

the Color Forecast

by *Alexandra
Porter*

The Division of Pink



*As we approach the full saturation point of **Millennial Pink**, the sugary hue of youthful rebellion will evolve into two neighboring colors, **frosted lilac** and **antique peach**.*

The former will be the choice of modern youth creating the future with a sense of futuristic fantasy.

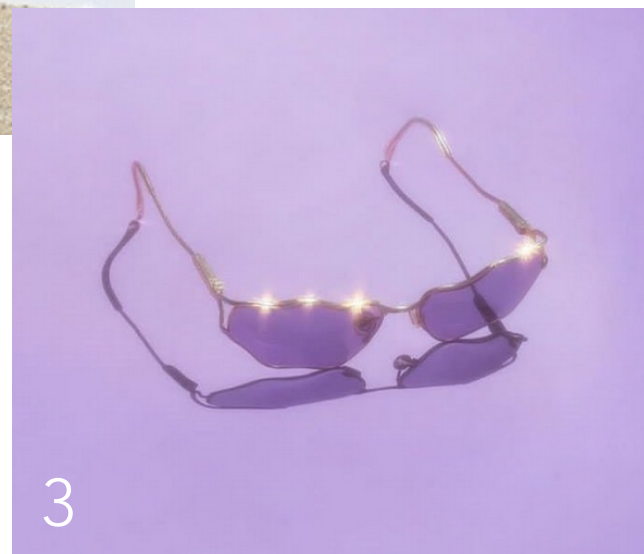
The latter expresses an air of maturity and an appreciation for refinement in an ever-changing world.

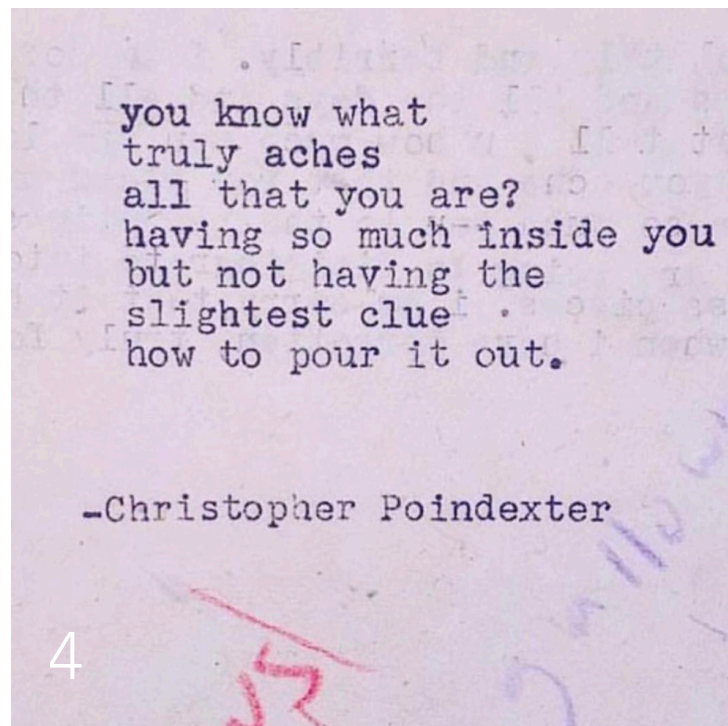
The Division of Pink

C O O L



*An infusion of blue refreshes pink to give way to the new hue of youth: a **frosted lilac** that is equal parts playful and posh*





1, 3 Alexandra Porter

2 MARINE SERRE

4 @christopherpoindexter

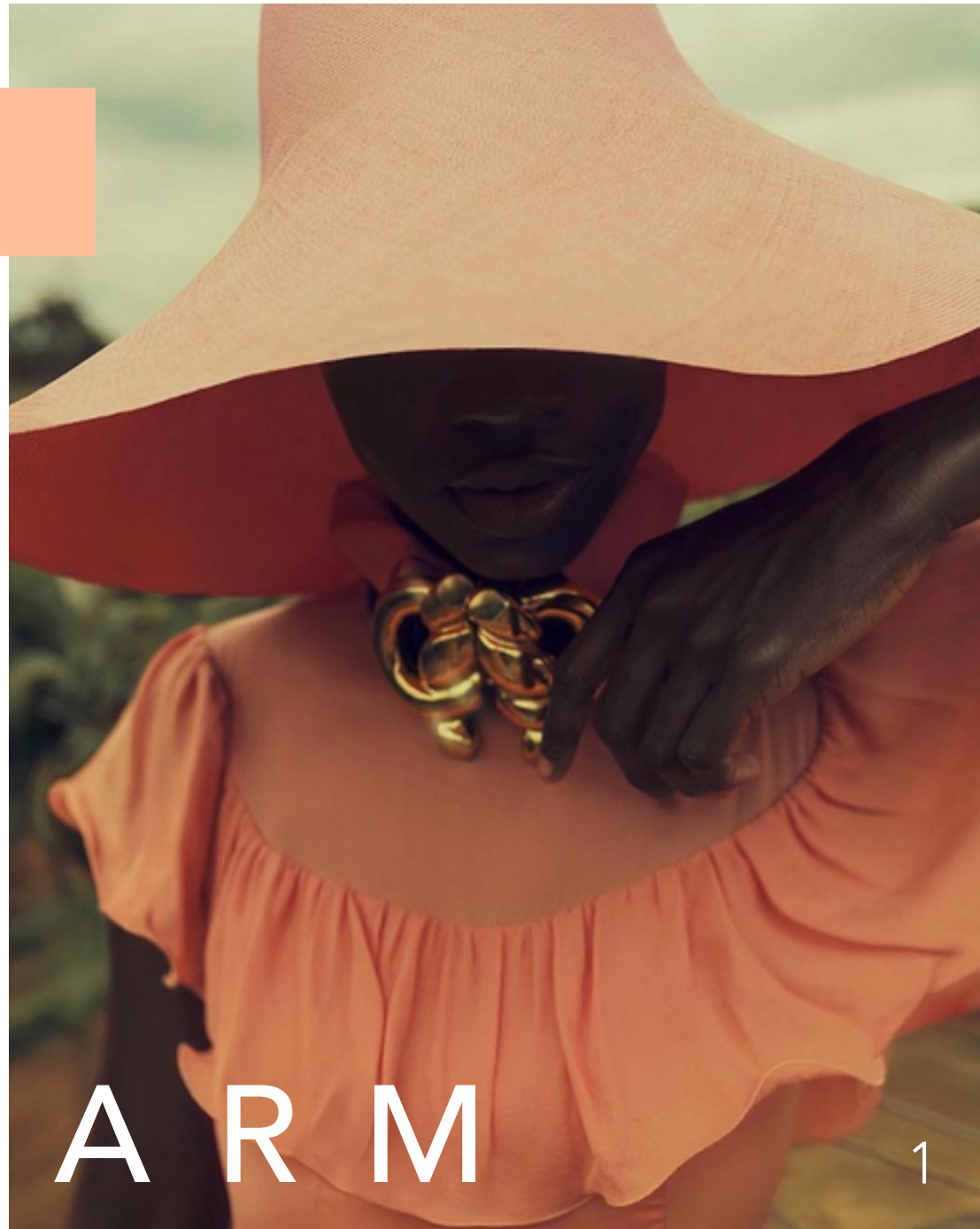
5 Pony

6 For Love & Lemons

7 Katie Jane Hughes

The Division of Pink

WARM



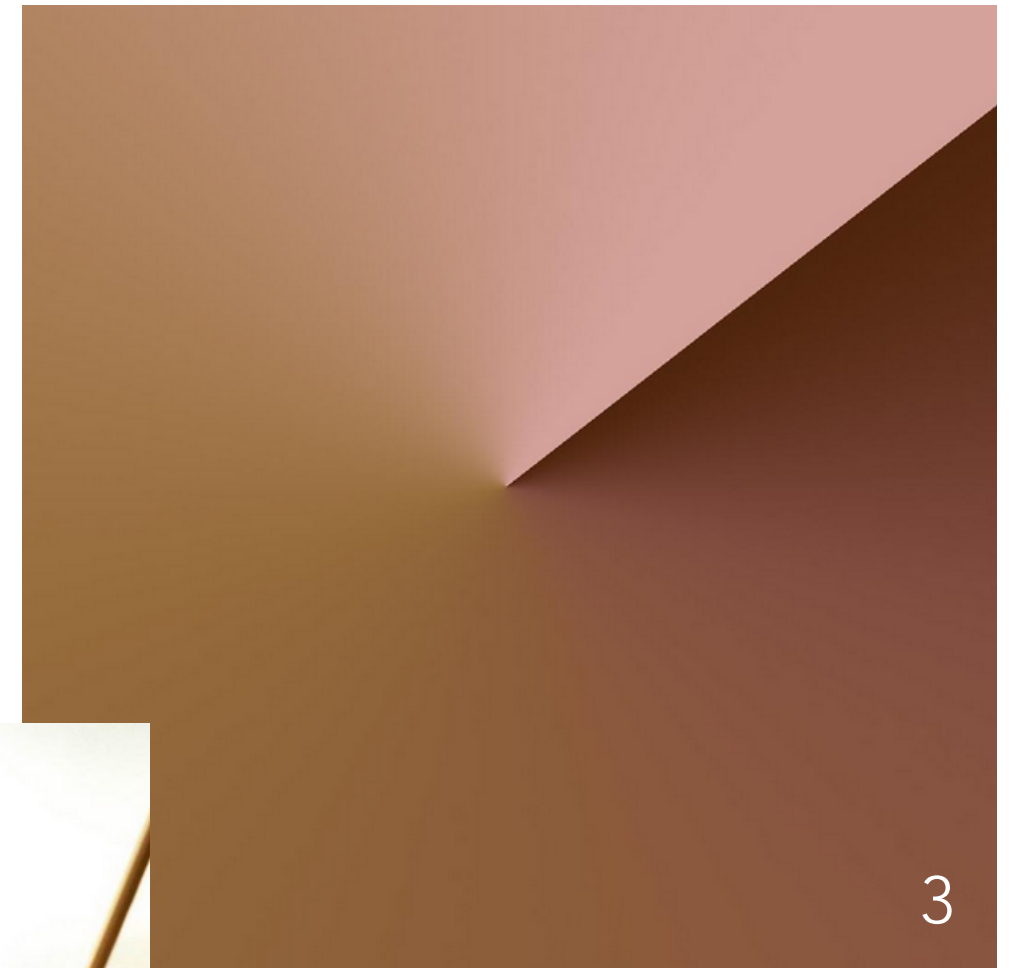
1 MAR + VIN



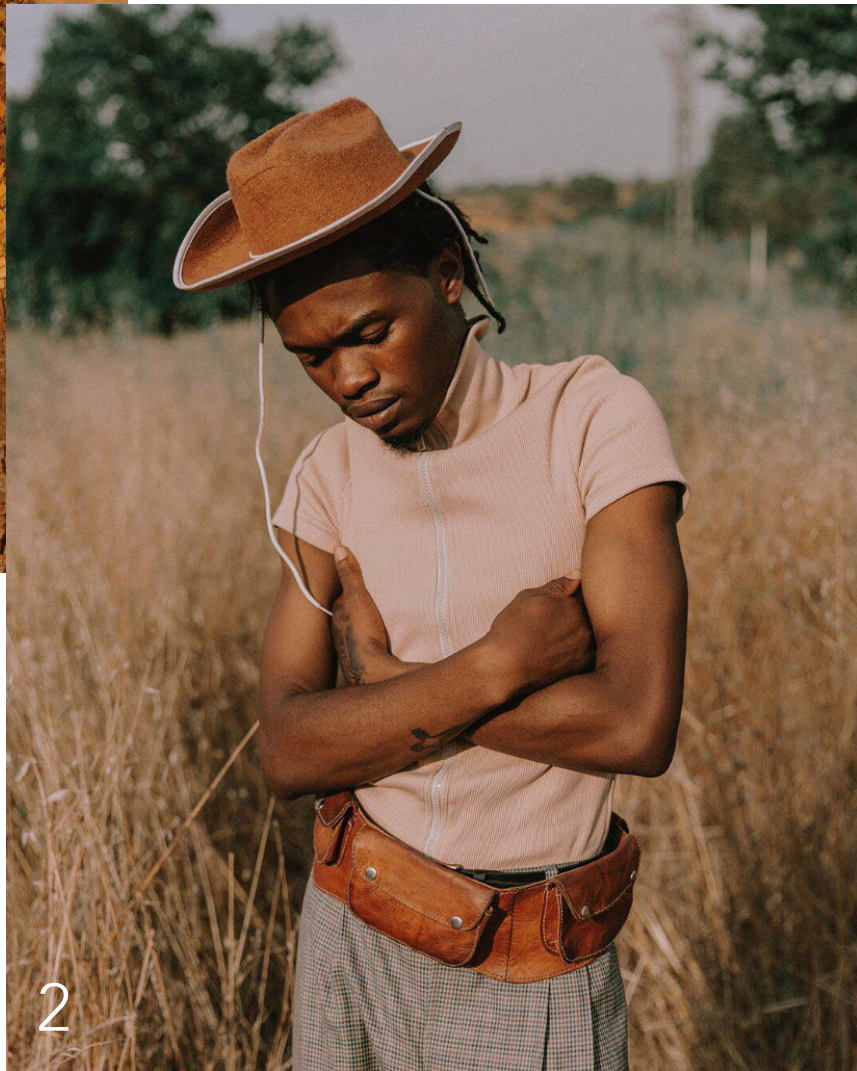
2 Studio Pia



4 J.W. Anderson



The power of Millennial Pink wanes as bubblegum tints mature into *antique peach* and *rusted roses* with refined elegance



1, 8 Alexandra Porter

2 Wekafore

3 Yamamoto

4 Sara Maggioni

5 Emma Tempest

6 Promostyl

7 Jacquemus



U B E



This delightful purple potato is being used for confectionary treats like icecream and macaroons. Pick up these lavender dreams at Hood Famous Bakeshop in Seattle.

1 Samira Kazan

2 - 3 Hood Famous Bakeshop

4 Jeff Trapani

5 BuzzFeed

TEA



1



2



Lean, green and mean, the matcha tea leaf provides a boost of antioxidants to lattes, veggie-packed smoothies and soft serve alike. Get your fix at Matcha Bar in Soho, NY.



4



5

1 Matchateria

2 Matcha Bar

3 Samira Kazan

4 Alexandra Edwards

5 Cha Cha Matcha

The Rise of Sulfuric Hues



To conform, is to not be truly living. In the Age of Authenticity, it is time to embrace bold spirited expressions from natural origins; nothing holds us back.

***Sunny chartreuse**, **lime green** and **olive branch** bring to life the saturated hues of subtropical regions with a healthy dose of optimism.*

The Rise of Sulfuric Hues



B R I G H T S

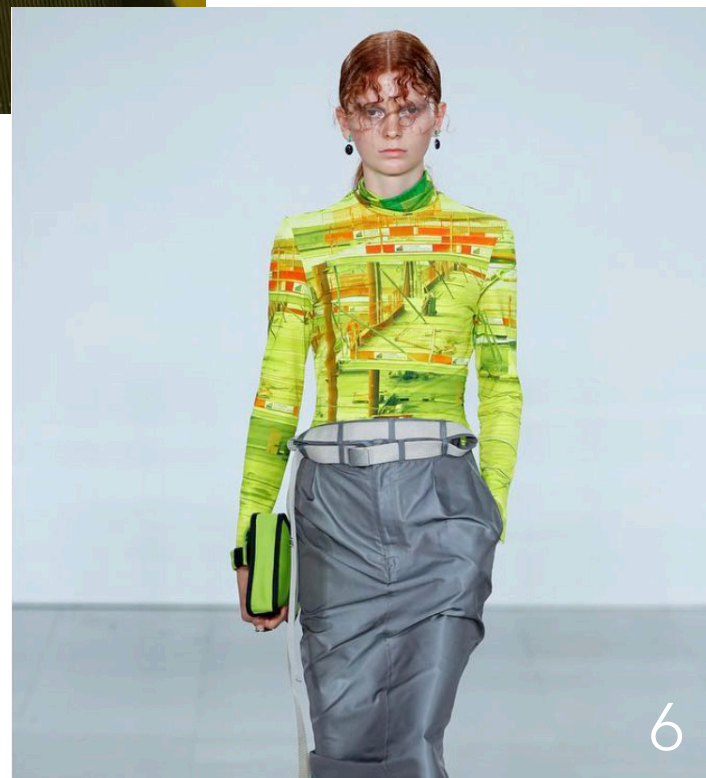
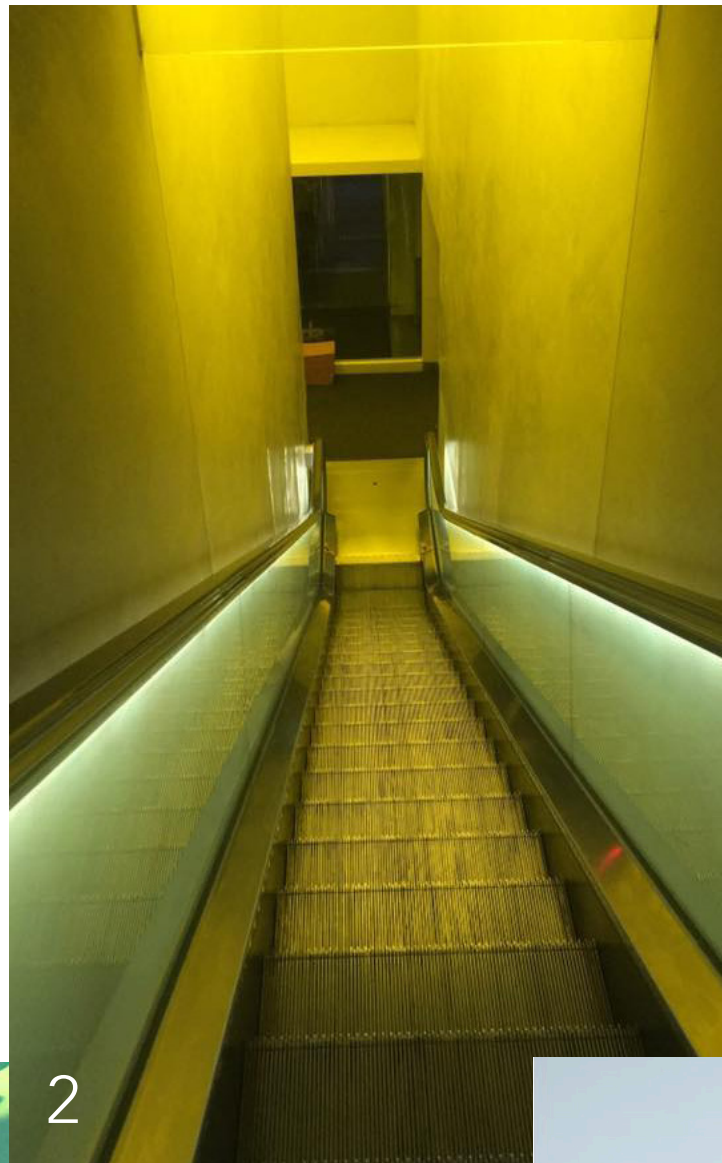
Electric-charged bursts of sulfuric yellows and greens awaken the new season in support of creative expression

1 Vogue Brasil

2 Amanda Charchian

3 @ v93oo

4 Alexandra Porter



1 Bowtie Jones

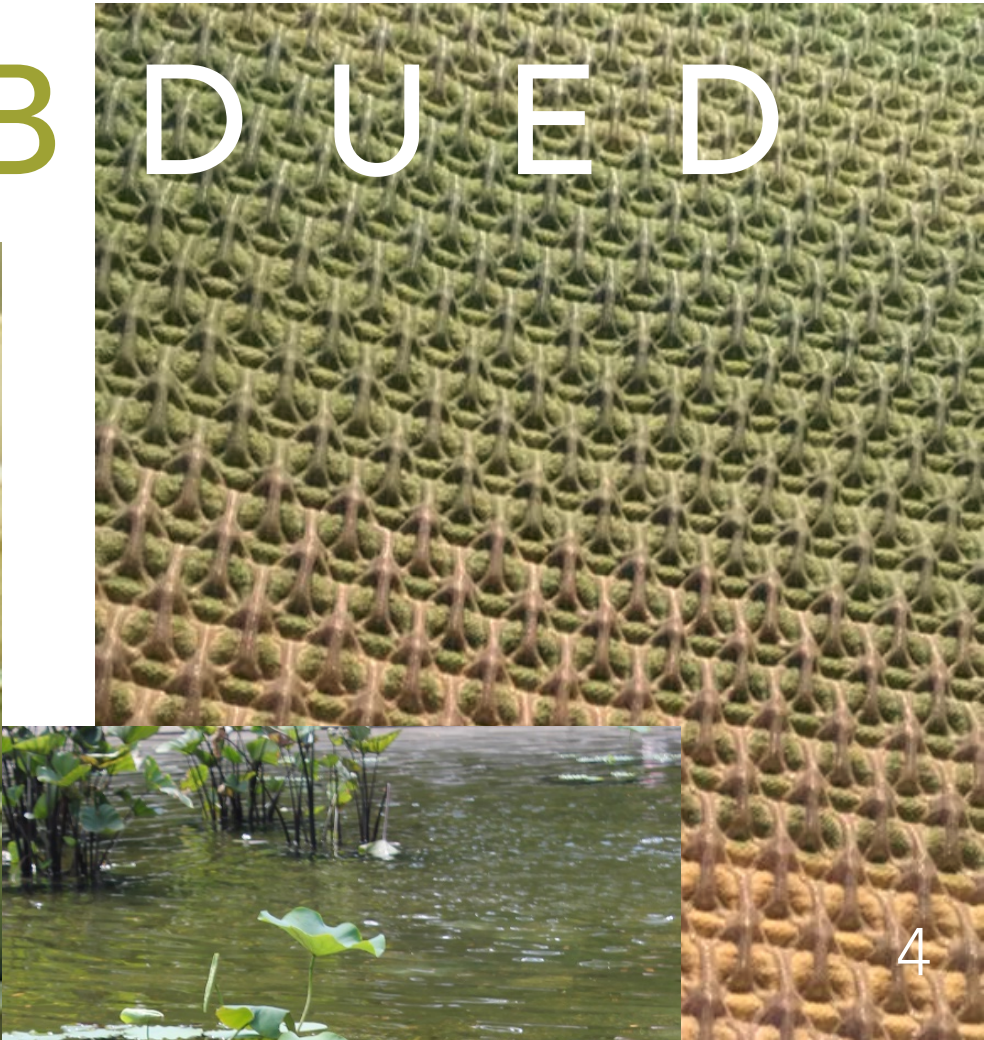
2, 3, 5, 7 Alexandra Porter

4 Audrey Kitching

6 Michael Olestad

The Rise of Sulfuric Hues

S U B D U E D

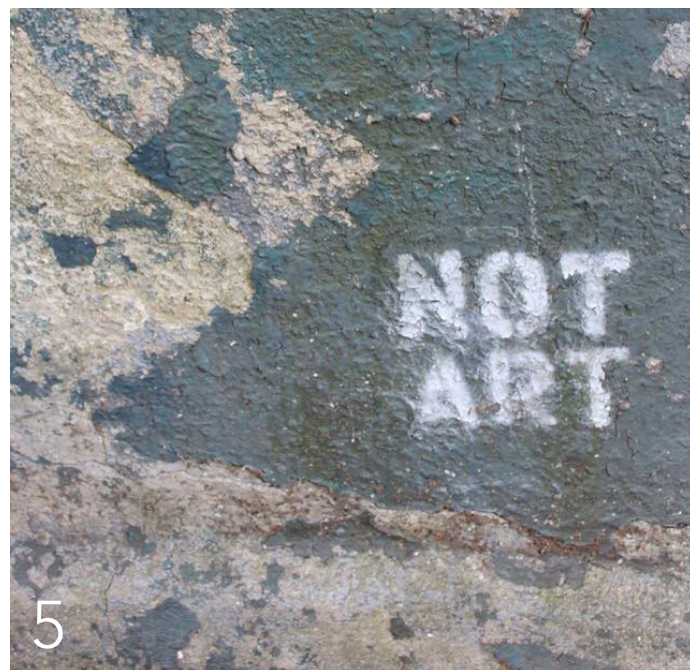
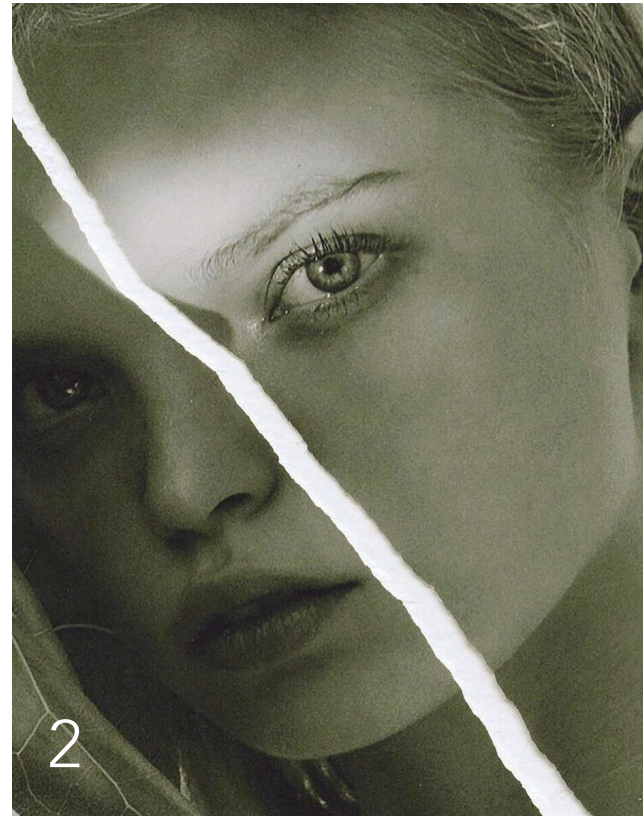


Earth-rich olives and mossy greens give integrity and wholesome appeal to the sulfuric range for a calming and reflective tone

1 Celeste Byers and Aaron Glasson

2 Joan Platt

3 - 4 Alexandra Porter



1 - 2 Carlo Carrizosa

3, 5, 7 - 8 Alexandra Porter

4 Cristina Coral

6 Outdoor Voices

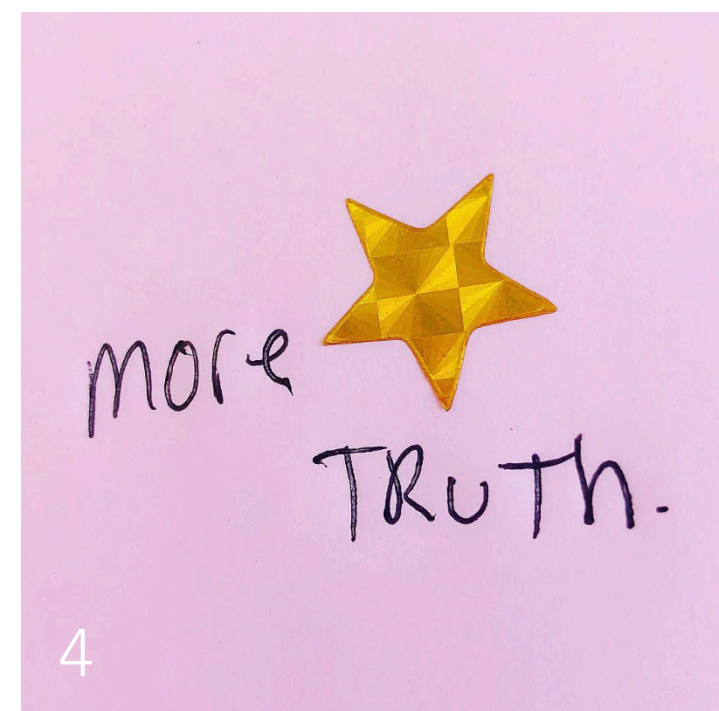


P A L E T T E

L

A

Y



1, 4 Audrey Kitching

2 @anna__ross

3 Aleksandra Kingo

5 Tekla Evelina Severin



Frosted lilac, antique peach, rusted rose, sunny chartreuse, lime green and olive branch combine for a whimsical palette that speaks to an era of artistic play and self-creation.



1 Tekla Evelina Severin

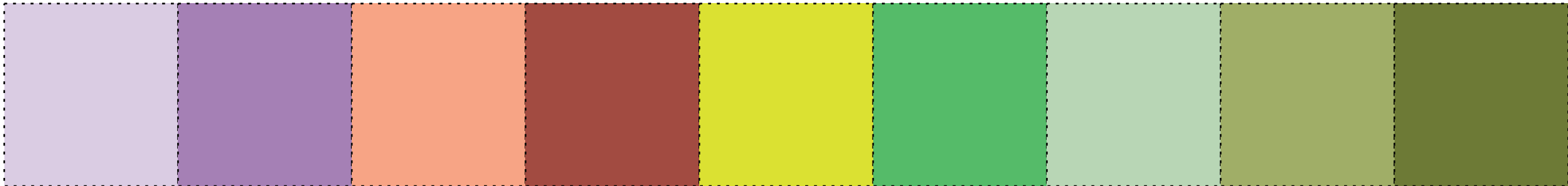
2 Jason Lee Parry

3 Jimmy Marble

4 Stephanie Hill

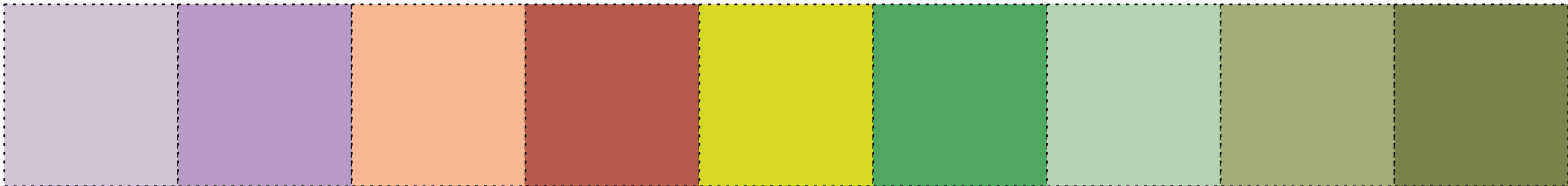
5 Aaron Flores Arteaga

coloro



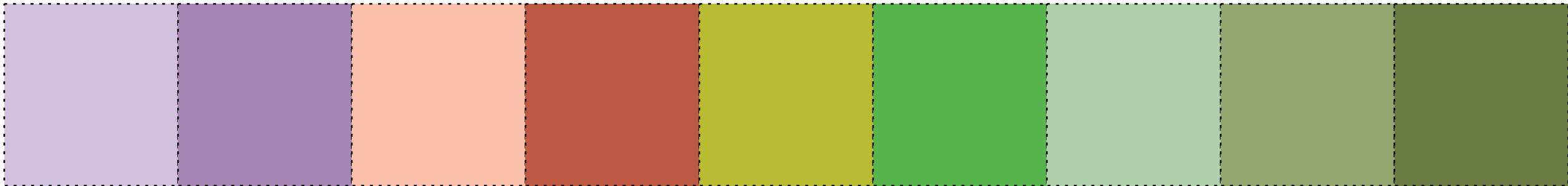
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csi



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