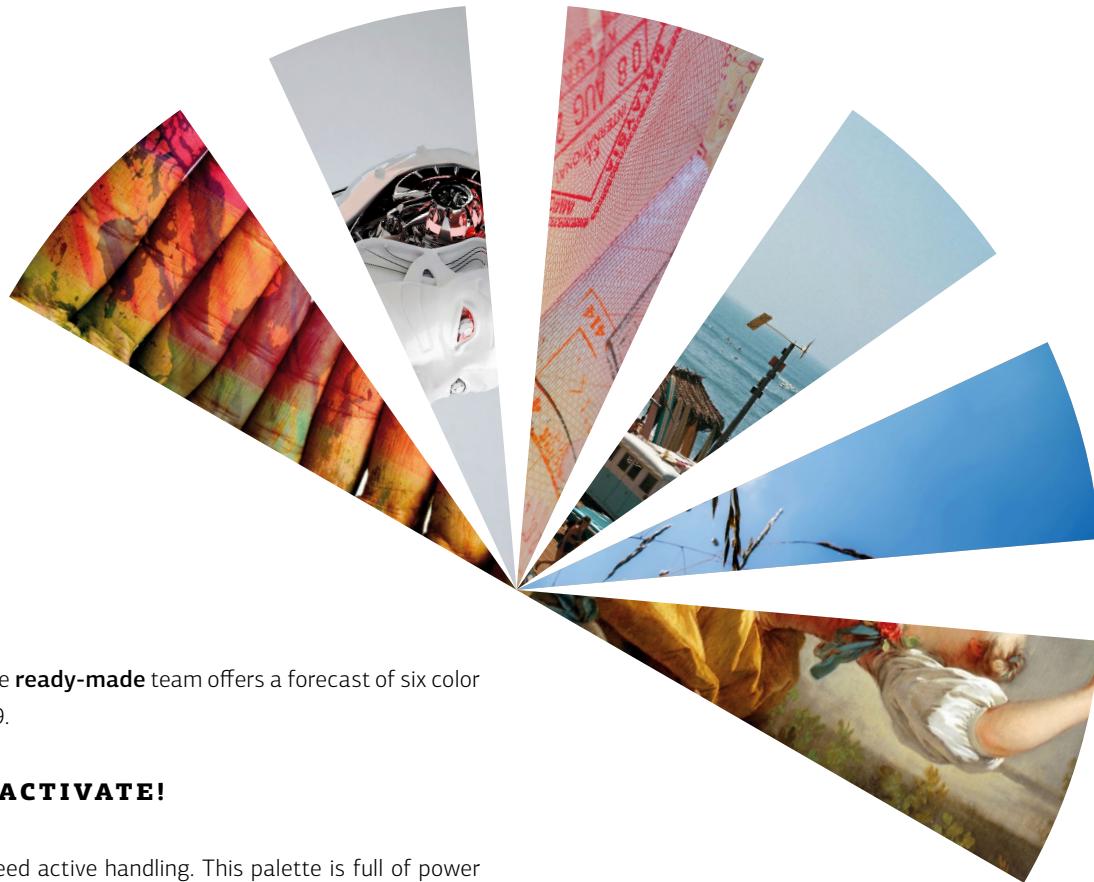


SPRING/SUMMER 2019 COLOR TRENDS



Exclusively for **WeAr** readers, the **ready-made** team offers a forecast of six color and design themes for S/S 2019.

ACTIVATE!

Times of turmoil and change need active handling. This palette is full of power and energy. Colors are bold and decisive; the absence of tonal shades means no ambivalence, no equivocation. Combinations play a particularly important role here, symbolizing pluralism and diversity, but separate colors have their own symbolic baggage, too: think red for revolution and white for peace, purple and white for feminism, green for ecology, etc.

I, ROBOT

Ultramodern, artificial, immaculate: welcome to the modern world that runs on semiconductors, electricity and artificial intelligence. In this theme, grays stand for metal and the inanimate, blue for electricity and Aqua with opalescent accents for neural networks. The new form of life that might come out of the machine age is symbolized by a rosy and healthy Peach Pearl.

MIGRATION

Globalization is rife, brought about by increased mobility and connectivity. In this theme, we see a potpourri of colors that are slightly faded and aged, as if having completed a long and difficult journey. Folk patterns meet visuals from Western popular culture, creating eclectic fusions and making new connections.

RELAX

Mid-century California, with its carefree, easy and glamorous life, Hollywood stars and the 'Summer of Love', has inspired this palette. From sunny yellow and fruity orange to coral red and a deep brown, it feels like a warm embrace. Sandy beaches and turquoise ocean, surfing, swimming and lying back in a hammock – this palette is about relaxation and enjoyment.

SPIRIT

Blue and its references to air, sky and water is paired with sand tones and khaki. Blue is light and spiritual, whereas sand invokes mud, deserts and the dust we have been made from and that we are going to become. Silver stands for the enlightenment one finds within when concentrating on being good. With its reflective shine, it is also a wonderful contrast to the more opaque and dull qualities of the other colors in this group.

BLISS

The idyllic genre paintings of Fragonard, Watteau, Boucher and their contemporaries are at the core of this group, inspired by French rococo. The atmosphere of intimacy and veiled eroticism translates into a cornucopia of flowers and plants, bees and butterflies, rabbits and lambs. The colors of this sensual idyll are sunlight and sky blue, the blush palette of immaculate skin and rosy cheeks, lush greens and shades of fresh water.

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