

INTRODUCING

# Disguise



## **PANTONE® VIEW Colour Planner Autumn | Winter 2017-18**

### *Unfolding a Colorful Disguise*

Color is at the heart of all we do. Fulfilling our intrinsic desire for change, we apply color to our walls, the cars we drive, the face we see in the mirror each day and of course the clothes we wear. To disguise oneself is to live a micro adventure. With its ability to transform our appearance and our perceptions in any given moment, color is both the ultimate form of creative expression and the definitive disguise.

Our PANTONEVIEW Colour Planner Autumn/Winter 2017-18 lifestyle color trend forecast offers seasonal inspiration, key color directives, suggested color harmonies plus material and product application across men's, women's, active, color cosmetics, interiors and industrial design.

## How To Use:

### 1) The Key Colors

We introduce each palette with the 4 key colors that will serve as the foundation to the seasonal color story.

### 2) Key + Supplementary Colors

Highlights the addition of 2 – 4 supplementary colors to the key colors featured at the palette opening. Displayed as additives to the 4 key palette shades, these supplementary colors will allow you to develop, transform, and personalize your seasonal color stories.

### 3) Harmony Pages

We enhance our palette with palette with harmony pages, where the key colors are presented in different combinations which include supplementary palette hues plus colors chosen from other color stories in the forecast.

### 4) Product Pages

Shows how products, materials and finishes can be colored up using the various palettes to have a point of difference and still work within a cohesive whole.

### 5) Transitional Colors

Focuses on the colors that can cross seasons, locations and gender.

### 6) The PANTONE Palettes

Each trend story displays the forecasted color stories in a 1" x 4" PANTONE cotton swatch and a printed version of the colors in perforated chip form. For ease of use the PANTONE cotton swatches are attached to their corresponding printed shade.

## Each book also includes:

**Key Color Statements** – Overview highlighting seasonal color direction by color family.

**Color Card** – Two printed color cards display forecasted colors arranged by trend palette and color family.

**DVD** – Static images of photos used to illustrate the seasonal themes and a movie version with music to set the unique mood of each individual palette.

**Poster** – A poster sized overview of the season (found in the folder on the inside front cover) featuring the seasonal color forecast and main inspirational image.

## VCP-F17

