

# Color Analysis

color solutions international

*The Nostalgia Issue*



AW 19

# COLOR ANALYSIS

INFLUENCED BY TREND, ART & CULTURE



ISSUE 03

THE NOSTALGIA ISSUE

## FEATURES

ART & CULTURAL INFLUENCE: FEATURING CREDIT TO ARTISTS

GLOBAL COLOR ANALYSIS

RCP- COLORS TRENDING BY HUE

WOMENS

ACTIVE

INTIMATES

MENS

KIDS

HOME + LIFESTYLE

AW 19

# Fruits of the Forest

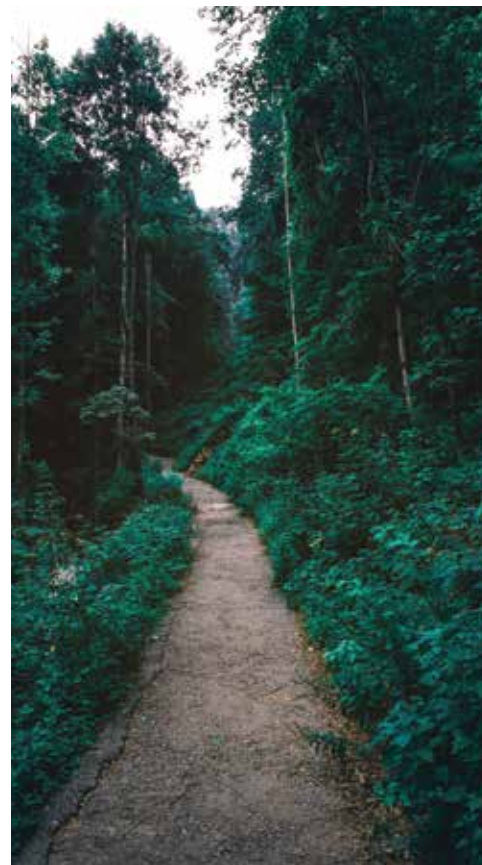
Color trends

## URBAN VERTICAL GARDENS

Throughout the centuries, various civilizations have covered the facades of buildings with climbing greenery. In the beginning of the 20th century, the Art & Crafts movements in Europe incorporated green facades to make a seamless transition between the garden and the house. This complemented the architectural lines of buildings.

Some great examples of green facades were installed in England by the Garden City movement in the 1920s. In 1938, Stanley Hart White patented the living green wall for the first time. However, the first modern design of a living wall belongs to the French botanist Patrick Blanc. His design of a green wall with a full hydroponic system, an inert medium and a variety of exotic plant species is at the Museum of Science and Industry in Paris.

-DEZEEN.COM



Green walls act as the air naturally cooled



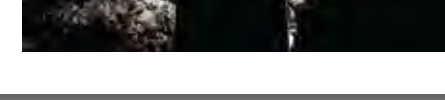
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# Tints & Shades



## TIMELESS AND PRACTICAL

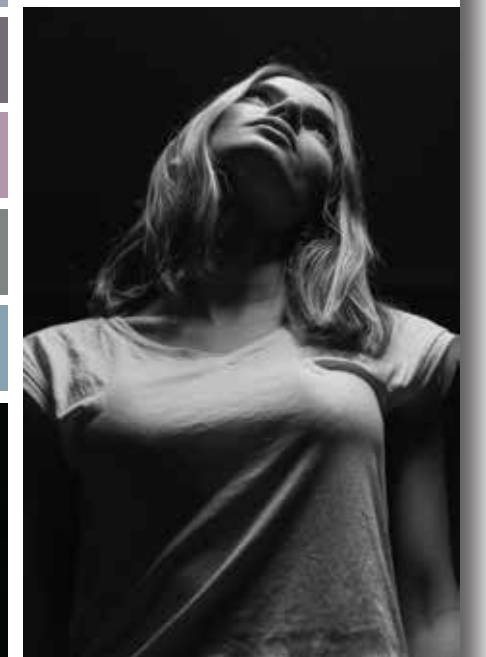
Tinted greys emerge, becoming a solid foundation to a palette. Light greys are feminine in nature, while dark greys are masculine. Greys contrast and enhance the palette with bluish greys, red-based tints, greenish grey shades, and warmer neutrals as an alternative to the more classic versions. Grey is a shade that is timeless, quietly assuring and peacefully relaxing. A constant neutral and balanced color.



## ARTIST VIEW

It is common among some artistic painters to darken a paint color by adding black paint, producing colors called shades or to lighten a color by adding white producing colors called tints.

- wikipedia





# Active

Active TRENDS A/W 19

*"An active soul is a healthy soul."*

-MAORI PROVERB

## ENTWINED IN NATURE

### Trend Insights

#### BACK TO BASICS

As a reaction to the daily sensory overload, excessive materialism and abundance, the longing for simplicity to get back to basics and closer to nature is becoming more pronounced.

Environmental conscience arrives in the mainstream - and not only in apparel. With electric vehicles and hybrid engines, mobility is moving towards a more environmentally friendly future.



## ART MOVEMENT

### Trend Insights

It's more than just looking good, it's about making a conscious decision as a consumer with respect to our environment. We are seeing plastics from the ocean to make accessories, handbags made of pineapple leather, jeans made of organic cotton, a blouse made of natural silk, dresses dyed with algae to name a few. The range of sustainable produced fashion available is broad and constantly growing with collections ranging from urban streetwear to elegant business outfits. Recycling has become an outlet for creative thinking and design.

The Youth Culture Report



## TIME TRAVELER

### Trend Insights

#### NEW OLD SCHOOL

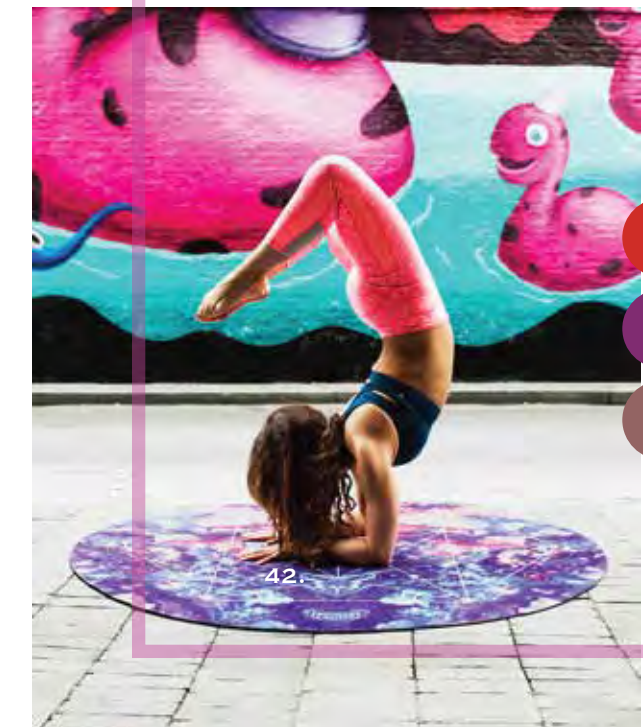
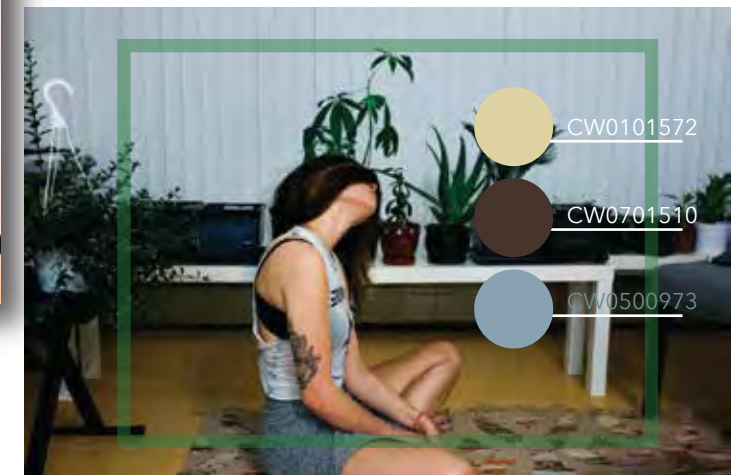
Retro activewear is making its way into stores around the country from old school hoodies with classic athletic brands, slogan tees to crops and short shorts. Collegiate sport themes are making a comeback in retro-activewear.

PopSugar

## GLOBAL FUSION

In today's fast-paced, modern lifestyle it is important to have quality and a balance of comfort and well-being. In the past decade there has been an awakening of people with self-examination. People are asking, "What is this life about?" And no matter how hard we may try to deny it, the answer we are left facing is a spiritual one. Because of this reawakening, yoga is sweeping across the globe as millions are turning to it not only to exercise, but also as spiritual gathering. Worldwide, yoga is being embraced primarily by college-educated, upper-middle-class thinkers and people in positions of power. Because of its message of healing, unity and a simpler life, yoga may be one of the great rays of hope for our future.

HUFFPOST





# Mens

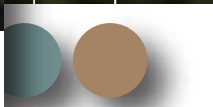
Men's TRENDS A/W 19

NATURE



CW0902940

CW0700363



*"The most important decision you will ever make is to be in a good mood."*

-Voltaire



# Womens







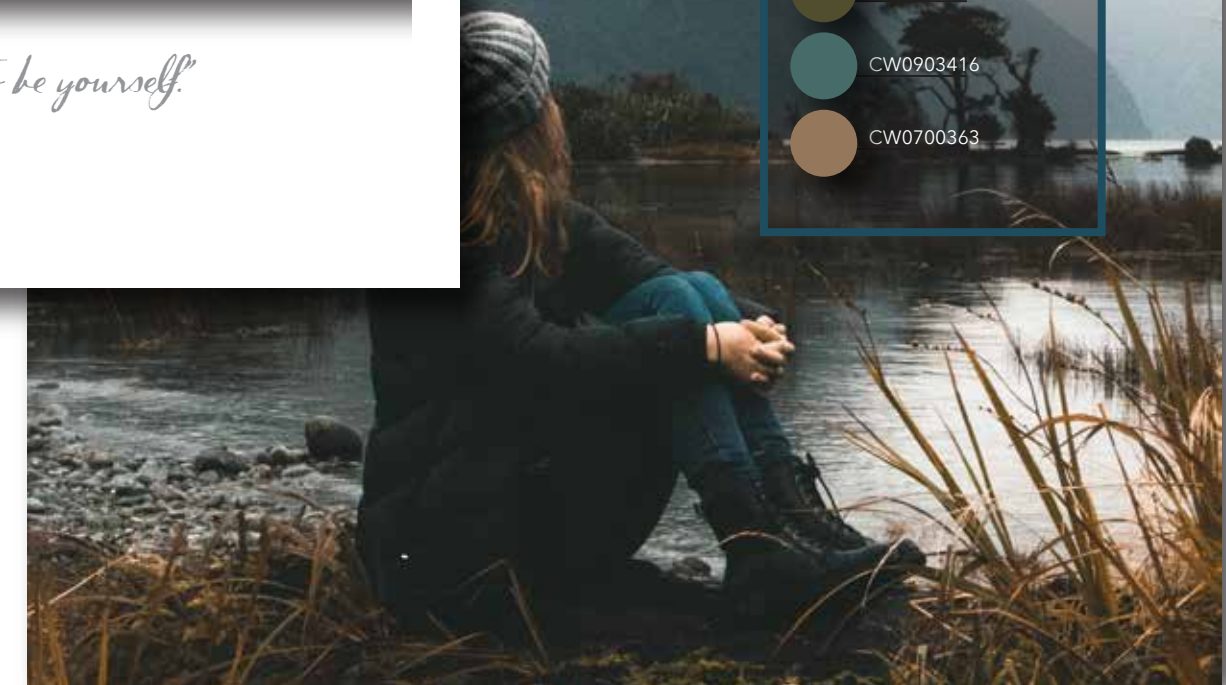
*"Beauty begins the moment you decide to be yourself."*

-COCO CHANEL

NATURE

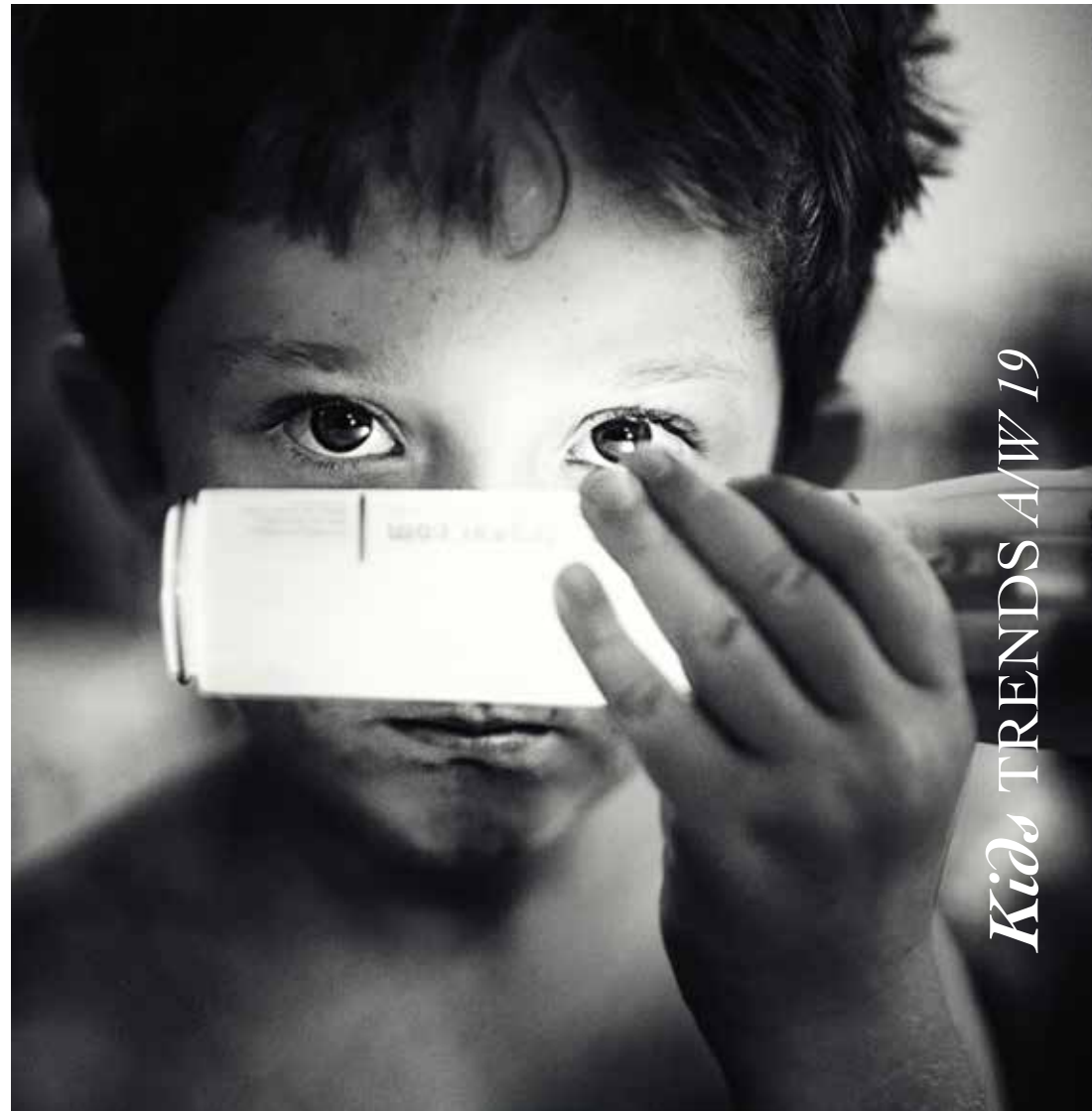
... forest through running, walking or hiking as a way to clear  
to connect with nature.  
... was developed in Japan in the 1980s, and it is becoming a staple  
... calling in Japanese medicine. Studies suggest that when you're in  
... oils called phytoncides that enhance the immune system. Toxins  
... out, gently and fully, enhancing the nervous system and  
... is where mindfulness meets nature.

-  CW0902940
-  CW0904353
-  CW0903416
-  CW0700363





# KIDS



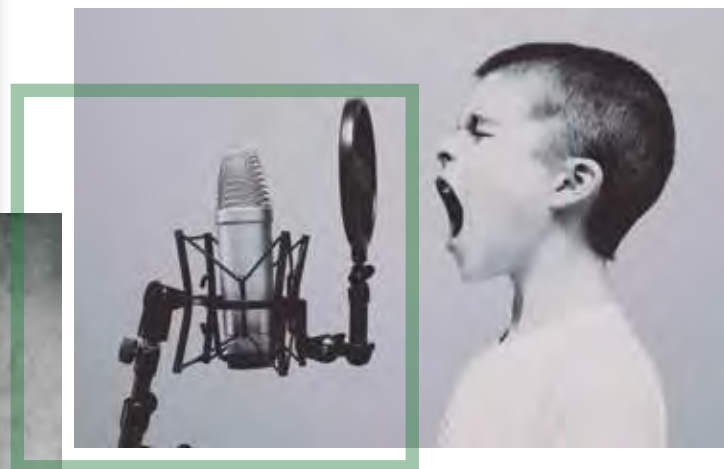
Kids TRENDS A/W 19

*"Be silly, be honest, be kind."*  
-Ralph Waldo Emerson

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clothing.



- CW0201689
- CW0501348
- CW1100768
- CW0901271



# HOME



*"Some people look for a beautiful place, others make a place beautiful."*

-Hazrat Inayat Khan



## Trend Insights

### NEW BEGINNINGS

It has been scientifically proven that large metropolitan areas are significantly warmer than rural and less built-up areas. The rising temperatures have adverse environmental impact both in terms of higher energy consumption and air pollution. Adding living plants into urban areas is a way to reduce the energy consumption through living walls both indoors and on the sides of buildings.

- CW0904353
- CW0902959
- CW0302986
- CW0801751

- Fantastic Garden

believe that outdoor  
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