



**Nanette
Lepore**

Annual Color Forecast

Sponsored by Pantone

Color is among the most powerful ways to communicate messages about products, services, causes and ideas. And color forecasts are where theory and practice come together, where the rubber meets the road. Color choice is influenced by social, political and economic events — as you will see the recession, the environment and globalism are among this year's lightning rods — but the process is so complex and evolutionary that no simple explanation fits.

Pantone Fashion Color Report Fall '09

A STUDY IN CONTRASTS

Each season, Pantone, an X-Rite company and the global authority on color and provider of professional color standards for the design industries, creates the PANTONE Fashion Color Report. The current report features the top 10 colors for women's fashion for fall '09, along with designer sketches, quotes and headshots. The availability of the PANTONE Fashion Color Report coincides with the beginning of New York Fashion Week and is available free-of-charge from the Pantone Web site at www.pantone.com/fall2009. The following pages are excerpts from the 2009 color report.

The economy and its ongoing bumpy ride is lending some restraint to color trends for the year ahead, with a mix of jewel tones and varying forms of beige on the horizon. It's all about feeling nurtured and safe, promoting some sense of modesty over flashiness and of course, keeping Mother Earth and her preservation in the picture.

"The most popular colors for Fall really represent a thoughtful palette. That's a direct outcome of what's happening in the world around us," said Leatrice Eiseman, executive director of the Pantone Color Institute, who also noted that somber yet hopeful colors reflect the troubling economy.

Says Eiseman: "The color yellow exemplifies the warmth and nurturing quality of the sun, properties we as humans are naturally drawn to for reassurance. Mimosa also speaks to enlightenment, as it is a hue that sparks imagination and innovation."

Reflective of the times, Pantone selected PANTONE 14-0848 Mimosa, a warm, engaging yellow, as the color of the year for 2009. So as we leave last year's Blue Iris in our wake and face economic uncertainty, optimism is paramount and no other color expresses hope and reassurance more than yellow.

Looking forward, Honey Yellow is the warmer Fall variation of Spring yellow. And in a nod to the environment, Warm Olive, an exotic take on yellow, is said to show designers' concerns about being eco-conscious.

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



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American Beauty

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.



Temperley London

BY ALICE TEMPERLEY

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 Crimson and Resonant Purples; Creams and Dusty Mustards, Cool Ocean Blues, Turquoise and Greens with hints of Black

MOST IMPORTANT COLOR

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



**Carmen
Marc
Valvo**



**Tadashi
Shoji**



**Nanette
Lepore**

Elie Tahari

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

Purple
Heart

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.

Honey Yellow

A warmer, more subdued Honey Yellow carries the 2009 color of the year, 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.



Christian Cota

INSPIRATION

I imagined taking a trip to the center of the Earth and back, exposing layers of minerals and jagged edges of rocks

PROMINENT COLORS

Golden Topaz, Warm Onyx, Smoky Quartz, Jade, Garnet and Cool Carnelian

MOST IMPORTANT COLOR

Smoky Quartz — it adds warmth to highlight the other colors



Carmen Marc Valvo



Ports 1961 by Tia Cibani



Carmen Marc Valvo

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.



Douglas Hannant



Ella Moss

Charlotte Ronson

INSPIRATION

Postwar decadence that combines elements of military menswear with feminine tailoring

PROMINENT COLORS

Royal Blue, Black, Crimson Red, Rust, Coffee

MOST IMPORTANT COLOR

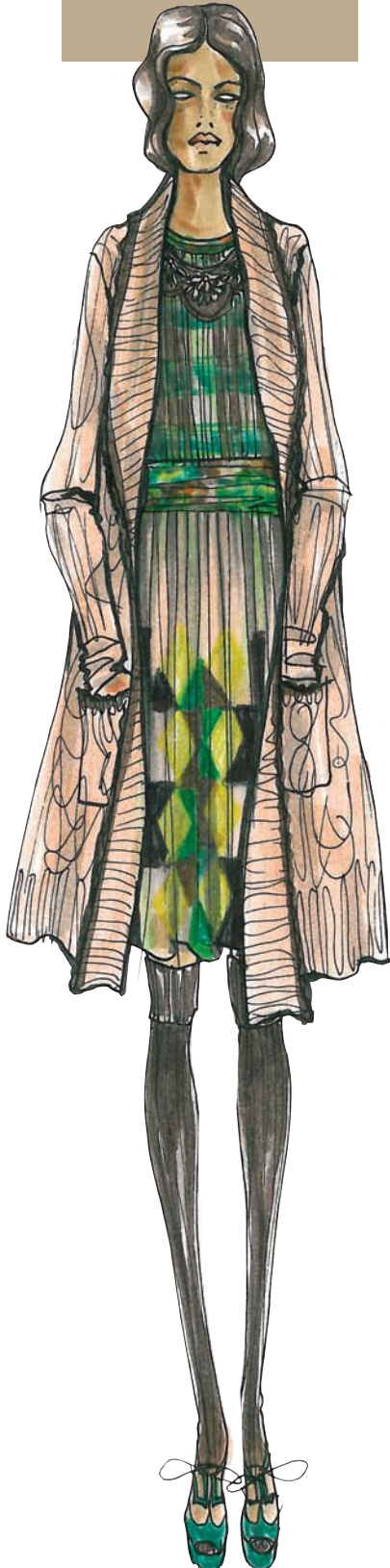
Crimson is strong as it is a pop color against the cool tones in our collection, and it will also be significant in our make-up palette for both lips and nails



Rebecca Taylor

Nomad

Crème Brûlée, a grayed-down beige, and Nomad, which bridges the gap between beige and light gray, speak to the need for timeless neutrals.



Tracy Reese

INSPIRATION

The expressive use of color in post-impressionist artworks of Van Gogh, Modigliani and Vuillard

PROMINENT COLORS

Warm Beige with Rich Brown and Deep Jade, Raspberry with Fruit Punch

MOST IMPORTANT COLOR

A range of Beiges serve as a foundation for pairings with rich and saturated brights



Ports 1961 by Tia Cibani



Carmen Marc Valvo

Catherine Malandrino

INSPIRATION

Works by Magritte and Man Ray

PROMINENT COLORS

Cool Blue Gray Sky mixed with Warm Nude, ombré and broken with accents of Shocking Pink, Lipstick Red and Plum Purple

MOST IMPORTANT COLOR

Blue Quartz





Crème
Brûlée

Nanette Lepore

INSPIRATION
Twilight in Paris

PROMINENT COLORS
Amber, Violet, Caramel and Ebony

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



**Ports 1961 by
Tia Cibani**



**Rebecca
Taylor**

Majolica Blue

Majolica Blue is 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.



**Reem
Acra**



**Rebecca
Taylor**



**Carmen
Marc
Valvo**

Lela Rose

INSPIRATION

Insects and the rain forests they thrive in — I am obsessed with wanting to visit some of the world's most precious and precarious places while they still exist

PROMINENT COLORS

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

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

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.

Burnt Sienna



Nanette Lepore



Ports 1961 by Tia Cibani



Nanette Lepore



Rebecca Taylor

INSPIRATION

I wanted fall to feel infused with English heritage, so the colors needed to enhance that

PROMINENT COLORS

Rich warm Spicy Reds and Earthy Brown tones

MOST IMPORTANT COLOR

Pomegranate — it's a warm, spicy Brick Red

Rapture Rose

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.



Ella Moss

Ports 1961 by Tia Cibani

INSPIRATION

A journey to India — a journey of color and joy

PROMINENT COLORS

A top in Ruby Red, pants in Nigella Black and Begonia Pink as an accent color on the shoes

MOST IMPORTANT COLOR

Begonia Pink — it was said by Diana Vreeland that Pink is the Black of India as it is a staple color that is treated as a neutral



Rebecca
Taylor

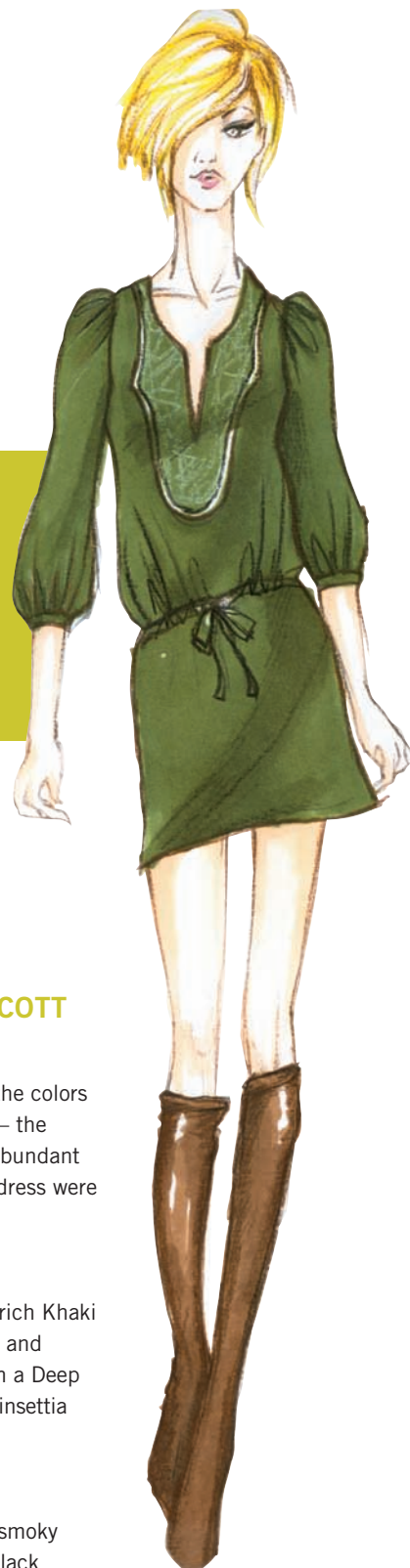




**Ports 1961 by
Tia Cibani**

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.

Warm Olive



Ella Moss

BY PAMELLA PROTZEL SCOTT

INSPIRATION

My honeymoon in Thailand where the colors in nature were not to be believed — the shades of Green in the water, the abundant flowers and the colors of the local dress were beyond description

PROMINENT COLORS

Equestrian neutrals: Taupewood (a rich Khaki with an undercurrent of Warm Red) and Carob (a Creamy Brown) paired with a Deep Black-Green Absinthe, Fiery Red Poinsettia and a beautiful Regal Purple

MOST IMPORTANT COLOR

Absinthe — it's a color that sets a smoky mood, and it's got more life than Black

**Tracey
Reese**

