When an object is moving at speed, it creates energy and appears to connect with others. As we slowly transition away from nostalgia into a realm of vintage and modern, slow and fast, we begin to mix our different speeds in our color stories, products and designs.

Shades blur and merge, colors are rather mid-toned; they are more intimate, personal and quieter; they do not shout, they talk. Brights, less obvious than before, are more user-friendly. There is a balance between classic and more unusual colors, a balance between subtly nuanced shades and bright “full stops”. All the while, the effect of light influences and energizes our color stories and animates material surfaces.
Our PANTONEVIEW Colour Planner Spring/Summer 2015 multi-platform forecast offers seasonal inspiration, key color directives and suggested color harmonies for men’s, women’s, active, cosmetics, interiors and industrial design.

Looking at color as a total language that embraces everything from fashion and accessories to interiors, industrial design and cosmetics, the PANTONEVIEW Colour Planner is segmented according to key color directives with each trend story broken out in the following way:

1) Introduction
Each new color story is introduced with a written overview of the trend, a supporting visual which sets the tone or the mood for the trend theme and a detailing of the forecasted PANTONE Colors in the trend palette. Each of the palette colors appear in printed form.

2) Inspiration Photos
Then follows a two-page spread of photos that visually display the lifestyle concept or inspiration from which the trend story was evolved and developed.

3) Harmonies
Next comes two or four supporting pages dedicated to color combinations and harmonies. Each of the colors included in these combinations and/or harmonies comes from within the individual trend story or the seasonal forecast. First listed are the ingredients needed to make the harmonies in the form of color blocks. The uniquely developed color bars placed below show which colors should be mixed together and in what proportion or measure.

4) Product Pages
Visuals of products and end-uses where the colors should be applied conclude the trend story.

5) Key Facts Text
Details all you need to know about how our featured colors should be used and applied. To give you a textural sense of the palette, we also include a photo of suggested fabric and material types.

6) The PANTONE Palettes
Each trend story displays the forecasted color trends 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 key color direction by color family for the season
Color Card – Color card displaying forecast colors arranged by color family in 1” x 2” cotton chip format.
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.

2019-S15 $750.
Annual subscription including two seasons $1,400.

PANTONE® and other Pantone trademarks are the property of Pantone LLC. PANTONE Colors may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. Pantone LLC is a wholly owned subsidiary of X-Rite, Incorporated. © Pantone LLC, 2013. All rights reserved.