



Spring/Summer 2010 Color and Trend Overview
Color Portfolio Inc.

This season color is a rainbow of possibilities, with a tapestry of color from Earthy tones to eye catching brights, to soft water colors. There are nine color stories this season.

1. Beach- Key neutrals of the season, ranging from Seashell Whites and Foamy Whites to Golden Sand shades and Driftwood Taupe.
2. Water colors- Soft, chalk-like pastels influenced by Water color paintings. These soft shades work well with White and Light Sand shades.
3. Splash- Spa and Pool inspired shades, Water inspired Blues mix with Blue Greens such as Aqua and Teal.
4. Harmony- Sun and Earth. Sunny Yellows emerge with gold cast. Greens are inspired by Grass and Leaves and have a yellow cast.
5. Delicious- Fruity Shades of Peach Oranges and Shades of Pink and Berry. Coral is a key fashion color this season.
6. Bloom- Purples continue to be strong. The Purples this season are prettier and fresh. Periwinkle Blues remain strong.
7. Regatta- A nautical color story. Using shades of Orange Reds, Coral and Aqua update the traditional palette.
8. Exotic- Tropical Island color story inspired by fruits and flowers. These saturated bright colors mix with earthy browns and leafy greens.
9. Dusky Shadows- Muted color palette resembling dusk or early evening. This is an important palette because of sand-washed silks and washed linen fabrics.

There are four key trend this Spring/Summer 2010. All trends are inspired by relaxation and Casual Classic Apparel. Fabrics are light in weight. Silhouettes are looser this season. Athletic and Nautical details continue. There is a 1960's influence for the younger customer. Prints and Patterns play a key role in creating excitement and newness.

1. Light and Fresh- A dressed down look blending dress and casual clothes. Color is key highlighting the soft water colors with neutrals. Fabrics are light and airy. Looser silhouettes and soft shapes are important. Styling still remains simple.
2. Leisure Class- This trend is all about weekend wear clothing. Casual Classics with Nautical, or athletic details. Cotton is the key fabrication. Performance

fabrics also work under this trend. Checks, Stripes, color-blocking are key patterns. Bright colors are used mixed with White, Black and Navy.

3. Loose and Free- The anti-establishment trend. 1960's influence, color and pattern driven. Geared towards the juniors and young men customers. Denim is a key fabrication focusing on washes and deconstruction. Variety of slim and loose silhouettes.
4. Laid Back Attitude- Vacation attire with a tropical island look. There is less emphasis on Safari and Tribal Inspirations this season. Texture of fabric increases both for knits and wovens. Pucker, Crinkle, Pebble, Waffle, Herringbone, are important textures. Fabric still remains light in weight. Prints and Patterns are key and is inspired by Polynesian Islands, Peru, Exotic Flowers and Asia.