



Contact: Molly Walsh
Pantone
(201) 777-5957
mwalsh@pantone.com

Jaclyn Percy
Edelman
(650) 762-2928
jaclyn.percy@edelman.com

Pantone Announces Fashion Color Report Fall 2015

An evolving color landscape: Designers take an androgynous approach toward color this season, looking to sartorial styling and fabrics to define interpretation

CARLSTADT, N.J., Feb. 11, 2015– Pantone LLC, an X-Rite company and the global authority on color and provider of professional color standards for the design industries, today revealed the **PANTONE® Fashion Color Report Fall 2015**, a comprehensive overview of designers' use of color in their upcoming collections. Released to coincide with New York Fashion Week, the *PANTONE Fashion Color Report* features the top 10 colors for women's and men's fashion for Fall 2015, along with designer sketches and inspiration. The complete report is available at www.pantone.com/fall2015.



“Juxtaposition of color from opposite sides of the spectrum emphasizes poise and confidence on the runway,” said Leatrice Eiseman, executive director of the Pantone Color Institute®. “The Fall 2015 palette is rooted in multi-faceted, androgynous colors that can be worn to portray effortless sophistication across men’s and women’s fashion; it is the first time we are seeing a truly unisex color palette.”

This Fall, designers pay homage to progressive moments in American history – from the seductive ‘20s to the bohemian hippie and modernists of the ‘60s and ‘70s – while stringing together an affection for colors and styling that are innately easy to wear by both men and women.

The top colors for men’s and women’s fashion for Fall 2015 are:

PANTONE 16-0110 Desert Sage
PANTONE 18-4214 Stormy Weather
PANTONE 16-1144 Oak Buff
PANTONE 17-0627 Dried Herb



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- PANTONE 18-1438 Marsala**
- PANTONE 18-4726 Biscay Bay**
- PANTONE 15-1340 Cadmium Orange**
- PANTONE 16-2215 Cashmere Rose**
- PANTONE 19-4326 Reflecting Pond**
- PANTONE 17-3628 Amethyst Orchid**

Men's and Women's Color Palette

The importance of neutrals continues to evolve with **Desert Sage**, a cool and soothing greenish-gray that serves as the ideal neutral across the Fall 2015 palette. Timeless and unobtrusive yet powerful enough to make a statement on its own, Desert Sage speaks to the feeling of naturally inspired colors that remind us of things that are real and not invented.

Reminiscent of the sky on a gray, overcast day, **Stormy Weather** is dependable, cool and, above all, constant. Implying quality and luxury, it is a powerful blue-gray that is strong, protective and enduring. Just as the sun comes out after stormy weather to bring us cheer and a glimmer of hope, **Oak Buff** is a mellow, comforting and warming shade that brings good feelings. One of nature's many illustrious shades, this golden-yellow acts to nurture and comfort. Combine Desert Sage, Stormy Weather and Oak Buff for a look inspired by the flora and fauna of Fall.

An olive green once thought of as strictly safari or military, **Dried Herb** is elevated this season to be sophisticated and chic. Closely related to nature, Dried Herb is an organic shade redolent of nature's earthy fragrances. Interesting on its own and a wonderful contrast to other hues, **Marsala** is a winey red-brown that adds finesse and savoir faire to the palette. Rich and robust, Marsala incorporates the warmth and richness of a tastefully fulfilling meal, while its grounding red-brown roots point to a sophisticated, natural earthiness. A lush and elegant teal, **Biscay Bay** splashes up against more heated tones with its cool touch, combining the serene qualities of blue with the invigorating aspects of green. This cool and confident tone inspires thoughts of soothing tropical waters, transporting us to a place that is pleasant and inviting.

A nod to the '60s and '70s, **Cadmium Orange** evokes a sentiment of optimism, fun and fantasy. Both playful and sophisticated in its appeal, Cadmium Orange is a warm, welcoming and subtly dramatic hue that is striking enough to stand on its own or act as a bold contrast. A play on the '60s with a twist of today, luxurious **Cashmere Rose** is a tactile and soft pink hue that renders exactly what it promises. Cultivated in its richness, Cashmere Rose displays a gently persuasive and composed pink that is more upscale than downtown. Both men and women



can weave Cadmium Orange and Cashmere Rose with Desert Sage for a bold mix of bright, earthy inspiration.

Thoughtful, contemplative and composed, **Reflecting Pond** is a cooling blue that adds dimension and intrigue to the Top 10. Conveying a message of credibility, Reflecting Pond is a serious shade that speaks to the need for stability and security. Indicative of our affection for color, **Amethyst Orchid** is the jewel in the crown of the Fall 2015 palette. Intriguing, vibrant and somewhat sensual, this enigmatic shade is an extraordinary hue that is unique, bold, creative and exciting.

In addition to traditional clothing and styling, Fall 2015 colors are an effortless fit for beauty. Layer Cadmium Orange, Cashmere Rose and Amethyst Orchid for an exotic eye shadow look, or Desert Sage and Oak Buff for a softer, more natural appearance. Add Dried Herb to nearly any combination for a bit more depth and interest. Biscay Bay provides a sprinkle of coolness to warm undertones or adds a harmonizing and subtle touch to neutrals such as Desert Sage and Dried Herb. Highlight natural tones with a soft and subtle splash of playful Cashmere Rose and introduce sophisticated Marsala for an appealing and enticing vibe.

The colors featured in the *PANTONE Fashion Color Report* are culled from the **PANTONE FASHION, HOME + Interiors Color System**, the most widely used and recognized color standards system for fashion, textile, home and interior design. Each season, Pantone surveys the designers of New York Fashion Week and beyond to learn about prominent collection colors, color inspiration and color philosophy. This information is used to create the *PANTONE Fashion Color Report*, which serves as a reference tool throughout the year for fashion enthusiasts, reporters and retailers.

About Pantone and the Pantone Color Institute

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, is the global color authority and provider of professional color standards for the design industries. Pantone products have encouraged colorful exploration and expressions of creativity from inspiration to implementation for more than 50 years. Through the Pantone Color Institute, Pantone continues to chart future color direction and study how color influences human thought processes, emotions and physical reactions. Pantone furthers its commitment to providing professionals with a greater understanding of color and to help them utilize color more effectively. Always a source for color inspiration, Pantone also offers designer-inspired products and services for consumers. More information is available at www.pantone.com. For the latest news, trends, information and conversations, connect with Pantone on [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) and the [Pantone Blog](#).



About X-Rite

X-Rite, Incorporated, is the global leader in color science and technology. The company, which now includes color industry leader Pantone, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.

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