

1 DAZZLING BLUE

18-3949

Percentage of designers who used this color: **17.05%**

Scintillating might sound like a bold description for Dazzling Blue, but in light of navy it's really that not far off. "It's much more of a motivator from a sales point of view because who doesn't already have something navy?" It's also the color of choice for Citibank's bike sharing program or Facebook's Social Butterfly Blue.

3 RADIANT ORCHID

18-3224

Percentage of designers who used this color: **15.88%**

Michelle Obama is a fan, as is Kate Middleton, who opted for a \$100 Seraphine dress in this shade for her first official portrait with Prince George. (The frock reportedly sold out within 48 hours of the photo being published.) She opted for Dazzling Blue when her engagement to Prince William was announced and Placid Blue en route from the hospital with her son. "I don't deny at all that she is influencing the palette," Eiseman said.

5 FREESIA

14-0852

Percentage of designers who used this color: **8.24%**

Given the omnipresence of farm-to-table restaurants, farmer's markets and urban farming taking hold even in industrial bastions like Detroit, the idea of freesia yellow securing fifth place really isn't a reach. Far from "knock-your-socks-off dandelion, this beautiful floral color" has good positive connotations and often conjures up images of spring, Eiseman said. "We should consider how psychological all these colors are," she said.

7 PLACID BLUE

15-3920

Percentage of designers who used this color: **7.06%**

As the polar opposite to Dazzling Blue, this shade is far more calming. "When you think of it as the same color as the big blue sky, it works well as a background color. It always comes up high with consumer response surveys. There is a dependability to it. Here is a color that we look forward to seeing. When we wake up in the morning, we look to see if it is there or if it is raining," Eiseman said. "It offers a hint of optimism. People look to the sky to see if it is going to be a good day."

9 SAND

15-1225

Percentage of designers who used this color: **5.88%**

This variation of beige has more of a burnished effect which adds a certain warmth. "This is a good idea in spring and summer. It's almost like a sunflower base," she said. "There is a tweaking of this neutral that brings it to the warm side."

2 VIOLET TULIP

16-3823

Percentage of designers who used this color: **16.47%**

Romantic and nostalgic as lavender water itself, this member of the purple family looks prime for "Downton Abbey's" Lady Mary. But apparently the shows have taken to it too, making it more of a wardrobe mainstay. That prominence is expected to climb in the coming months due partially to how flattering such colors are on various skin tones.

4 CELOSIA ORANGE

17-1360

Percentage of designers who used this color: **10%**

Hermès' legal counsel may not be thrilled by this ranking, but the truth is all those Sunkist-shaded shopping bags are resonating with many tiers of shoppers, especially aspirational ones, according to Eiseman. Pantone's word association surveys have found that the color's fruit connotation appeals to people, too. But there are some allowances to be made. "This is not your Popsicle orange," Eiseman said.

6 CAYENNE

18-1651

Percentage of designers who used this color: **7.65%**

The name alone suggests this one is spry and has a little bit of a kick. Aside from making some think tequila, cayenne is widely recognized as a high-pitch, high-energy color in Eiseman's eyes. "A little bit exotic," this reddish orange can be a safe choice for accessories or a good choice for a trim that can make neutrals like sand pop, she said.

8 PALOMA

16-0000

Percentage of designers who used this color: **6.47%**

With all due respect to Paloma Picasso, this color is the quintessential neutral and one that relays reassurance and confidence. "It's a beautiful gray and its name is evocative," Eiseman said. "It also has a softness despite being architectural."

10 HEMLOCK

15-6114

Percentage of designers who used this color: **5.30%**

Rounding out the women's list is this unexpected shade of green. While this one is "definitely a new direction for green and one that is not acidic in any way," Eiseman said, "green has been so popular and ever present that I don't think it will disappear. Designers know how to reinvent some colors. They are following what customers are telling them. Hemlock is also a color that would mix well with different color stories."

PANTONE 15-3920
Placid Blue

PANTONE 15-6114
Hemlock

PANTONE 16-0000
Paloma

PANTONE 15-1225
Sand

PANTONE 14-0852
Freesia

PANTONE 18-0651
Cayenne

PANTONE 17-1360
Celosia Orange

PANTONE 18-3224
Radiant Orchid

PANTONE 18-3949
Dazzling Blue



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