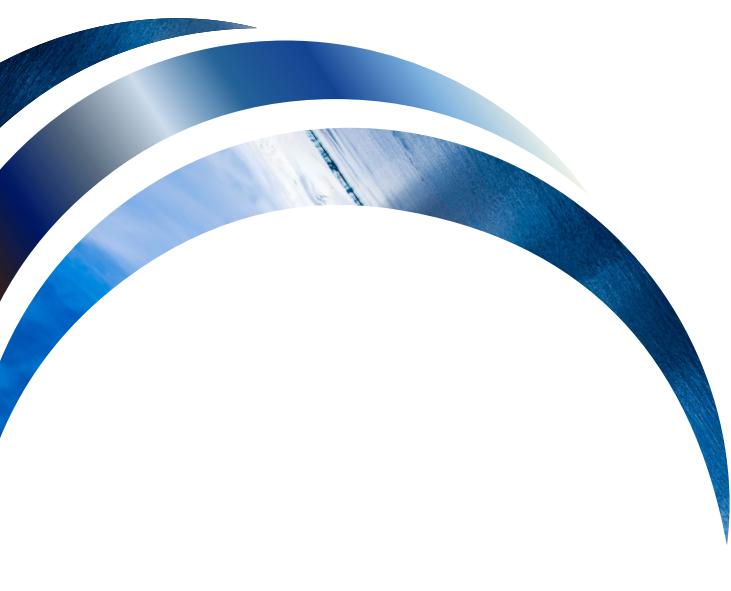


# COLOR TRENDS: ALL-TIME FAVORITE - BLUE

EXCLUSIVELY FOR **WeAr**, COLOR ANALYST **READY-MADE** HAS ANALYSED THE KEY COLOR THEME THAT HAS BEEN PREVAILING OVER THE LAST FEW SEASONS AND IS NOT SHOWING ANY SIGNS OF SLOWING DOWN IN THE UPCOMING FABRIC COLLECTIONS.



Blue is sincere and right for almost any occasion: from ripped blue jeans to a midnight blue dinner jacket. What's more, it can be combined with practically anything. Harmonious color schemes featuring blue are often popular classics.

One notable combo is blue with white: it's classy, clean and fresh time and time again. And, of course, who can forget our perennial love of red, white and blue: it reminds us of the Tricolore, the Union Jack and the Star-Spangled Banner, and the liberation struggles they evoke. Last but not least, there's the eternal mix of blue with sand, ecru or beige, capturing the feeling of beach, sun and sky.

Blue is simply ubiquitous. Blue is knowledge, spirituality and intelligence. It is the color of the heavens: infinite and eternal.

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[www.wearglobalnetwork.com/publications](http://www.wearglobalnetwork.com/publications)

Hardly a season seems to go by without some kind of 'blue story'. Anyone who sits down to write about a bestselling color, or one with enduring appeal, instantly has blue at the forefront of their mind. "Blue is the most popular color. It's the favorite color of 46% of men and 44% of women," explains color expert Eva Heller.

The air we breathe, the water we drink, the sky, the sea – these are all things we associate with blue. We live on a blue planet. We think of blue as being 'precious' and 'expensive': after all, it is the color of sapphire, of lapis lazuli and even of a glass of thirst-quenching H2O.

In the textile industry, one shade of blue stands head and shoulders above the rest: indigo. It has been in use as a dye for centuries: a natural plant pigment, which means it is also allergy-free and biodegradable. It was soon combined with sturdy twill and indigo became part of the denim story. Whether used to create a deep dark or a bleached pastel effect, this blue launched a global intergenerational trend. Denim has long left its workwear appeal behind and now even crafted its own luxury image.

