

Color Association of the United States

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The Color Association, established in 1915, is the oldest trend forecasting group in the United States. Seasonal color forecasts are issued two years in advance in four specific categories: Men's, Women's, Youth and Interiors/Environmental. The association invites a select group of creative professionals to share input as a committee on each forecast. For more information on CAUS's forecasts or membership, please visit www.colorassociation.com or call 212.947.7774.

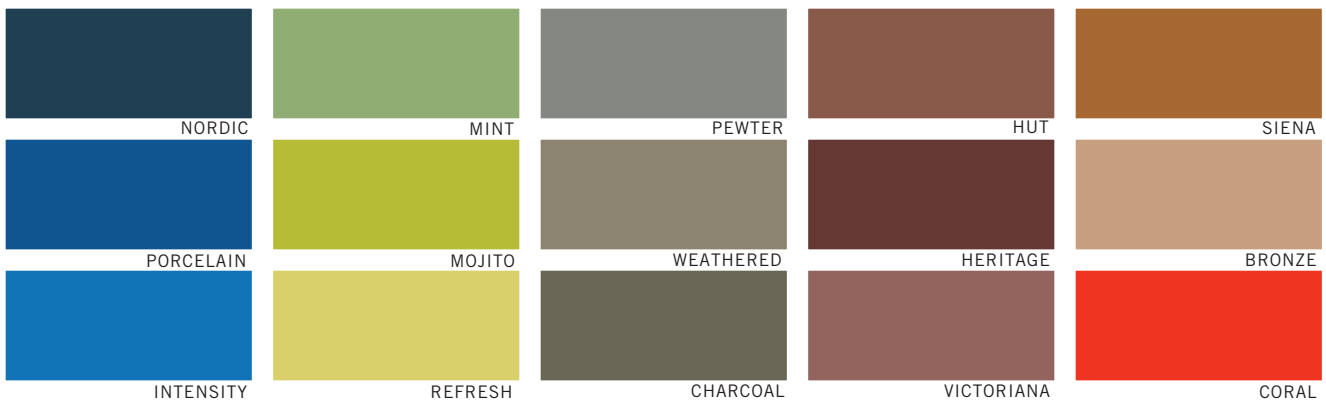
Color, always a good barometer of taste and mood, is now calling us to turn our attention to our surroundings as both an inspiration and a goal. The Color Association's forecasts for 2007-08 indicate that consumers will be seeking color experiences, rather than just colorful products.

BRINGING THE OUTSIDE IN

At a time when we receive daunting reports of global warming and plant and animal extinctions, The Color Association's 2007-08 Interiors/Environmental Forecast is suggesting a vividly earth-inspired palette. Rich, historical browns, floral pinks and reds, refreshing water blues and shell whites are on the rise, reflecting a heightened interest in our environment that trumps the minimalist colors of the previous decade. Aqua blues will be joined by deeper, moodier shades like Nordic and Dream, as well as sparkling citrus greens like Mojito and Refresh, enlivening an essentially warm palette. Richly textured materials like raffia and linen further add depth and a natural softness to the palette that are critical in contemporary design.

For 2007-08, The Color Association's forecast also includes a host of metallic-inspired hues like Pewter and Bronze alongside weathered golds. These metals are more appropriate than Bright Yellow Gold or Chrome Silver, because they relate to the artisan and vintage movements. We view these metallics as "new-trals," that is, as shades that will go well with almost any color while adding pizzazz and visual interest. For a generation accustomed to special effects, these metallics are more relevant than frumpy beige or basic black.

2007-2008 INTERIORS/ENVIRONMENTAL FORECAST



Another substitute for straightforward neutrals are complex, historical shades. At the most recent forecasting session, The Color Association's Interiors/Environmental Committee chose purpled browns, sepia tones and weathered grays to convey the sense of wistful nostalgia. This new direction emphasizes the importance of creating a color history. As consumers become more sophisticated in their experience of colors, they will seek shades that have meaning and heritage. Color names like Ashes, Foundation and Victoriana on our forecast reflect this.

A NEW FASHION ORDER

The Color Association's fashion projections for Fall/Winter 2007-08 continue the multi-colored approach of recent years, but takes a starker and moodier stance that mirrors our more complicated and uncertain times. The association's Women's forecast for this season incorporates a musical theme that draws on the link between sound and color, signaling the new desire for multi-sensory experiences. The two main color groups are called Opus and Interlude, and are full of unusual hues that have a mysterious quality to them, from blue-grays to golden taupes to earthy reds and burgundies. If one color sums up the overall sensibility, it might be the women's shade called "Bass," a deep, purply indigo, appropriately complex, dark and thoughtful, with a distinctively adult glamour that shakes off the juvenile whimsy so dominant during the earlier part of this decade.



MEN'S FORECAST



WOMEN'S FORECAST



Key bright accents are featured in a story called Staccato, and their quirkiness enlivens and modernizes the more serious colors on this palette.

The men's forecast straddles the niche between the thoughtful sophistication of the women's projection and the nature-inspired mystique of the interiors/environmental palette. A warm range of brown and buff tones, like Mane and Cavern, are offset by inky blues and purples, slate grays and vegetable greens. A creamy yellow and vivid coral indicates the strength of these shades as contemporary accents. Entitled "A New Order" and incorporating many mythical or magical ideas, this palette addresses the ongoing revolution in American men's style, and suggests that the modern man may be seeking more primordial roots through color.