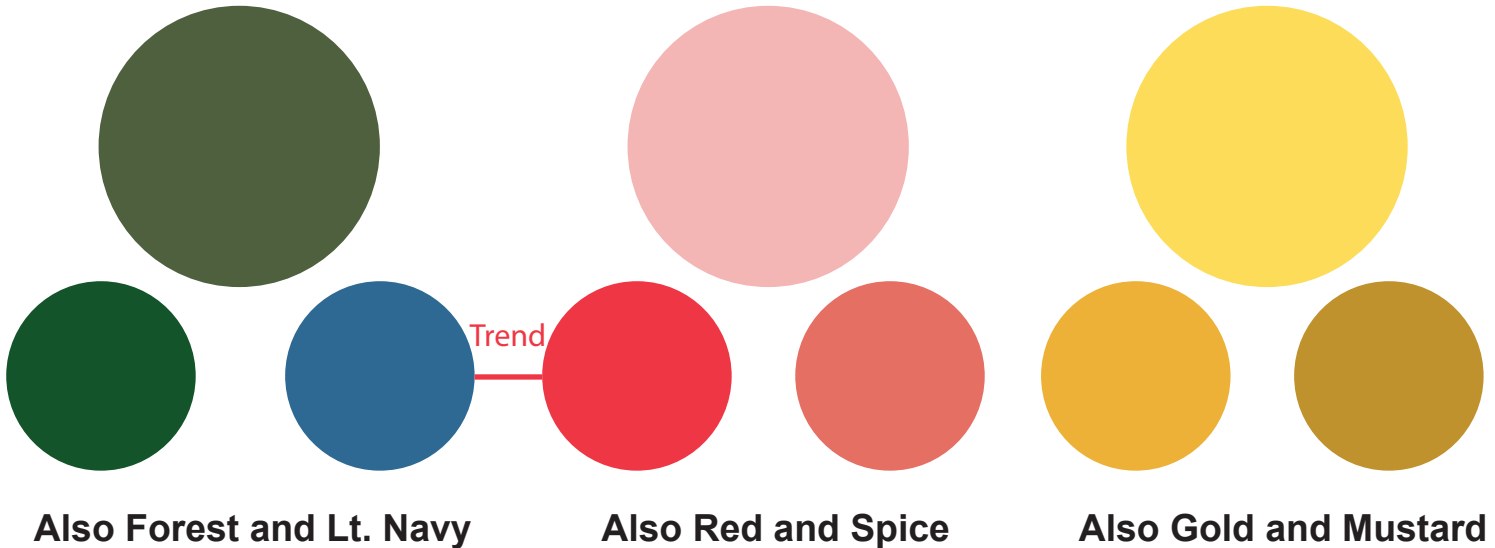




Fashion Research: May 10, 2016

# COLOR TRENDS: Part 1

Army Green - Lt and Dk Pink - Yellow



# Lt. Pink

Trending through Summer and Fall collections,  
both Men's and Women's



I think it may be related to the softness and draping that has been trending, esp. in womenswear.

This may be tied to the 90's influence trend.



Beyonce decrees it.



# Army Green

Throughout this year it's been a standard and I don't see it going anywhere.

Our closest colors are Sage, Khaki, and Forest Green.



The new Navy?

## The 70's and Pinks, Greens, Golds

This color scheme lends itself to the 70s influence that have been pervasive this year.

# Red and Blue Combo

Note that they are generally more desaturated than Athletic Reds and Blues.



There is something deeply nostalgic and homey about this strange color pairing. It may be tied to the 90s trends, which makes sense because designers who are starting to make strides at major companies now before moving in to management probably came of age in the late 80s and early 90s (and are in their 30s now).

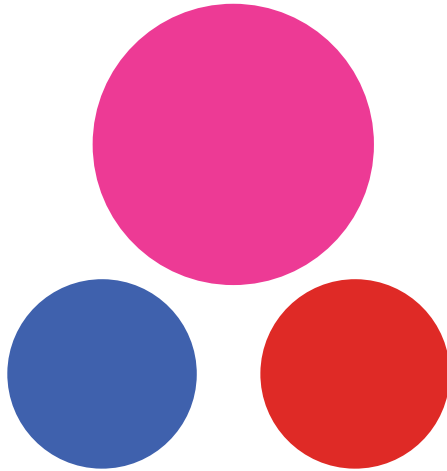


Along those lines, I see these 90s choke necklaces and chunky shoes every day on the subway.

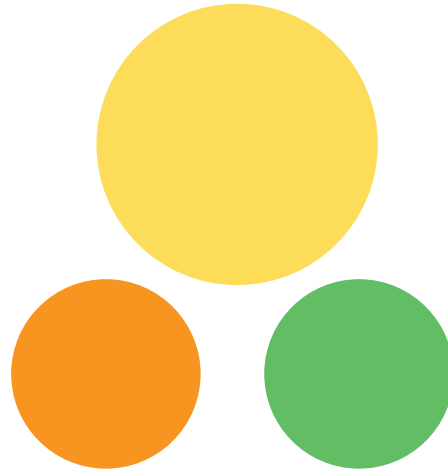


# COLOR TRENDS: Part 2

Bright and loud, related to 90s trend,  
vaguely tropical, possible related to the Rio Olympics



Ultra Pink, Royal, Red

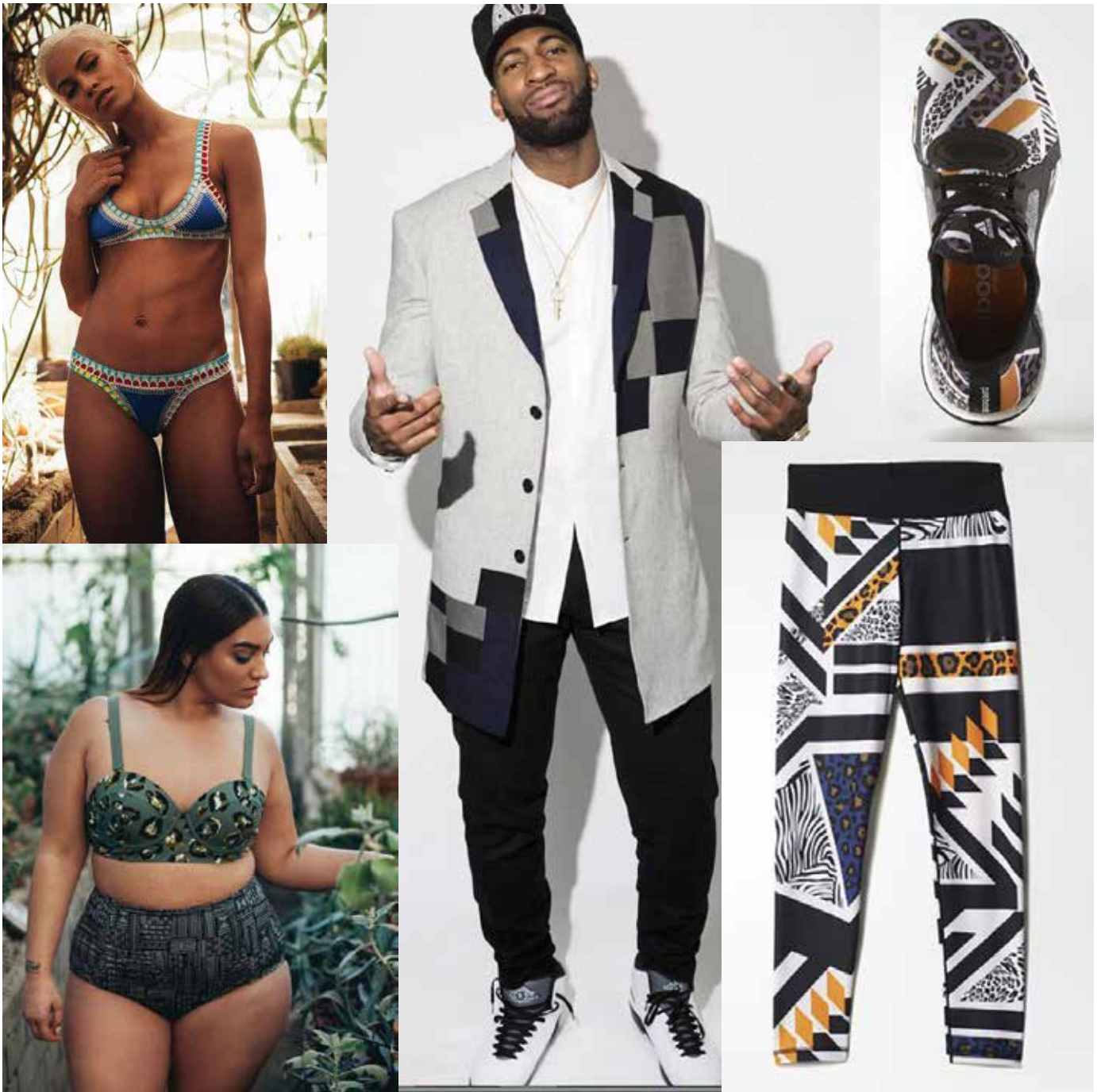


Lemon, Ten Orange, Lime



# Geometric Update

A similar Illustrator influenced trend we've been seeing of simple shapes, animal prints, and high contrast.



Overall I saw less geometric designs this time around and less Black and White geometrics.



# Floral Update

I'd call the current trend "Tiki Ennui": understated flowers, muted colors, 50s references, subdued tropical motifs, as though Bill Murray were the star of an Elvis beach movie.



Other trends we've been seeing like antiqued florals and geometric florals are still around but waning.





# RMC Update

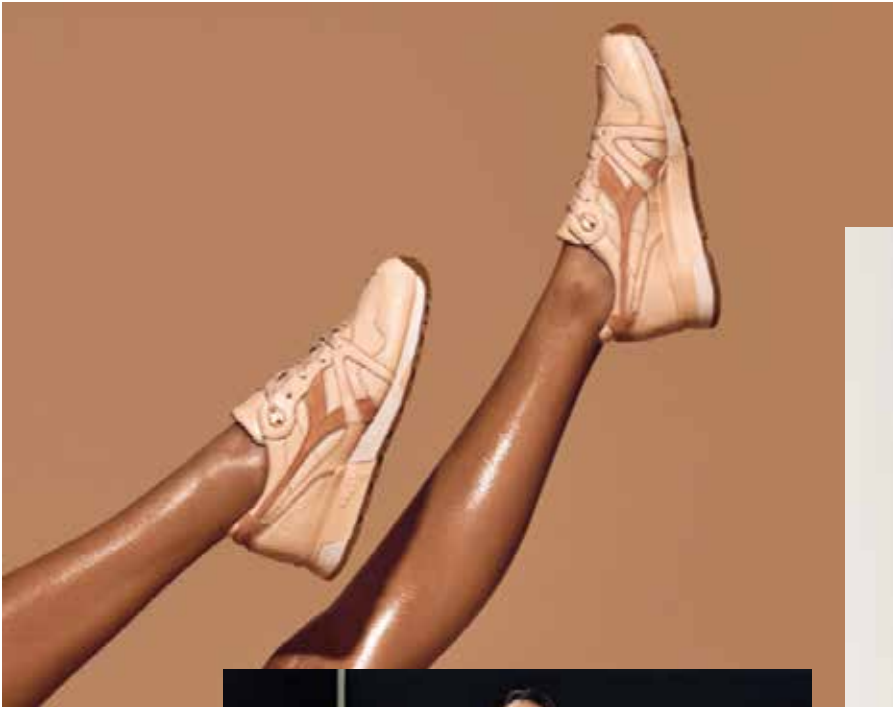
Still going strong in the mass market.



BWR (Black, White, Red) continues to maintain a presence as well.

# Trend: Warm Flesh Tones

I imagine this is still part of the shock waves from Rose Quartz.



This trend probably doesn't effect our products as much, other than a possible inclusion of more Spice.



Also, some of these tones could be responding to the Victorian trend that blew through this Winter.



# Trend: Thin Colorful Stripes

This picks up on the muted color palette, 90s trends (especially Red and Blue mixed together), and possible inclusion of South American and West Indian influence.



There is a certain ornry quality to it, loud and obtusely/aggressively youthful.

# Trend: Bright and Bold

Although the colors are loud and multilayered,  
the shapes are simplified and urban.

Possible keywords: comics, 90s, EDM, youth, early video games

Possible roots responding to trends originally influenced by 1980's NYC artists.



Keith Haring, 1982



Mel Bochner, 1980

Basquiat, 1982





# Other Trends, esp 1990s trends

## Denim (part of the larger 90s trend)



## NBA Black and Gold

I love these flag inspired Jordans!  
 This could be a good thing for us,  
 combining stripe patterns with city flags.



Tie-dye (but not 1960s tie dyes) and dip dye, more influences from the 90s.

# Other Trends



## Flamingos!

I see them everywhere. Bar names, accessories, patterns, print imagery, on the internet, etc.

I think they're the new manatee/sloth/narwhal and timely because they're tied in to the Tiki Ennui trend (especially when real flamingos are used).

They have a complex and rich history with American idealism, which I think leads to their timely interest.

