Splashes of Sunshine for Spring 2010

Designers bring splashes of sunshine to the runway for spring 2010. Vibrant brights add a sense of excitement to the color palette, while practical neutrals provide a safety net for cautious consumers.

“Now more than ever, women are vigilant when it comes to spending,” said Leatrice Eiseman, executive director of the Pantone Color Institute®. “Instead of reinventing their wardrobe at the start of each season, consumers want pieces to complement what they already own. Pairing a bold color with a basic piece or freshening up their look with bright accents addresses the need for practicality, as well as fun.”

Spring and summer naturally evoke feelings of calm ocean waters and tranquil beach vacations in cool, vibrant, tropical Turquoise. This soothing hue from the blue-green family conjures feelings of escape, especially when paired with Amparo Blue. With more warmth than the typical spring navy, this particular shade of blue is extremely appealing because of its brighter, more energetic attitude. Like the scent of a blossoming flower, Violet lends a romantic air to the warm-weather palette. This intriguing purplish hue is a distinctive addition to any wardrobe.

Yellow has made its mark on fashion and spring will further this trend with gleaming Aurora. Reminiscent of the first glimpse of yellow as the sun begins to rise over the horizon, this shimmering, slightly greenish yellow adds a bold infusion. Energy continues to surge throughout the warmer hues of spring, leading to provocative Fusion Coral. This inviting orange connects directly to tangy Tomato Purée, this season’s classic red. Pair it with Turquoise for a retro look.

Thoughtful, cautious neutrals provide a dependable backbone to the brights of spring. Kick back and enjoy the bubbly luxury of Pink Champagne. This delicate, wispy tint is the season’s newest neutral. The melding of Pink Champagne, Tomato Purée and Amparo Blue is a refreshing take on the classic springtime combination of red, white and blue.

Three additional neutrals round out the palette. Tuscany, a warm beige hue, provides the perfect backdrop and works well as a solid base color with dynamic accents like Fusion Coral or Violet. Dried Herb is the ultimate green neutral, pairing well with all other colors. Ideal for bigger ticket items, cool Eucalyptus is the eternal, practical gray. Choose this nuanced neutral and add brightly colored exclamation points in shoes, jewelry and handbags.
INSPIRATION
My choices reflect the need for happy, mood-lifting colors that offer a bit of escapism.

COLORS
A warm, optimistic palette of brights ranging from Tangerine Orange, Sunny Yellow and Hibiscus Pink to shades of Blue in Azure Lagoon and True Navy; Dove Grays and shades of White ranging from Optic, Buttermilk and Ivory anchor the palette.

SIGNATURE COLOR
Deeply Aqua Blue
Badgley Mischka

INSPIRATION
Billie Holiday

COLORS
Scarlet, Fuchsia, Dusty Lavender,
Ebony and Ice White

SIGNATURE COLOR
Scarlet – it is strong and passionate

Tomato Purée PANTONE 18-1661
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
INSPIRATION

Pierre Bonnard’s unique approach to solid color by building and layering multiple colors.

COLORS

A combination of Blueberry, Peri and Ocean Wave with a rainbow of Rich Berry, Bluebell, Crocus, Pale Winsome, Passionfruit and Goldenrod.

SIGNATURE COLOR

Varying shades of Blue play a part in each delivery. It’s a great wear-now color that transitions effortlessly from season to season.
INSPIRATION
The work of artist Alex Katz embodies the sophisticated California spirit throughout the collection.

COLORS
Bold mixes of punchy pastels and electric neons (Green Sheen and Boysenberry) with colors drawn from the sand and sea.

SIGNATURE COLOR
Acacia is the color that gives this collection the '50’s beach surfer feel. Sparingly used, it packs quite a punch.

Violet PANTONE 16-3320
PANTONE fashion COLOR REPORT SPRING 2010  www.pantone.com
INSPIRATION
Childhood memories of country garden sunsets at a seaside summer home

COLORS
The warm end of our palette includes Citron, Firefly, Tea Rose and Copper. On the cool side we have Fog, Petrol and Sea Salt.

SIGNATURE COLOR
A hot Orange tone we call Firefly for its warmth and intensity
INSPIRATION
A recent trip to the Kenyan Island Lamu, located in the Indian Ocean

COLORS
A variety of contrasting pop colors along with soft, natural pastels: a cool, true Indigo Blue as a base for hot colors such as Bright Pink Poppy and Golden Rich Tangerine

SIGNATURE COLOR
Indigo and Tangerine
INSPIRATION
The range of emotions found in Argentine Tango: the passion is Canna (Vibrant Orange) and cool seduction is a moody shade of Mud (Warm Gray)

COLORS
The palette ranges from fiery to calm: Canna (Vibrant Orange), Salvia (Cool Purple) and Mimosa (Green-Yellow), balanced by Mud (Warm Gray), Black, Cobalt and Orchid (Deep Purple)

SIGNATURE COLOR
Canna (Vibrant Orange) because it moves all other colors toward a dynamic and fresh energy
INSPIRATION
Nara Park, a sacred deer park in Japan, during cherry blossom season

COLORS
A neutral palette featuring Ivory, Beige and Blush, in combination with Black and Navy, punctuated with Lemon Yellow, French Blue and Raspberry Pink

SIGNATURE COLOR
Beige – I was drawn to its versatility and sophistication

Pink Champagne PANTONE 12-1107
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
INSPIRATION
New York – the ultimate urban jungle

COLORS
Warm Khaki juxtaposed with Metallic Gold

SIGNATURE COLOR
Khaki and Gold

Dried Herb PANTONE 17-0627
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
**INSPIRATION**
One of America’s most important female artists, Georgia O’Keeffe – her iconic images of nature and beautiful flowers are immortalized in effervescent color combinations

**COLORS**
Clear bright colors (Poppy, Freesia, Peony, Yellow Dahlia and Honeydew) supported by strong neutrals (Heather Gray, Jet Black and White), completed with a soft cosmetic palette and precious metals

**SIGNATURE COLOR**
Poppy – I love the strong Orange color on sun-kissed skin
How are retailers responding to the current consumer consciousness toward fashion? How does color play into it?

**Comparison Shopping**

“The fashion enthusiast customer craves special and unique, with color setting the mood. RED is the message from the runway; bright lipstick to deep Bordeaux will fill her passion for a color saturated season.”

— Ken Downing
Senior Vice President/Fashion Director, Neiman Marcus

“Overall, the Saks Fifth Avenue customer responds strongly to color. From vibrant jewel tones to bold pops of brights, color lifts the spirit and flatters the skin tone, allowing our customer to truly look and feel her best. Through unique and unexpected color combinations, one is able to express her creativity and individuality.

“Given the current consumer consciousness, we find that our customer is demanding fashion. She is looking for something novel, something that she does not already own. Color is able to provide the ‘wow’ factor that entices one to shop.”

— Colleen Sherin Fashion Market Director, Saks Fifth Avenue

“Links of London is now focusing on more directional, fashion forward pieces, which discreetly nod to the season’s key trends. Using a spectrum of color to convey depth and sparkle, we’re getting creative with gemstones, materials and arresting finishes. Our new Surfaces collection for fall ’09 is embellished with glinting, Golden Tiger’s Eye and mouth-watering Green Peridot stones. Even the humble chain, that ultimate fashion classic, has been reinvented with our tough and bold Brit Lines collection of signature chains. Charms, that other cult fashion staple, have been given a new, urban spin with our Links-ID dog tags in hues of Pink Gold and Silver, gemstones and colorful enamel.”

— Elizabeth Galton Creative Director, Links of London

“Consumers have an insatiable appetite for what’s new and fun in fashion, and that is true this season as well. While they may be more selective in their purchases right now, people still want to be excited and inspired by fashion. Color is arguably one of the most essential elements each season as it triggers the emotional ‘buy me’ reaction!”

— Nicole Fischelis Fashion Director, Macy’s
How has the current consumer consciousness affected the direction of fashion? How does color play into it?

**Color Advice**

**“Designers have responded to the shift in the economy in one of two ways: by using bold colors in comforting, familiar silhouettes; or by creating eye-catching one-of-a-kind pieces that are completely irresistible. The fashion constant, however, has been and always will be color. There’s nothing like a vibrant hue of Royal Purple or Golden Yellow to make us feel optimistic and hopeful for the future – just look at our first lady! She wears color impeccably. I predict that we’ll see a lot more brights in spring 2010 to inspire and uplift everyone’s mood.”**

— Nina Garcia  
Fashion Director, *Marie Claire*  
Judge, Lifetime’s “Project Runway”

**“Designers are drawing from styles of the 1940’s movies, and the ever present fascination with glamour as depicted in films of that period. Red is prominent. However, rather than charging forward with bright and bold decisions, many consumers are taking a softer, more gentle approach with their color palettes. Using a softer base creates longevity as it can always be updated to look dramatically different with accessories. In this time of economic unrest, people are looking for comforting colors, and the savvy consumer is always searching for quality over quantity. Refuse to be beaten by the economy.”**

— India Hicks  
Creative Partner, Crabtree & Evelyn

**“I’ve found that shoppers – especially women – are not shying away from color when it comes to new apparel purchases, despite the popular notion that in tougher economic times people gravitate toward neutrals. If she’s on a budget, a woman may resist buying a garment that is overtly trendy because she knows she may only get one season out of it. But color is rarely seen as trendy by the consumer. Sure, there are popular colors any given season, but they don’t cycle out of style as quickly as silhouettes or other details might.”**

— Clinton Kelly  
Co-host, TLC’s “What Not to Wear”
INSPIRATION
Dreams, Atlantis, the unknown, mountains and waterfalls, the Garden of Eden

COLORS
Dreamy, hazy colors: warm shades of Coral and Yellow with Desert Khaki, and cool shades of Indigo, Periwinkle, Gray and Mint Green with a hint of pale, Rosy Pink

SIGNATURE COLOR
Misty Gray, a shade that is pretty and delicate yet also modern with an edge – it’s a fresh, wearable alternative to White and looks right with warm, neutral shades as well as cooler shades

Turquoise PANTONE 15-5519
PANTONE fashion COLOR REPORT SPRING 2010  www.pantone.com
INSPIRATION
The California coastline, drawing from the feel of a boardwalk and the sand beneath it – colors are reflective of the calming fun you have during a day at the beach.

COLORS
Sea colors: Sea Blue, Peach and Pink – they have a cool undertone that conjures up the lackadaisical feeling of the beach.

SIGNATURE COLOR
The combination of Red, White and Blue – these colors are part of our heritage and every season it is an exciting challenge to find new ways to interpret them.

Amparo Blue PANTONE 18-3945
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
INSPIRATION
Geographical areas like South Africa, the Sahara Desert and the joie de vivre of South America

COLORS
A base of Coco and Sand with Plum, Mustard and Deep Purple, highlighted by Turquoise and Red with Black and graphic elements – the colors are warm, deep and mute

SIGNATURE COLOR
Deep Purple highlighted by Turquoise

Tuscany PANTONE 16-1219
PANTONE fashion COLOR REPORT SPRING 2010  www.pantone.com
Ports 1961

by Tia Cibani

INSPIRATION
Craft and tradition, juxtaposed with a modern and clean discipline

COLORS
Cool shades of Dusty Dew, Pastel Bloom and Natural Buff that play off warm hues of Coral Dawn, Chalky Conch and Lively Oyster, punctuated by a pop of Vibrant Cherry and highlighted by Matte Aluminum

SIGNATURE COLOR
Cherry – it is the thread that carries the collection from start to finish; I view it as the frame in which the collection sits

Tomato Purée PANTONE 18-1661
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
INSPIRATION
The souks of Istanbul inspired our palette, offering the springtime brights a richly aged and antiqued quality.

COLORS
Muted neutrals like Tobacco and Stone infused with acid brights like Maize and Pistachio, and the warm earthy colors of dried fruit such as Hibiscus and Flame

SIGNATURE COLOR
Pistachio – it pairs perfectly with our antiqued neutrals

Aurora PANTONE 12-0642
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
INSPIRATION
A feeling of spring – floral with a sense of movement reminiscent of Degas’ ballerinas

COLORS
A pale, cool palette using shades of Antique Rose and Lavender mixed with deeper hues of Purple; also items in Silvery Taupe and a little bit of Navy

SIGNATURE COLOR
Pale tones: Rose, Pink, Lavender and Purple

Violet PANTONE 16-3320
INSPIRATION
The mystery and color of Morocco – this is a story about ‘70’s silhouettes showered with accessories and vibrant details; raw stones also play an integral part in our collection, alongside colorful ethnic prints.

COLORS
Earthy and bold colors mixed with opulent Gold trims: included are Eclectic Tang and Paradise Pink in addition to Sand and Violet.

SIGNATURE COLOR
Eclectic Tang brings a sexiness to the collection that’s highly unexpected, but always welcome.
INSPIRATION
Traveling all over the world – particularly Japan, Paris and Lebanon

COLORS
Pistachio Sorbet and Suntan Orange

SIGNATURE COLOR
There is not just one color. I used a combination of many different colors, florals and print patterns. It’s a fresh new look.

Aurora PANTONE 12-0642
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
INSPIRATION
The '20’s and '30’s circus, bringing elements of the era to modern day – a celebration of the individual style of acrobats, showgirls, clowns, tightrope and trapeze artists from the time and an extravaganza of color, shape, pattern and print

COLORS
A fiery and bright palette of Chili, Coral and Bright Fuchsia; cool tones of Ice and Violet; a monochrome and neutral palette that complements the brights; combinations include Violet with Black and White stripes and Ice with Fuchsia and White

SIGNATURE COLOR
The combination of a cool and a fiery palette of Bright Violet, Ice Blue, Fuchsia and Chili against Black and White captures the “circus” theme perfectly.
INSPIRATION
The artistic paint strokes and constant movement of color found in an enticing print

COLORS
Necessary Black, Barely There Nude, Cornflower Blue and Spring Berry with hints of Lemon

SIGNATURE COLOR
Nude because it illustrates the idea of a dancer’s body – it supports the basic assumption that clothing is solely meant to enhance the body; it is a classic uniform color that naturally provides a clean foundation for silhouettes, movement and colors to thrive

Pink Champagne PANTONE 12-1107
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
INSPIRATION
We are feeling more urban than seasons past, and wanted the color pallet to reflect that. We chose more “city” colors to be part of the palette.

COLORS
Tomato Red with Tan and some ’70’s retro Jades which feels fun; mixing Tomato Red with Mint and the softest Peachy Pink; a great mix of sultry and lingerie Red-toned Pinks and Oranges is key; also hot colors as whole garments: Crazy Pink and Hot Pink, a fabulous Shocking Orange and some pretty Intense Blues

SIGNATURE COLOR
Tomato Red because it epitomizes the new, clean city feeling of our “summer in the city” theme
INSPIRATION
A photography book, “Passage to Angkor” by Kenro Izu, which beautifully documents the great Angkor Wat temple in Cambodia – I drew my base colors from here, and then added accents to give a lighter, fresher feeling

COLORS
Base colors of Eggshell, Champagne and Pearl with accents of Garden Pink, Verdant and Mist

SIGNATURE COLOR
Garden Pink – it inspires a mood of positivity and brightness
INSPIRATION
My summer vacation in the country along the Delaware River where the wildflowers bloomed in such an amazing variety of colors

COLORS
A palette of beautiful vibrant colors inspired by wildflowers: Yellow, Orange and Purple

SIGNATURE COLOR
A vibrant shade of Orange that matched a field of wild flowers along the Delaware River – for me, it’s a color that creates a wonderful sense of happiness

Fusion Coral PANTONE 16-1543
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
INSPIRATION
“The Mad Hatter’s Tea Party” and the feeling of spring in the garden – the exuberance of color blooms in Pansy Purple, Dandelion Yellow and Flame Red

COLORS
I am pairing colors in both classic and unexpected ways: Indigo Blue and White, Coral Red and Charcoal Gray, Electric Yellow and Military Green.

SIGNATURE COLOR
Coral – it is the quintessential pop color that works really well with all neutrals

Tomato Purée PANTONE 18-1661
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
INSPIRATION
A tongue-in-cheek take on the sultry chic of the '30's goddess with a bit of an S&M spin – the selected colors provide an unexpected counterpoint to this inspiration: Toasted Almond and Adobe instead of Firehouse Red, and Feather Gray Heather and Egret trumping shiny Black patent

COLORS
Toasted Almond, Muted Clay, Green-Blue Slate, Aurora Yellow and Feather Gray

SIGNATURE COLOR
Toasted Almond and Muted Clay are the “New Black.” The signature color is Yellow, realized as Aurora Yellow.
Adrienne Vittadini

**INSPIRATION**
The crystal Blue waters of Capri

**COLORS**
Aqua – this group is a mix of Blues, Deep Navy and serene Aquarium Blue; also a mix of jungle Greens – animal prints and safari separates are mixed with Lemon Tint (a Bright Chartreuse), Sycamore (a Deep Green), Khaki and Light Shell

**SIGNATURE COLOR**
Aquarium Blue – water is a soothing element; the cool tones instantly provide a feeling of relaxation as if you were on an endless vacation

Amparo Blue PANTONE 18-3945

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
INSPIRATION
Taschen’s “Atlas of Anatomy,” a book of anatomical diagrams – it combines antiqued diagrams on aged papers with hints of Navy, Coral and Alabaster from the coloring of veins and organs

COLORS
Vermillion, Coral and Lilac – warm colors with cool undertones: a Bright Vermillion paired with a Dark Blue-Black or a linen fabric the color of antique lace; Coral paired with Brass elastics and Dove Gray; Lilac softens the color palette with hint of classic Alabaster

SIGNATURE COLOR
Alabaster is one of the most important colors, followed by Vermillion, a ’20’s color that is a Fiery Red Orange
INSPIRATION
Nature on Earth – we used various earth tones from Beige to Brown, shades from the sky and vivid colors from flowers and leaves

COLORS
A combination of Sand Beige and Dusty Sky Blue with Mocha Brown, Leaf Green and Fuchsia Pink to make them more vibrant and alive

SIGNATURE COLOR
Dusty Sky Blue – it is so fresh and sophisticated, works well with Black and Ivory, and looks new with Beige and Pink
INSPIRATION
My mood for something soft and romantic that still appeals to my love of strong color

COLORS
Lavender and Bright Coral, Dusty Turquoise and Jade Green – it’s all about the juxtaposition of soft and icy pastel colors mixed with pops of bold, saturated, strong floral colors; it’s a garden palette that makes up a cheerful and colorful nuance

SIGNATURE COLOR
Lavender! It’s new, soft and evokes femininity and grace. It looks amazing paired with Black and is totally wearable. It is time for a Lavender resurgence.

Violet PANTONE 16-3320
PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
Must Haves for Spring

Adam Lippes Draped shorts in our hand-drawn Primrose print with a Bright Yellow ground

Adrienne Vittadini The Blue and White batik print lounge pants with a Deep Navy embellished tunic from the Aqua group

Andy & Debb Voluminous mini skirt

Baby Phat by Kimora Lee Simmons Our blazer or denim vest paired with shorts – any spring look can be accented with the addition of multi-strand necklaces and platform sandals; shoes and accessories, as always, will play a crucial role in dramatizing any look

Badgley Mischka Little Red cocktail dress

Carmen Marc Valvo A super sexy cocktail dress

Catherine Malandrino A Deep Purple jumpsuit with ornamental jewelry

Charlotte Ronson Double-faced chambray plaid boyfriend shirt in Chambray

Cynthia Steffe by Shaun Kearney A sleeveless suede trench dress with a waterfall cascade collar in Mint Green

David Rodriguez My pleat-front top that can be worn as a jacket or as a two-piece dress with the matching skirt

Dennis Basso A little fur bolero with inserts of lace or hand-embroidery

Ella Moss by Pamela Protzel Off-the-shoulder mini dress with a peek-a-boo of mesh

Erin Fetherston The drapey tie-front Tan leather jacket

Lela Rose Striped surfer knits – using bold pastels interspersed with tones from the sea, these knits evoke a casual luxury that gives edge to any look

Maria Pinto The maxima dress because it is all about movement and sensuality – it bands together silk suspended from tulle spiraling around the body; the architectural aspect of the straps allows the shape to suspend from the shoulder and dance around the body; the color is Cobalt, vibrant yet mysterious

Nanette Lepore A long, multi-striped tube dress in a mix of sun-drenched brights and weathered neutrals

Pamela Roland by Pamela DeVos Our beautifully tailored lightweight tweed coat in shades of Pink, Cream and Pale Gold with delicate floral embroidery

Peter Som A Pale Blue jacquard sheath that can take you from day to evening

Ports 1961 by Tia Cibani The transparent organza blazer in airy Oasis

Rebecca Taylor The quilted voile jacket that comes in Ballet Pink, White and Black – the style is modern and cool, yet it is such a feminine and familiar fabric

Reem Acra Accessories, necklaces and belts in any color that pops!

Temperley London by Alice Temperley My Amora jumpsuit

Tibi by Amy Smilovic Lavender shorts with cascading ruffles – the tranquil color paired with the feminine design makes for an elegant take on the everyday shorts design

Tommy Hilfiger A soft-washed cotton jacket in cool beach tones: Sea Blue, Pink and Peach

Tracy Reese A classic, yet modern statement coat in Passionfruit

VPL by Victoria Bartlett The new insertion bra in Lilac

Yigal Azrouël The Berber pant – a richly embroidered antique cotton piece in a range of all colors from the palette

PANTONE fashion COLOR REPORT SPRING 2010 www.pantone.com
Designers reflect on the current consumer consciousness toward color and fashion

**Consumer Driven**

**Adam Lippes** Color has always been extremely important to me as a designer and continues to be. I think customers want special and unique now more than ever. And they want to see good value. One way of offering that is with color.

**Adrienne Vittadini** Color is emotional and will be a very important mood lifter for spring 2010. This collection is based on bursts of color and a mix of patterns with signature Adrienne Vittadini heritage.

**Andy & Debb** With all of the depressing news about the economic crisis, color should play an important role in fashion to make people happy. Color therapy always works!

**Baby Phat by Kimora Lee Simmons** Baby Phat has a long tradition of connecting to our consumers via vibrant palettes. Value sensitivity on the part of our consumers encouraged us to continue using feminine and sexy tones that create value and capture the imagination.

**Badgley Mischka** Everything needs to be a must-have. Color causes an emotional trigger.

**Carmen Marc Valvo** Although no one needs another basic Black cocktail dress, Black is still our number one seller. So, it’s about making Black special.

**Catherine Malandrino** Everything that brings a smile to a face is valuable for me, so color in this present environment is essential.

**Charlotte Ronson** Our color palette responds to the sensitive economic climate through its classic sophistication and longevity. The Nudes, Blacks and splashes of soft colors allow our collection to be fun and wearable now, yet still accessible for seasons to come.

**Cynthia Steffe by Shaun Kearney** I think spring is about wanting to be carried away by clothes, finding the fantasy in them, but never leaving the ground. The color palette reflects that in fresh, airy, hopeful colors, grounded by a soft shade of Gray that feels ethereal and practical at the same time.

**David Rodriguez** I am working very hard to keep the look exciting, but at a sharper price so that the customer will love the item and not have to think twice about purchasing it.

**Dennis Basso** It’s important that this collection be exciting and, using color, show the consumer something new that she will want to add to her wardrobe.

**Ella Moss by Pamella Protzel** Women are much more careful in what they purchase. Consequently, color becomes the most important and first thing that a customer sees when she is going through a rack of clothes. It has to be a great shape and made beautifully, but the first thing that grabs her attention is color.

**Erin Fetherston** People need to be inspired, and color creates excitement and desire. People are also looking for investment pieces that are seasonless and timeless, so neutral classic colors in combination with fresh and vibrant colors seems like a relevant direction in this time.

**Lela Rose** There has always been an abundance of color in the collections we offer. We are seeing more and more women picking bold colors for their wardrobe rather than the “LBD.” I have always liked the way a woman stands out when she is in a great colored dress. We are offering even more bold color combinations that our customers are really responding to.
Designers reflect on the current consumer consciousness toward color and fashion

**Maria Pinto** As always, I feel connected to women’s needs in these ever-changing times. More than ever, the collection is about offering colorful styles that tempt us into submission. Consumer consciousness has never been more relevant, and we are more precise in fulfilling our needs as opposed to our desires. That said, color is one of the most dynamic aspects in choosing what we will bring into our lives. Color is the enticement factor.

**Nanette Lepore** Color is emotional. It attracts the consumer’s eye and brightens her mood. Colorful clothing is essential in today’s market.

**Pamela Roland by Pamella DeVos** We recognize that consumers are being more careful with purchases, and they want perfect fit and real value. Our goal is to excite our customers with fabrics in beautiful new colors at sharper price points each and every season.

**Peter Som** Each piece of clothing must be its own little special jewel. This happens through fabric, cut, detail and most definitely color!

**Ports 1961 by Tia Cibani** I feel that we need to evoke strong emotions with our consumers in order to convince them. A product must touch their senses, and color plays a significant role in this!

Without overpowering and over-indulging, it is vital to deliver color in a spring/summer collection that will have the spirit of summer joy and summer fun.

**Rebecca Taylor** We feel that “anything goes” – we are not feeling restricted. In times like these it is important to do what feels right and believe in yourself, and the customer will buy what excites her.

**Reem Acra** The collection will stay happy, vibrant and versatile with playful options to change the look completely. Accessories are a big part of this collection and they give another layer or dimension to the clothes.

**Tadashi Shoji** I am trying to make dresses that women can use season after season and do so at a democratic price point. The colors I chose for this season work on women of all ages and sizes – hopefully bringing a positive energy into their spring wardrobes.

**Temperley London by Alice Temperley** We have found that in gloomy economic times such as these, people want fashion to provide something uplifting and spectacular and are looking for a tonic to the general air of doom and gloom. The spring/summer 2010 collection is bright, fun and, in places, extravagant as a result.

**Thuy by Thuy Diep** I exude optimism through quirkiness, confidence and individualism – embracing the future by defining it. Colors are key, not through over-indulgence, but through beautiful, understated sophistication.

**Tibi by Amy Smilovic** We’re responding with coloring that is unabashedly happy and feminine with an edge – colors that evoke a new beginning and upbeat fresh start.

**Tommy Hilfiger** In considering the current social and economic climate, we believe quality and well-fitting neutral pieces are worthwhile investments. To excite them from season to season, we like to shop pops of color.

**Tracy Reese** Versatility! My goal is to create year-round fashion in seasonless colors.

**VPL by Victoria Bartlett** Often, consumers are drawn to the extremes of the collection, either styles that are offered in dark colors such as Blacks and Grays, or the styles like breaker tanks that have a dark body and bright accents, such a Neon Pink, Meadow and Citrine.

**Yigal Azrouël** Consumers are gravitating toward color, which is something I have never been afraid to experiment with.

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Links of London Friendship Bracelets

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