

TREND
S/S 19



Color Analysis

Color Solutions International

The Lifestyle Issue

FEATURING

Photographer | *Shanna Dunlap*

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A DESIGN RESOURCE FOR COLOR INFLUENCED BY TREND, ART & CULTURE

What is Color Analysis?

Color Analysis is a trend forecasting magazine published by Color Solutions International that offers customers high-level global trends based on consumer reports, detailed market research and a generational mindset influenced by art and culture. In this micro-macro scope, we forecast key colors, accents and core neutrals that will be most relevant for the upcoming seasons. Color Analysis includes a digital palette, color combinations by themes and seasonal insights on trend and color evolution. As an additional benefit to customers, this issue provides seasonal drops for color flow beginning with transitional palettes through the spring and summer floor refresh. Also in every issue, we will introduce a featured artist who influences and inspires forward-thinking.

Color Data is our specialty! We provide color direction based on a wide scope of palette searches as well as validated color use. Every issue will include our exclusive **Relative Color Popularity** report. RCP provides color validation based on seasonal color palette usage by comparing similar hues. In addition, we can customize specific color analysis based on your market needs.

As an additional design tool, color swatches are sold on rings representing the digital palette from the magazine. The color rings are designed specifically for color managers, directors and designers to use during palette development. Contact your CSI customer service representative or visit www.csicolors.com for more information.

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FEATURING

Photographer | *Shanna Dunlap*



We are pleased to introduce photographer Shanna Dunlap, a student at Savannah College of Art and Design class of 2019. As an influential artist and innovative thinker, Shanna is known for her water imagery earning her the prestigious Silver Key award in 2014. Her work has depth of emotion while pushing the boundaries of perception. In her own words, she explains her work and process: "Water and people are the most challenging to work with movement, timing, light... but it's not worth it, if it's not challenging! Getting a human to collaborate with a substance such as water is such an amazing thing to me because you can see the relationship between something so earthly and something so lively as a whole."

Images of her "Dream Series" shown in the seasonal story: **AUTHENTICITY**
www.shannaphotography123.deviantart.com



SEASONAL STORIES: Color Flow



MINDFULNESS | SPRING TRANSITION

Transitioning winter into spring continues with nature's colors that exude confidence and stability while feeding the body, mind and soul. Pale touches of violet infused in levels of gray inspire a calm dreamy feel. Quietly assuring and peacefully relaxing earthy browns, core creamy whites and complex neutrals have a warming presence with a return to nature. This color palette is beautiful, simple and memorable.



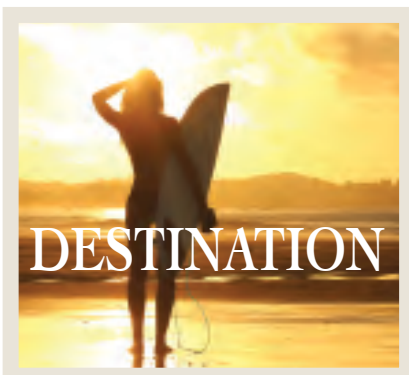
AWAKEN | SPRING - MID SPRING

This intuitive palette pairs soft pastels with vivid brights and cool shades of blue with soothing green hues that encourage deep breaths. Touches of lavender awaken movement and creativity. Vibrant pink in the form of magenta has intensity that enhances alertness, excitement, while inspiring positive change. With the influence of our natural surroundings, these cleansing organic tones encourage connection, health and considerate living.



AUTHENTICITY | SPRING

Spring continues with colors that offer authentic artistic equilibrium. As evolving technology continues to play a key role in the lives of Gen Z, it inspires levels of muted gray and in contrast to clean bright pinks, bringing a sense of vitality and health into the future. Creativity is expressed through detailed craftsmanship with soft pastels, deeper coral-based oranges and playful vivid pinks.



DESTINATION | SUMMER

The cool depths of the sea and summer-lit sky are indicative of a spontaneous summer feeling, while olive brown roots point to a sophisticated, natural earthiness. Watery blues inspire a calm confidence and harmony that embody optimism with ethereal shades of aquamarine. In addition to watery blues, there is a splash of bold tangerine, being one of the brightest and most energizing shades that evoke the carefree days of summer.

MINDFULNESS

CW0601048

CW0201531

CW0701908

CW0503685

CW0402625

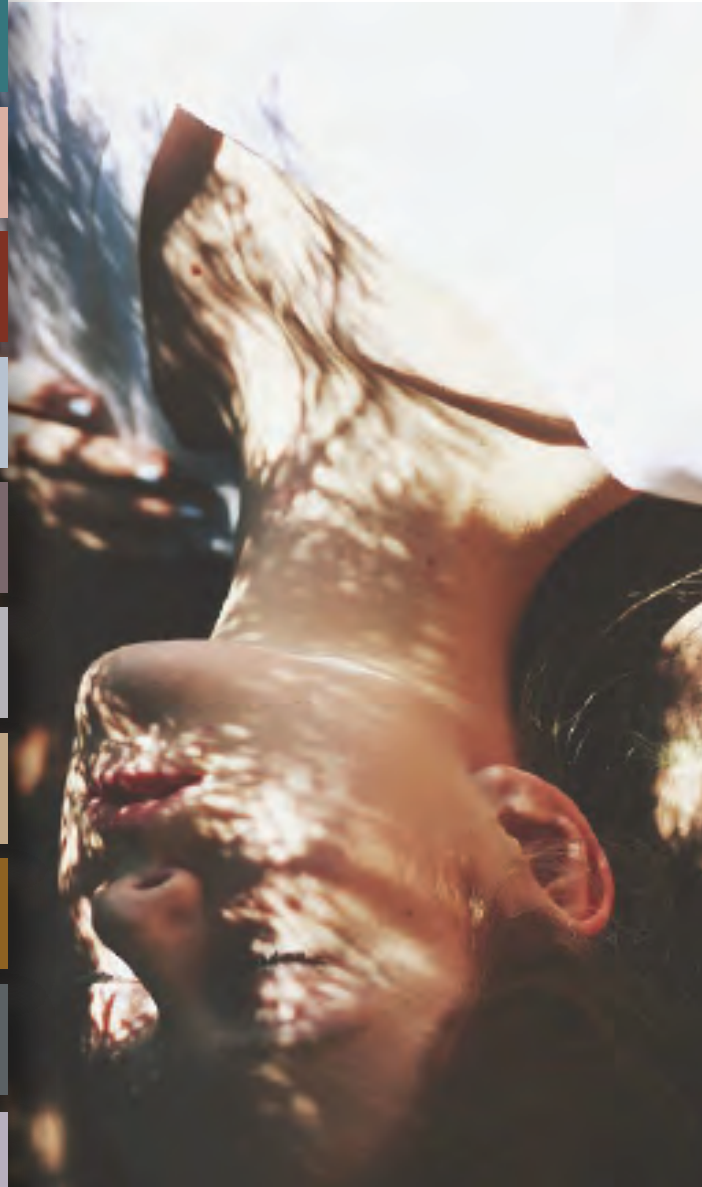
CW1101306

CW0700450

CW0701351

CW1100900

CW0401979



SPRING TRANSITION

This serene palette gently transitions from winter into spring with calming mid-tones, muted pastels and earthy shades grounded in neutrals, washed down muted gray-blues and sage greens with woodsy olive tones. The sunset sky blends softly with orange based reds, levels of pink nudes, a whisper of lavender and gold hues that feel the warmth of the sun.

MINDFULNESS S/S 19 | SPRING TRANSITION

"Quiet the mind and the soul will speak."

-Ma Jaya Sati Bhagavati

Seeking a work-life balance, we take time back for ourselves. Priorities have shifted into a slow fashion cycle with emphasis on sustainability, quality and a balanced lifestyle. Our focus on an improved quality of life, self-care and self-improvement through alternative healing practices and meditation are influencing how we manage and reduce stress in our lives. Wellness is vital to the mind and body in all aspects of our lifestyle. Mind, body and environment are all merging together as one.



Water has healing effects;
the sound, sight and feel of it can
provide many health benefits.

CW0503685

Blue is the color of the mind
and is essentially soothing;
soft blues will calm the mind and
create clarity of thought. There are
many ways to meditate using water
imagery as part of the meditation,
and sounds of waterfalls or ocean
waves help create balance of
the mind and body.

CW1101306



AWAKEN

CW0903884

CW0600044

CW0903902

CW0503092

CW0101572

CW0801195

CW0900914

CW0401309

CW0402001

CW0401308

awaken \ə-wāk-ən\ verb

rouse (a feeling) from sleep; cause to stop sleeping

“different images can awaken new emotions within us”

SYNONYMS: arouse, rouse, bring out, engender, evoke, incite, trigger, provoke, stir up, stimulate...



SPRING

As generations merge and technology evolves, colors grounded in black to levels of gray, have longevity within a core neutral palette of earthy greens that blend technology with nature. Colors are simplified, forward thinking and express vitality and health in our future.

The attitude of youth influences levels of pink, reddish purples and bold deep blues.

AWAKEN S/S 19 | SPRING

Beauty begins the moment you decide to be yourself. - Coco Chanel

We are witnessing the evolution of active/athleisure clothing merging into our everyday lives, creating a level of comfort and original style that adapts to our individual personalities and goals.



Urban outdoors

The vibrant pink in magenta has an intensity that enhances alertness, excitement, while inspiring positive change.



My morning run



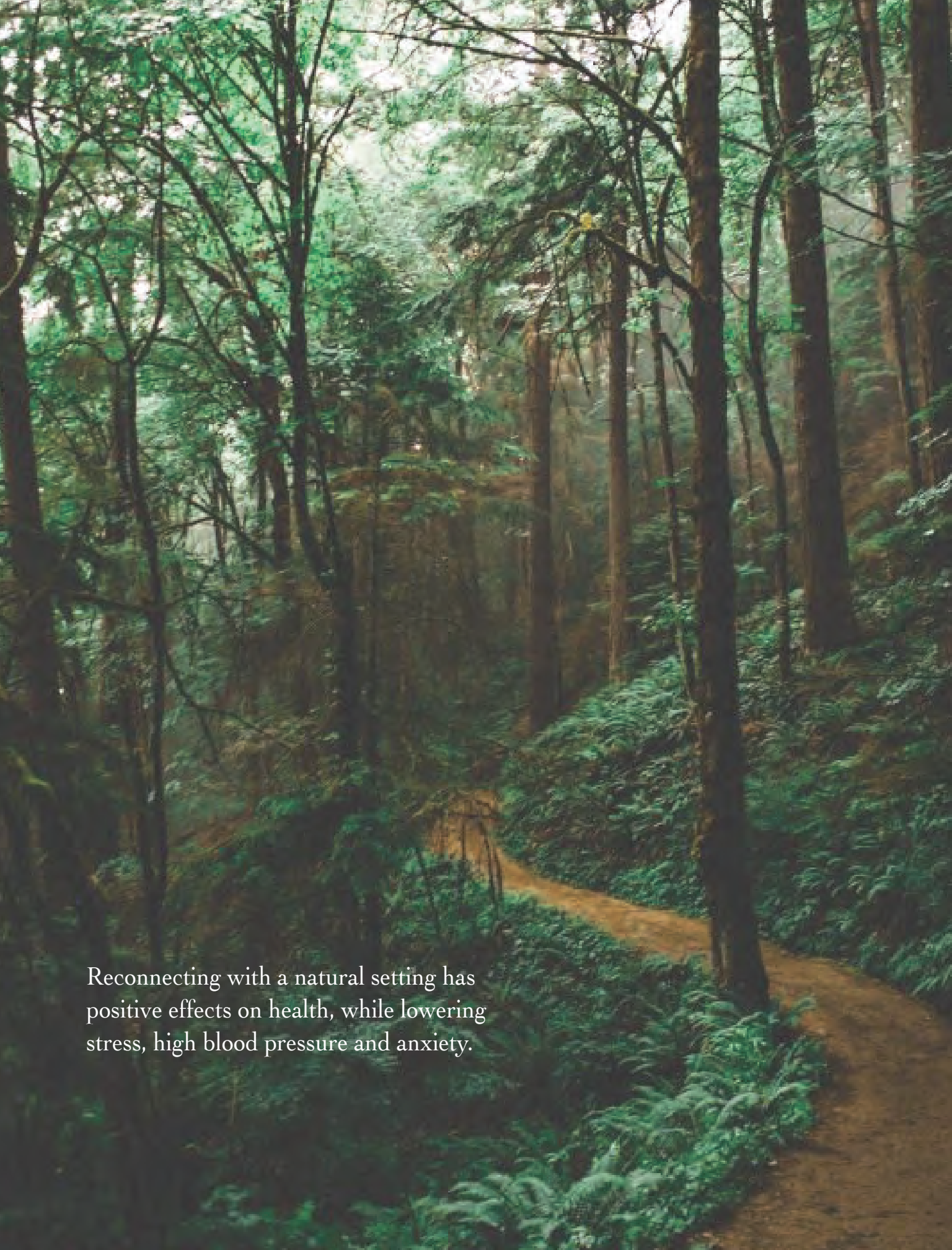
CW0900914

CW0401309

CW0903902

CW0401308



A photograph of a dense forest. A dirt path winds through the trees, which are tall and thin. The ground is covered in green ferns and other plants. The lighting is soft, suggesting a misty or overcast day. The overall atmosphere is serene and natural.

Reconnecting with a natural setting has positive effects on health, while lowering stress, high blood pressure and anxiety.

AUTHENTICITY

CW0300992

CW0101365

CW0801388

CW0201610

CW1100983

CW1101039

CW0901191

CW0100217

CW0202769

CW0601068

authenticity \ə-then-'ti-sə-tē\ noun
the quality of being true to one's own
personality, spirit, or character
SYNONYMS: genuineness



MID-SPRING

The authenticity of Gen Z influences a new perspective in color with vivacity and inclusion. The composition of the palette and inherent versatility of the individual colors allows for experimentation with new looks and color combinations. Pairing soft pastels with vivid brights creates a colorful equilibrium inspired by a mixture of self expression, travels abroad and authenticity.

AUTHENTICITY S/S 19 | MID-SPRING

Ushering in creativity

Many in Gen Z learn best through doing — creating things, experiencing the world hands-on and connecting their classroom experience to the larger world around them. They are growing up immersed in digital modes of communication as they use technology to express themselves creatively while problem solving.





CW1100983

CW1101039

CW0901191

CW0601068



DESTINATION

CW0600139

CW0600362

CW0905961

CW0500979

CW0503558

CW0600438

CW1100270

CW0201248

CW0801400

CW0101118



SUMMER

Bring on the sunny rays and good vibes! Vibrant sunset oranges and tangy golds recharge spirits as these colors accent the deep sea blues and sea foam mist greens in this summer palette. Deeper levels of blue convey a sense of carefree playfulness with qualities perceived as thoughtful and introspective.

DESTINATION S/S 19 | SUMMER

destination \ des-tə-'nā-shən \ noun

the place to which someone or something is going or being sent; being in a place that people will make a special trip to visit

"a destination restaurant"

SYNONYMS: journey's end, end of the line





*Nothing is softer
or more flexible than
water, yet nothing
can resist it.*

- Lao Tzu

The affinity for water is reflected in the near-universal attraction to the color blue. Many are naturally drawn to aquatic hues — the color blue is overwhelmingly chosen as the favorite color of people around the world. Market research has found that people tend to associate it with qualities like calm, openness, depth and wisdom.

CW0600139

CW0600362

CW1100270

CW0801400





*Though we may not be conscious of it,
the water could be inducing
a mildly meditative state of
calm focus and gentle awareness.*

CW0503558

CW0600438

CW0201248

CW0801400

CW0101118

Vibrant accents

Watery blues are enhanced by bold vibrant brights influenced by water sports and active apparel adding an energy to the summer palette.