Subtle contrasts, like those found in a painter’s masterpiece, make up the diverse color palette for fall 2009. Designers play with a broad spectrum of unique color combinations this season, resulting in distinct, yet cohesive color palettes.

“The fall 2009 palette is more unique and thoughtful than the typical autumnal hues of years past,” said Leatrice Eiseman, executive director of the Pantone Color Institute®. “Designers recognize the desire for fundamental basics that speak to current economic conditions, but also understand the need to incorporate vibrant color to grab the consumers’ eyes and entice them to buy.”

A natural choice during uncertain times, patriotic **American Beauty**, a wonderfully balanced, true red, speaks to the need for cohesiveness. Perfect for all skin tones, American Beauty is a feel-good color. **Purple Heart** connotes a sense of refinement and sensuality, adding an air of creativity and excitement to the top 10, especially when paired with American Beauty.

A warmer, more subdued **Honey Yellow** carries the 2009 color of the year, PANTONE 14-0848 Mimosa, through to fall and winter with its golden tones. Pairing Honey Yellow with its color wheel opposite, Purple Heart, will surely add a surprising flair. Or, for a more typical fall combination, group Honey Yellow with Burnt Sienna and Iron.

Strong yet understated **Iron** serves as the “new black,” making traditional basics much more interesting. Neither gray nor brown, Iron is a grounding color that coordinates well with all colors in the palette. **Crème Brûlée**, a grayed-down beige, and **Nomad**, which bridges the gap between beige and light gray, also speak to the need for timeless neutrals. All three classics can stand alone or serve as anchors when paired with other colors.

Fall would not be complete without a seasonal favorite like **Burnt Sienna**, a deepened, earthy shade of orange, reminiscent of an autumn sunset. Pair this versatile hue with Nomad and Rapture Rose for a different twist.

Adding spark to the fall palette, **Rapture Rose** artfully captures the vibrancy of fuchsia and the softness of pink. Underscored by nurturing and feminine tones, the addition of Rapture Rose enlivens the more traditionally subdued fall hues. Look for it in cosmetics as well as clothing and accessories.

Like the olive in a martini, **Warm Olive**, a rich yellow-green, adds a touch of elegance and sophistication to fall. When combined, this tangy, intriguing hue makes all other colors come alive. Look for it paired with **Majolica Blue**, a deep, mysterious teal blue with more vibrancy than the usual navy. Majolica Blue brings an exotic flair to the group, especially when paired with Burnt Sienna or Purple Heart.

Each season, Pantone surveys the designers of New York Fashion Week to identify the 10 most directional colors. Like a painter’s palette, fall 2009 offers choice and diversity, but the unique integration of colors is what makes it so appealing.
American Beauty
PANTONE 19-1759

PANTONE fashion COLOR REPORT FALL 2009  www.pantone.com
**Inspiration**

The rich jewel tones of Elizabeth Peyton’s rock ‘n’ roll portraits of Jarvis Cocker and Liam Gallagher.

**Prominent Colors**

Lush, saturated shades paired with earthy neutrals: Merlot and Deep Plum with Raven and Gilt.

**Most Important Color**

Gilt, paired with Raven and also as an accent color, as it evokes urban glamour.

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**Inspiration**

The works of Tamara de Lempicka, as well as the vivid colors taken from the vibrancy of nature and its creatures—butterflies, peacocks and birds of paradise.

**Prominent Colors**

Golden Sun Yellow, Bright Sapphire Blue, Dusty Purple, Pumpkin Spice Orange and Honey Maple Beige.

**Most Important Color**

Sapphire Blue— it is a warm yet brilliant hue that complements classic neutrals: Chocolate Browns, Grays and Blacks; Sophisticated floral prints have shades of Blue mixed with other accent colors such as Red, Orange and Purple that help bring the patterns to life.

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Purple Heart

PANTONE 18-3520
Christian Cota

I imagined taking a trip to the center of the Earth and back, exposing layers of minerals and jagged edges of rocks.

**PROMINENT COLORS**
- Golden Topaz
- Warm Onyx
- Smoky Quartz
- Jade
- Garnet
- Cool Carnelian

**MOST IMPORTANT COLOR**
Smoky Quartz — it adds warmth to highlight the other colors.

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James Coviello

The exuberant use of palette and color during the arts and crafts movement of the early 20th century in Vienna.

**PROMINENT COLORS**
- Peacock Blue
- Golden Wheat
- Dark Ochre
- Pink Freeze

**MOST IMPORTANT COLOR**
Peacock Blue because of its deep bold color — it can be fashion-forward and classic at the same time.

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**Honey Yellow**

PANTONE 16-1143

PANTONE fashion COLOR REPORT FALL 2009  www.pantone.com
Iron
PANTONE 18-1306

INSPIRATION
The general mood of society

PROMINENT COLORS
Black with touches of metal like Silver and Brass

MOST IMPORTANT COLOR
Silver — I like its simplicity and understatement, yet it still has glamour

Carmen Marc Valvo

INSPIRATION
My travels and what’s going on in the world today

PROMINENT COLORS
Warm Gold, Deep Navy and Chocolate Brown

MOST IMPORTANT COLOR
Charcoal Gray — I want to go back to earthy tones

Reem Acra

INSPIRATION
Postwar decadence that combines elements of military menswear with feminine tailoring

PROMINENT COLORS
Royal Blue, Black, Crimson Red, Rust, Coffee

MOST IMPORTANT COLOR
Crimson is strong as it is a pop color against the cool tones in our collection, and it will also be significant in our make-up palette for both lips and nails

Charlotte Ronson
INSPIRATION
The enigmatic and controversial Mitford sisters — by observing the shades and tones of their opulent architecture and landscapes, the colors just fell into place.

PROMINENT COLORS
Classic textured Black and Moonlight, accented by smoky, cool Celadon Green and a cold Brick Red.

MOST IMPORTANT COLOR
Brick Red as it is feminine yet striking and bold — much like the flamboyant life of Diana Mitford.

INSPIRATION
Egypt — the rich sand, stone architecture and the Nile River.

PROMINENT COLORS
Chocolate Browns, Sand, Gold, Caramel, Khaki and then a sharp pop of Turquoise.

MOST IMPORTANT COLOR
Chocolate Brown and Teal Turquoise — these two colors embody the chic style and classic lines of my inspiration.

INSPIRATION
I wanted fall to feel infused with English heritage, so the colors needed to enhance that.

PROMINENT COLORS

MOST IMPORTANT COLOR
Pomegranate — it’s a warm, spicy Brick Red.

Burnt Sienna
PANTONE 17-1544
Nomad
PANTONE 16-1212

INSPIRATION
The expressive use of color in post-impressionist artworks of Van Gogh, Modigliani and Vuillard

PROMINENT COLORS
Warm Beige with Rich Brown and Deep Jade, Raspberry with Fruit Punch

MOST IMPORTANT COLOR
A range of Beiges serve as a foundation for pairings with rich and saturated brights

INSPIRATION
The Rothko survey at the Tate Modern in London was an avalanche of the most gorgeous colors — his canvases came alive and pulsed with the power of color

PROMINENT COLORS
A rich group meant to convey a dark romanticism, including saturated colors such as Mulberry, Marigold, Plum and Rothko Red

MOST IMPORTANT COLOR
Rothko Red — it’s almost Maroon in a sensual and inviting way

INSPRIATION
Works by Magritte and Man Ray

PROMINENT COLORS
Cool Blue Gray Sky mixed with Warm Nude, ombré and broken with accents of Shocking Pink, Lipstick Red and Plum Purple

MOST IMPORTANT COLOR
Blue Quartz
Rapture Rose
PANTONE 17-1929

INSPIRATION
A journey to India — a journey of color and joy

PROMINENT COLORS
A top in Ruby Red, pants in Nigella Black and Begonia Pink as an accent color on the shoes

MOST IMPORTANT COLOR
Begonia Pink — it was said by Diana Vreeland that Pink is the Black of India as it is a staple color that is treated as a neutral

Douglas Hannant

INSPIRATION
The color palette is made up of sophisticated, off-bright hues, reminiscent of the ’30s and ’40s

PROMINENT COLORS
Raspberry Red, Crimson, Heather Gray, Camel, Plum and Tabasco

MOST IMPORTANT COLOR
There isn’t one single important color — rather, it’s the sophisticated way they play off one another

Ports 1961

INSPIRATION
The dark palette with bright accents is a reflection of the current social and economic climate, hanging as a storm cloud over the world, but emphasizing the hope and positive future that awaits

PROMINENT COLORS
A saturated palette of painterly hues: Vivid Rose, Rich Geranium and Bold Hyacinth accented with pops of Desert Blossom Yellow and Vernal Clover Green against a Black background

MOST IMPORTANT COLOR
Rose — its freshness and vividness offer a bright future and clarity in an economic climate that desperately needs a stimulus plan

Tadashi Shoji
Warm Olive
PANTONE 15-0646

PANTONE fashion COLOR REPORT FALL 2009 www.pantone.com
Majolica Blue
PANTONE 19-4125

PANTONE fashion COLOR REPORT FALL 2009 www.pantone.com
Crème Brûlée
PANTONE 13-1006

Nanette Lepore
INSPIRATION
Twilight in Paris
PROMINENT COLORS
Amber, Violet, Caramel and Ebony
MOST IMPORTANT COLOR
Amber — it's the symbol of courage

Miss Sixty by Wicky Hassan
INSPIRATION
The pop/punk scene of the '80s: the style was edgy and urban — think Black leather, studs, motorcycle gear — yet still chic and feminine
PROMINENT COLORS
The holding color is Black, with flashes of pop colors like White, Fuchsia, Lilac and Grape tones of Purple, Mint Green, Burnt Orange and Electric Blue
MOST IMPORTANT COLOR
Black — it is the perfect background for pops of vibrant color and is eminently wearable and simultaneously edgy and polished

Baby Phat by Kimora Lee Simmons
INSPIRATION
Colors that represent and celebrate a bold new direction in our country today, but at the same time draw inspiration from milestones of the past
PROMINENT COLORS
Liberal Red and Conservative Gray — this gives the conservative a certain edginess; Polished Pink and Capitol Black — confidence with a touch of sensuality
MOST IMPORTANT COLOR
Liberal Red — it represents peace, serenity, love, joy and life
**COLOR ADVICE**

**What color advice would you give to consumers trying to stay fashionable on a budget?**

**Simon Doonan**

“Staying groovy and hip on a budget should not be an issue. Good style has never been about how much money you spend. There are young designers producing gorgeous stuff at all price points!! The most important thing to remember when shopping for yourself is that you express your individuality.”

Simon Doonan
Creative Director, Barney’s New York
Author, “Eccentric Glamour”
Photo: Roxanne Lowit

**Nina Garcia**

“In order to look more pulled-together, choose colors in the same tonal palette. Not only will you appear slimmer, but also more sophisticated and elegant. Classic colors that always look expensive and mix well with the rest of your wardrobe are in the family of Chocolate Brown, Camel, Butterscotch, Ivory, Ecru, White, Gray (Gray Flannel, Dove Gray) and Navy — which is a great alternative to Black. All these colors are great options and exemplify elegance.”

Nina Garcia
Fashion Director, Marie Claire
Judge, Bravo’s “Project Runway”

**Tim Gunn**

“Don’t shy away from color. Color is not only a great and budget-conscious way to update your wardrobe, it is a wonderful pick-me-up. A couple of tips to keep in mind when shopping for color:
- Color reads best in quality fabrics, hues appear richer and more vibrant in fine wools, cottons and silks. I am a firm believer that if you invest in a few good pieces now, you will benefit for years to come.
- Be mindful when choosing color. You can’t just admire the color of a garment on a hanger or on your friend, the color must be right for you. Your skin-tone and hair color both come into play. If you like a color and you are unsure, my advice — try it on!”

Tim Gunn
Chief Creative Officer, Liz Claiborne Inc.
Mentor, Bravo’s “Project Runway”

**India Hicks**

“As my father always said, ‘Good taste and design are by no means dependent upon money.’ The simplicity of subtle shades such as Warm Grays and Porcelain Blues allow consumers to be more trusting when buying on a limited budget, as less expensive ranges tend to look more ‘haute couture’ in neutral colors. Be fashionable with this palette in an inexpensive way by adding shots of stronger colors, such as the Inky Violet, which peppered Gucci’s runway this season and is prominent in my Crabtree & Evelyn Island Night collection. It’s fashionable, affordable, fun and elegant.”

India Hicks
Host, Bravo’s “Top Design”

**Clinton Kelly**

“Colors that flatter you never go out of style. Just choose wisely. Have a lot of Pink in your skin? Beware of bright Cherry Reds which might make it even Pinker. Instead, try shades of Burgundy or Maroon that are easier to wear. Yellow undertones? Avoid Mustard Yellows which may make you look sallow. Gold or even Lemon Yellows might be more flattering to your complexion. And if your skin is losing some of its natural luster, bright jewel tones are the best way to bring your look back to life.”

Clinton Kelly
Co-host, TLC’s “What Not to Wear”

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ABAETÉ by Laura Poretzky
A beautifully tailored riding jacket in Gunmetal Gray or Black

Adam Lippes
A rich, French faux-fur chubby in Vibrant Saffron with an under layer of Moss Green

Akiko Ogawa
Hairy overcoat in Navy — it’s a constructive but nuanced item

Alvin Valley
Sweeping wide leg pants in Moonlight

Baby Phat by Kimora Lee Simmons
Denim due to the democracy it has brought to American fashion

Bibhu Mohapatra
The cocktail dress made entirely of woven peacock feathers with hints of Indigo silk — depending on the light and positioning, the colors in this dress reflect rich Emeralds, Indigo, Moss and Copper, so as the wearer moves, the color changes

Brian Reyes
Angular trousers in Black Iris, classically tailored with a modern and feminine twist

Carmen Marc Valvo
Featherweight tulle cocktail dress

Catherine Malandrino
A Blue Quartz long sleeve dress in Duchess Satin

Charlotte Ronson
My Black box boucle wool belted officer coat — styling with strong shoulders

Christian Cota
My version of the little Black dress, which is a Deep Charcoal cocktail dress with angled seams and a combination of fabrics

Christian Siriano
A cashmere angora coat in Camel or Chocolate

Cynthia Steffe by Shaun Kearney
Deep Plum faux-fur biker jacket

David Rodriguez
My Rothko Red coat in alpaca with a fur collar that will be a timeless favorite for years to come

Catherine Malandrino
A Blue Quartz long sleeve dress in Duchess Satin

Douglass Hannant
A Tabasco suede coat with a funnel neck

Elie Tahari
Feminine, bold, rich-colored silk dresses in classic, wearable silhouettes

Ella Moss
Jersey mini dress with lace inset in Absinthe and a silk plaid shirt in Regal, Black, White and Charcoal with a feminine ruffle detail

Erin Fetherston
My cropped Black double-breasted jacket — it layers well with other pieces and is a quick update to any wardrobe

James Coviello
A Golden Wheat tulle gown embroidered with swirling Peacock Blue, gathered with chiffon embroidery

Lela Rose
A Viridian Green boucle coat — the color is captivating and the cut will update any wardrobe

Maria Pinto
My Lola coat in Caspian alpaca — it’s the perfect jacket to warm even the coldest winter days

Miss Sixty by Wichy Hassan
The Gaston mini sweater dress perfectly showcases the aesthetic of the season — glitzy, glam, edgy yet cozy, tough yet feminine — its bold, graphic pattern in Black, Gray and Dusty Lavender makes it the perfect piece for a pop-punk girl to showcase her style

Rebecca Taylor
A short, playful, printed ’40s-inspired dress — the colors are strong but muted to look vintage

Reem Acra
A sheath dress in Aubergine

Temperley London by Alice Temperley
Geisha Jacket — it’s Cream, scattered with translucent Reds, Purples and Magentas with hints of Deep Crimson flowers

Thuy by Thuy Diep
Our little Black faille bell-shaped dress

Tracy Reese
A Slate embellished tuxedo jacket

Yigal Azrouël
A Cardinal and Jet taffeta embroidered tulle cocktail dress
ABAETÉ by Laura Poretzky Invest in basic pieces like blazers and pants in colors that are classic and timeless, then layer these items with more affordable pieces such as tops and soft dresses in the color of the moment.

Adam Lippes Black — when one is on a budget, it is good to stay true to the color that looks great any day of the week, any time of the season and on any body type.

Alvin Valley Choose a timeless color like Moonlight. This way you will always be building your wardrobe with perpetual elegance.

Baby Phat by Kimora Lee Simmons It’s important to keep colors classic and timeless. Black, Gray and Red are colors that will never lead you astray. They can be fun, sophisticated and easy to wear. You’ll reach for them again and again.

Brian Reyes Purchase pieces in classic colors that complement your existing wardrobe. Our Jadeite is a great option because it adds interest to any outfit.

Carmen Marc Valvo Choosing timeless colors, such as Gray, is always chic and elegant.

Catherine Malandrino Use an accent of Shocking Pink around the neck.

Charlotte Ronson Black — it’s safe for all seasons.

Christian Cota Pair basic colors with ones that pop. Garnet can be easily mixed with bursts of Gold.

Christian Siriano Just wearing color helps you stay fashionable. Color is always a trend and is a great way to express yourself. Color should never be substituted.

Cynthia Steffe by Shaun Kearney Black, because a little Black dress can be styled in many different ways and is always chic.

David Rodriguez I wanted to stay as far away from Black as I could. Now is the time to excite the customer with gorgeous colors that will inspire the desire to add to her wardrobe.

Douglas Hannant Throw in an accent of a bright, optimistic color like Raspberry. It’s uplifting!

Elie Tahari By incorporating rich, timeless jewel tones into her wardrobe, a woman can revitalize it and transform an otherwise simple outfit. Jewel tones also look good on many different women so they tend to be easier to wear than brighter colors.

Elita Moss A new top is always a quick fix. If I just need a quick pick-me-up, I’ll buy a color that isn’t basic. This season I am dyeing for something in Deep Purple, or a new pair of Christian Louboutin shoes in a Grayed-off Teal could do the trick.

James Coviello Adding a bold new print to your fall wardrobe is an excellent way to match many different items you already have and create many new looks with just one piece.

Lela Rose Pick a color that inspires you and use that color to accent your neutrals, Blacks, denims, etc. Whether it’s just a pair of earrings, a belt or a t-shirt, your old styles will feel fresh again. I am loving Blues and Greens as they are easy for women to work into their current wardrobe.

Maria Pinto For fall, color should flatter you and your coloring (hair/skin-tone). It should be the key element that takes your neutrals to a new place. I recommend investing in colorful items that will make your old things look new again, whether it is a great wrap in Absinthe cut chiffon or a gorgeous Geranium tweed jacket.

Rebecca Taylor Gorgeous colored silk tops. Pink always makes me feel good.

Reem Acra I always love Gold because it can look rich and beautiful without any embellishment.

Tadashi Shoji Black. You can’t go wrong with this color — it’s timeless, slimming, easy to wear and looks great on everyone.

Temperley London by Alice Temperley Don’t be afraid to wear brightly colored clothes and stand out from the crowd. Feel sexy and confident when you do this. Bubblegum best exemplifies this for me.

Thuy by Thuy Diep When every spending decision becomes a hard choice, dark colors (particularly Black) allow women to buy timeless pieces that become a permanent part of their wardrobe.

Tracy Reese Any color can look new and updated when paired with an unexpected shade. The always classic Black is a great foundation for brightly colored, budget-friendly accessories.

Yigal Azrouël I find colors that have the ability to represent my sensibility and transition from season to season, year after year. Azrouelian Gray always makes a perennial appearance in the collection, both as a neutral and as a statement, because of its timeless nature.
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