element that takes your neutrals to a new place. I recommend investing in colorful items that will make your old things look new again, whether it is a great wrap in Absinthe cut chiffon or a gorgeous Geranium tweed jacket.

**Miss Sixty by Wichy Hassan** Color is a great way to stay fashionable on a budget. A pop of something like Fuchsia or Tangerine on a scarf, bag or gloves is a great way to freshen up a more basic garment.

**Nanette Lepore** Be creative with what you have in your closet. Use Ebony as a base color and layer it with the colors of the season like Amber and Violet.

Ports 1961 by Tia Cibani I think that when one is on a budget, it is best to stay with neutrals as they are always in fashion. A hint of real color is the best way to go and is best done in small doses — clutch bag and shoes, or lipstick and nails.

**Rebecca Taylor** Gorgeous colored silk tops. Pink always makes me feel good.

**Reem Acra** I always love Gold because it can look rich and beautiful without any embellishment.

**Tadashi Shoji** Black. You can't go wrong with this color — it's timeless, slimming, easy to wear and looks great on everyone.

### **Temperley London by Alice Temperley**

Don't be afraid to wear brightly colored clothes and stand out from the crowd. Feel sexy and confident when you do this. Bubblegum best exemplifies this for me.

**Thuy by Thuy Diep** When every spending decision becomes a hard choice, dark colors (particularly Black) allow women to buy timeless pieces that become a permanent part of their wardrobe.

**Tracy Reese** Any color can look new and updated when paired with an unexpected shade. The always classic Black is a great foundation for brightly colored, budget-friendly accessories.

Yigal Azrouël I find colors that have the ability to represent my sensibility and transition from season to season, year after year. Azrouelian Gray always makes a perennial appearance in the collection, both as a neutral and as a statement, because of its timelessness.

American **Beauty PANTONE** 19-1759

C/M/Y/K 19 / 100 / 72 / 8 GOE **26-2-7C** 

**Purple** PANTONE 18-3520

C/M/Y/K 64 / 72 / 0 / 0 GOE 51-3-4C

C/M/Y/K 15 / 36 / 75 / 0 GOE 143-1-3C

PANTONE 18-1306

C/M/Y/K 50 / 51 / 52 / 29 GOE 158-1-4C

PANTONE

C/M/Y/K 16 / 70 / 63 / 0 GOE 23-5-2C

C/M/Y/K 26 / 28 / 45 / 2 GOE 145-2-1C

C/M/Y/K 10 / 66 / 29 / 0 GOE 23-3-3C

Warm Olive PANTONE 15-0646

C/M/Y/K 24 / 12 / 98 / 0 GOE 1-2-5C

Majolica Blue **PANTONE** 19-4125

C/M/Y/K 91 / 59 / 32 / 50 GOE 82-4-3C

Crème Brûlée **PANTONE** 13-1006

C/M/Y/K 9 / 11 / 23 / 0

GOE 144-1-1C

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## PANTONE fashion COLOR REPORT fall 2009

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