

## Pantone Announces Fashion Color Report for Fall 2011

February 10, 2011 12:01 AM ET

### *Sensible and Spirited Define the Fall 2011 Palette*

CARLSTADT, N.J., Feb 10, 2011 (BUSINESS WIRE) -- Pantone LLC, an X-Rite company (NASDAQ: XRIT), and the global authority on color and provider of professional color standards for the design industries, today unveiled the **PANTONE<sup>(R)</sup> Fashion Color Report Fall 2011**. The report features the top 10 colors for women's fashion for fall 2011, along with designer sketches, quotes and headshots, and is available for free download at [www.pantone.com/fall2011](http://www.pantone.com/fall2011). The release of the **PANTONE Fashion Color Report** coincides with Fashion Week in New York, which begins today. This season's report also includes the most directional hues for men's fall 2011 fashion.

The top colors for women's fashion for fall 2011 are:

**PANTONE 14-0740 Bamboo**

**PANTONE 17-1547 Emberglow**

**PANTONE 18-2120 Honeysuckle**

**PANTONE 19-2820 Phlox**

**PANTONE 16-0526 Cedar**

**PANTONE 19-4914 Deep Teal**

**PANTONE 18-0930 Coffee Liqueur**

**PANTONE 16-1320 Nougat**

**PANTONE 13-3805 Orchid Hush**

**PANTONE 15-4305 Quarry**

"Designers take a painterly approach to fall 2011 by artfully combining bright colors with staple neutrals, reminiscent of how an artist would construct a stunning work of art," said Leatrice Eiseman, executive director of the Pantone Color Institute<sup>(R)</sup>. "Much like a painter's masterpiece, there is a certain romance to this season's palette."

Taking cues from the great masters, sepia tones of old Hollywood, Chinese opera, cityscapes and countryside, designers are paying close attention to texture, contrast and color for fall 2011 - pairing menswear with feminine twists, warm prints with cool metals, incorporating both old and new influences, and creating an intriguing balance between colors.

**Bamboo**, a surprising fall hue, brings a warm, exotic flavor to the season. Like a filtered sunset on the waning days of fall, Bamboo is a standout yellow with a subtle green undertone. This dappled shade pairs dramatically with several of the top 10, including Phlox, Teal and Honeysuckle.

Radiant **Emberglow**, a traditional autumnal tone, emanates the warmth of a glowing fire - the perfect panacea to the crisp air of fall. Combine Emberglow with Coffee Liqueur for a classic look, or with Honeysuckle for something a bit more retro. Add a spark with shoes or a handbag in Emberglow, or perhaps a patterned scarf combining purpled Phlox or Deep Teal.

Offering a sense of continuity from spring, dynamic **Honeysuckle** adds a bold punctuation point. This playful, reddish pink works with any other color in the palette, especially fall staples like Coffee Liqueur and Nougat. To add some intensity, pair it with complementary Bamboo. Flirtatious and festive, Honeysuckle produces a healthy glow - great for cosmetics and holiday soirees.

**Phlox**, a magical, deep purple with a hint of mystery, is an outstanding statement when worn on its own. Add Phlox to this season's neutrals to create a bit of drama, or combine it with Cedar, Deep Teal or Coffee Liqueur for something extraordinary. To add even more excitement, pair Phlox with Honeysuckle or Bamboo against a Cedar background - a combination inspired by Mother Nature.

Evoking the freshness of a cool mist in a dark forest, **Cedar** is a versatile, mid-tone neutral green. It is a natural with Deep Teal, and sophisticated and timeless with Phlox or Orchid Hush. **Deep Teal**, a strong, blue-toned green, suggests ocean depths and the color of the sky as daylight descends into darkness. A great standard when used with Cedar, its color-wheel neighbor, Deep Teal is also a unique counterpoint to Honeysuckle.

Consumers continue to add stability to their wardrobes with neutrals. Rich, decadent **Coffee Liqueur** brings a sense of elegance to fall, and is a savory alternative to basic black. A deliciously warm camel tan, **Nougat** is tastefully embellished by Phlox, Emberglow or Honeysuckle. **Orchid Hush**, a unique tone of gray with complex orchid undertones, blends well with any other color in the palette. **Quarry**, a reliable medium gray, remains a practical, dependable staple.

The colors featured in the *PANTONE Fashion Color Report* are culled from the **PANTONE FASHION + HOME Color System**, the most widely used and recognized color standards system in the world. Each season, Pantone surveys the designers of New York Fashion Week and beyond to collect feedback on 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**

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, has been the world's color authority for almost 50 years, providing design professionals with products and services for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone also offers paint and designer-inspired products and services for consumers. More information is available at [www.pantone.com](http://www.pantone.com).

### **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](http://www.xrite.com).

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SOURCE: Pantone LLC

Pantone LLC  
Ellen Pinto, (201) 777-5950  
[epinto@pantone.com](mailto:epinto@pantone.com)  
or  
Edelman  
Kelly Murphy, (650) 762-2820  
[kelly.murphy@edelman.com](mailto:kelly.murphy@edelman.com)