

COLOR TRENDS

SPRING/SUMMER 2018: PEACE

Exclusively for **WeAr**, color analyst **ready-made** has compiled six new future color themes for the S/S 2018 season.

The news is currently dominated by war, terror and populism. Wherever we turn, the world appears to be becoming more violent and cruel. The more we see the more we ask ourselves where and when this downward trend will finally end and good news will come our way. Fashion is seizing the initiative with one unambiguous theme: peace!

Loosely based on this idea, the ready-made team presents six new color schemes for SS 2018 which suggest where or how we can find peace as well as what can make us happy.

WE ARE FAMILY

Warm skin tones frame joyful summer colors, turquoise blue, emerald green, sun yellow and a fruity orange. These colors remind us of carefree summer days spent with friends and family and can be endlessly combined, whether it's in pure skin tones, solely in varied mixes or a combination of both.

PASSION

The power of pure red serves as the base in this theme, surrounded by cold pink tones, together with delicate coral and rosé, as well as dark, reddish-brown tones. Here we see a palette of passionate colors that imbue us with the energy to reach for the stars.

FOLK FUSION

A varied mix of strong colors, such as brilliant blue, warm yellow, bright red and intense purple, rounded off with deep brown, honey and off-white, that evoke a sense of diversity and stand for tolerance and respect. The creativity found in mankind's many cultures is reflected in colors and ornaments, materials and techniques.

GOLDEN DAYS

This mild palette of natural tones, from coconut, caramel and beige to antique white, make the matte dusty pink, turquoise and vanilla pastels shine. They remind us of the good old days of dolce vita and the jet-set chic of the 1950s and 60s in places such as Saint Tropez, Capri and Marbella.

CLOUD NINE

Paradisiacal greens, mixed with fruity orange and yellow with shades ranging from warm to cold, lead us into a tropical world of color. A lush Garden of Eden featuring colorful fish, birds and flowers, along with a golden-yellow sun, is the inspiration.

TRANSCENDENCE

The combination of transparency, featuring pure and cloudy shades of white, delicate gray and bright light blue, and transcendental, pure blue represent inner harmony, calm and peace. A minimalist world loosely based on the saying 'less is more'.

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

