

COLOR TRENDS

AUTUMN/WINTER 2017/2018: IT'S ME!



Exclusively for **WeAr**, color analyst **ready-made** has compiled six future color themes for the A/W 2017/18 season. Despite these uncertain, challenging times of global conflict, the A/W 2017/2018 trends show that life must be enjoyed in all its variety. Each individual mixture of styles featuring diversity is a symbol of courage, confidence, exuberance, self-assurance and attitude.

ATTITUDE

This palette's warm colors exude a reassuring sense of comfort while also being an expression of luxury, opulence and abundance. The combination of striking orange, bold red and wintery pink, mixed with reddish-beige and brown tones, creates harmonious hues that deliver a feeling of careless joy. Between wanton sensuality and masterful elegance; between tantalizing decadence and true dependability; that is where Attitude's worlds unfurl.

UTILITY

For workwear and activewear, but also everyday wear, durability and comfort are a top priority. Cool, calm and thoughtful, the unassuming world of Utility stretches out before us, solely interrupted by an attention-seeking bright neon green. Green-tinged gray tones withdraw, forming the perfect backdrop; dark shades of blue are reminiscent of the world of work, while glowing neon green stands in vivid contrast to this simplified palette.

DREAMY

Dreamworlds are at the heart of this theme. The design is individual, based on tradition and has history and a vintage feel. The darkest brown and milky white frame a mild palette of delicate pastels, punctuated by a vibrant blue. Fresh tones draw unique force from their contrast to the graying autumn mood. Misty pink tones with faded eggplant transmit a sense of nostalgia, transporting us back to the past without feeling dated.

MASCULINE

Power and influence, strength and force are a few of the crucial attributes listed under 'masculine'. Wood and stone, metal and concrete are materials we often put our faith in; powerful lines and stable constructions promise us security. Sober and reliable: these are the colors of the masculine palette. Neutral tones, from bright, rosy ecru to dark brown and black unleash their unique spark through cool and warm shades. We are able to emphasize the masculine or, alternatively, identify the feminine: powerful and hard-headed vs soft and sensitive.

EUPHORIC

This theme captures the radiance of the entire light spectrum. Rich colors such as bright yellow, orange, pink, turquoise and red mixed with lush purple, brass and shamrock green unleash their full splendor, inviting us to play with and to combine them. Their harmony and contrast are the source of endless inspiration.

WESTWARD

The coming together of various cultures leads to an inspiring, spiritual mélange. One example is the large-scale migration to the American southwest which occurred in the 19th century. It's all in the mix: blue and off-white is borrowed from the traditional fabrics of European settlers; green, yellow and red reflect Indian ornamentation; burnt colors are reminiscent of embers and Mexican soil, representing Spanish influences. Here, cold meets warm; old meet New World.

A collection of detailed ready-made color trend analyses is available at: www.wearglobalnetwork.com/publications