

# the Color Forecast

by

Alexander  
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.

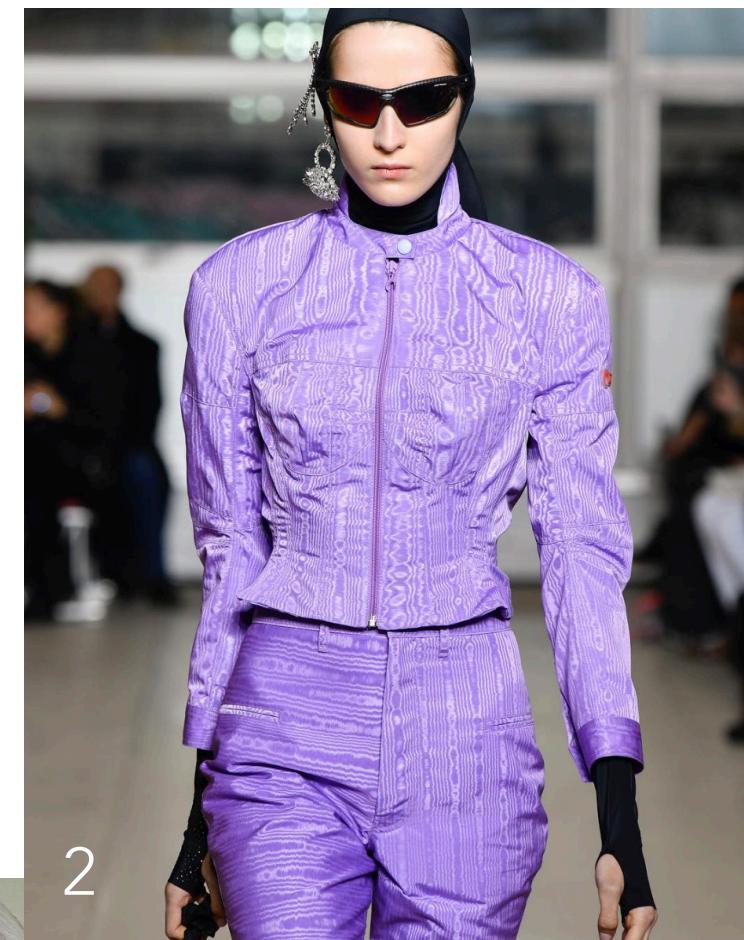
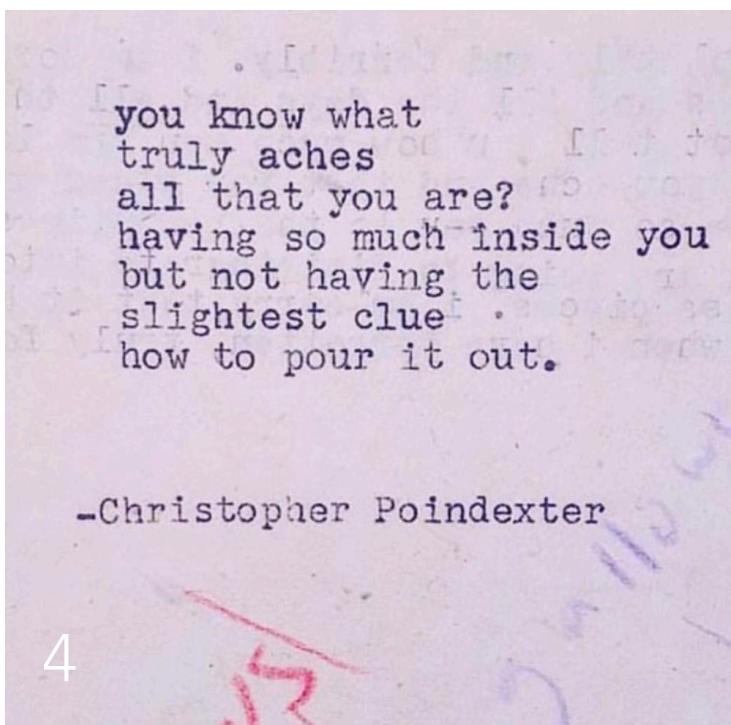
# The Division of Pink

COOL



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

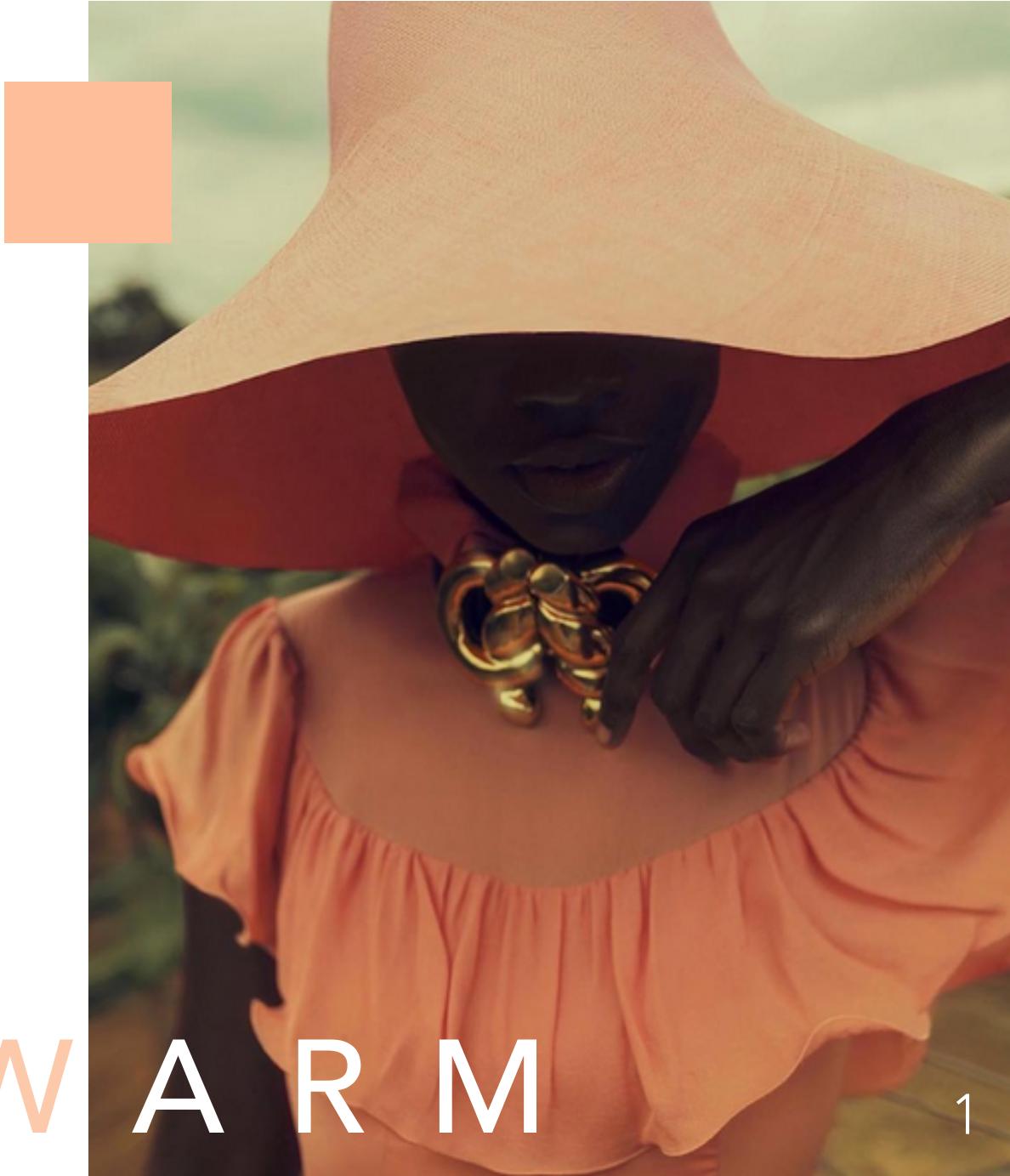
5 Pony

6 For Love & Lemons

7 Katie Jane Hughes

# The Division of Pink

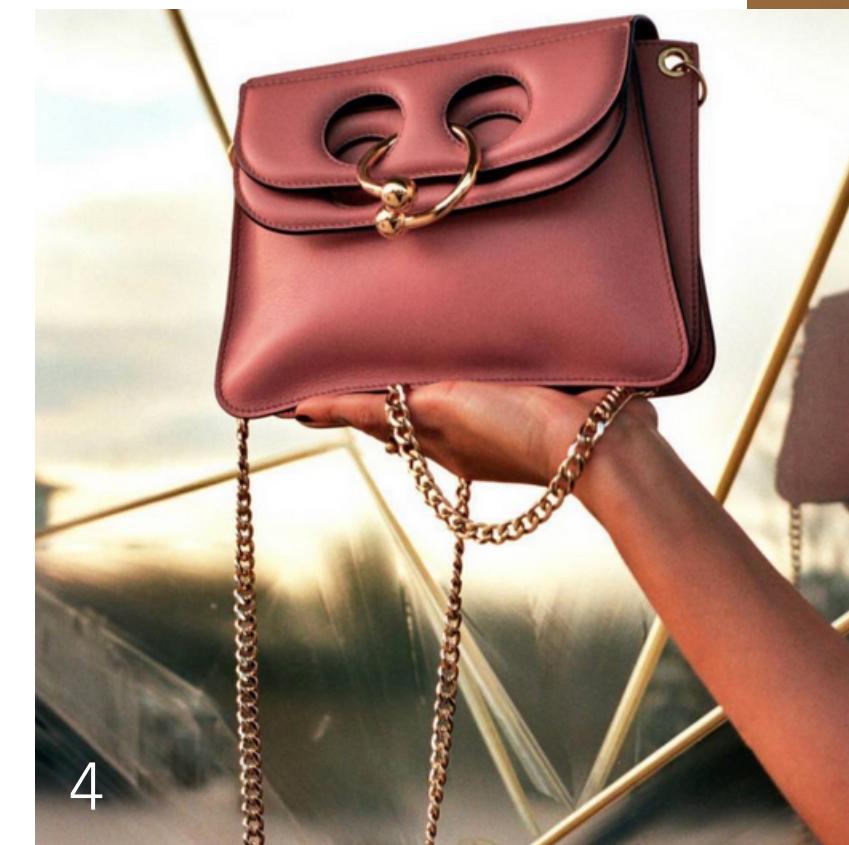
W A R M



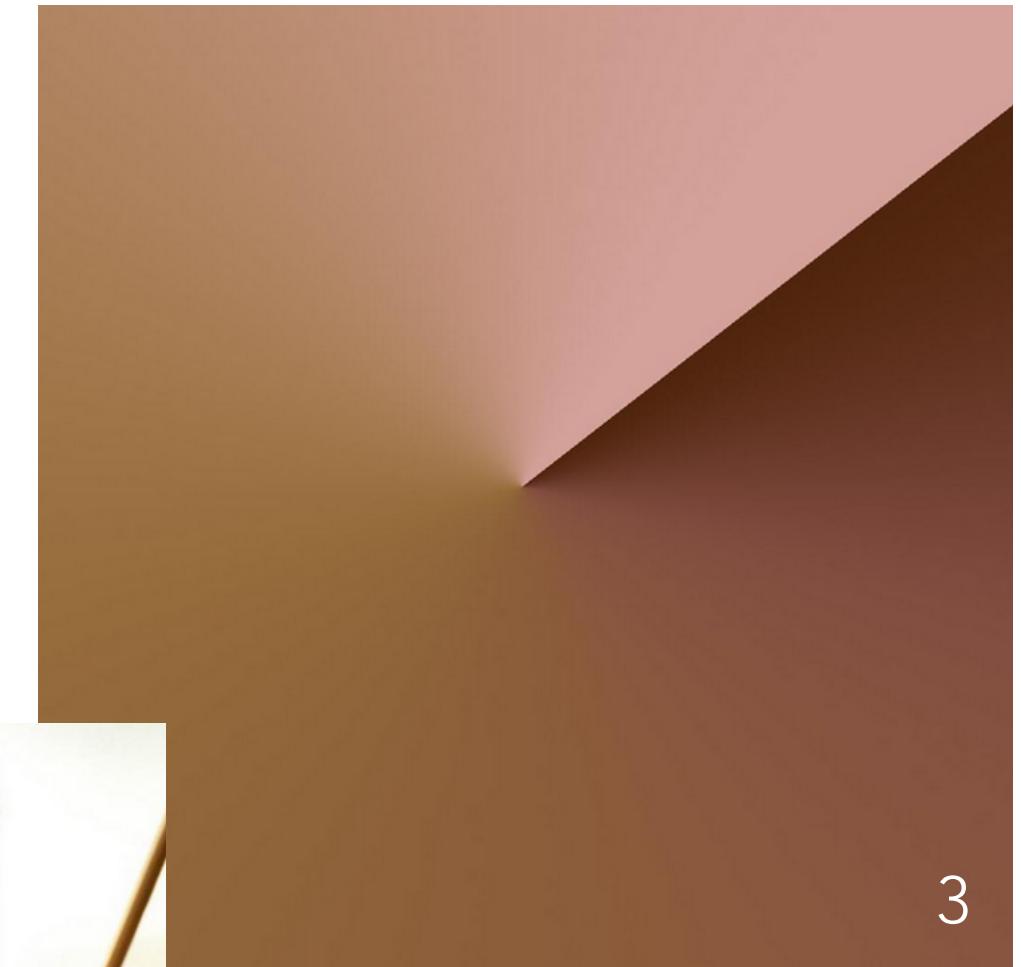
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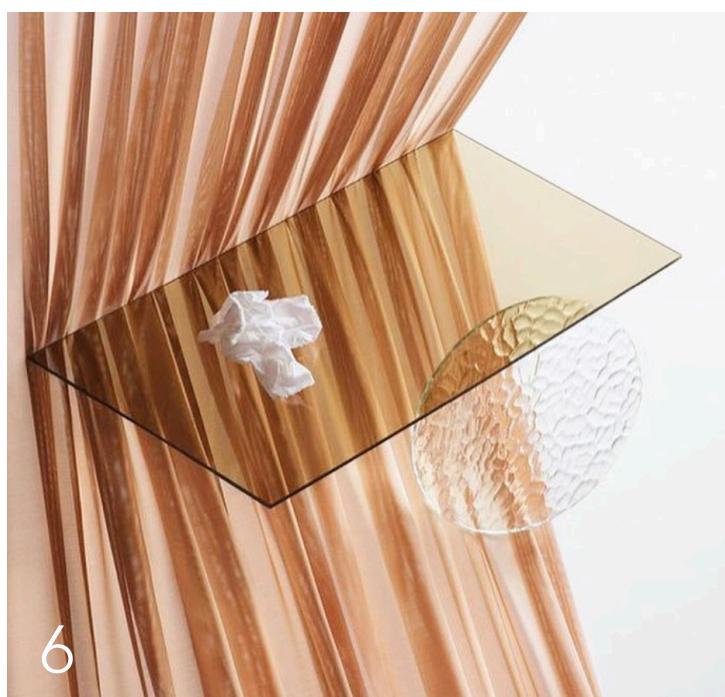
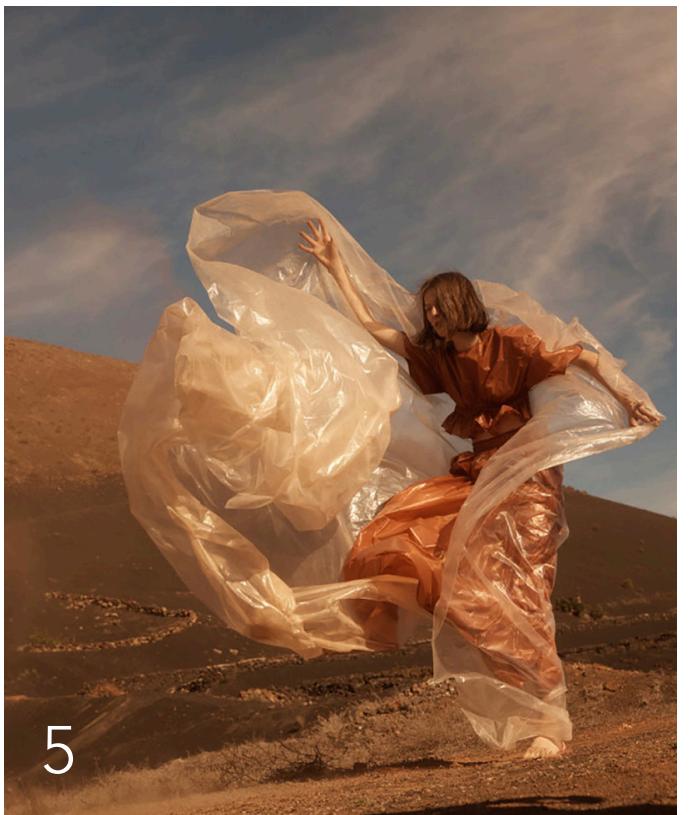
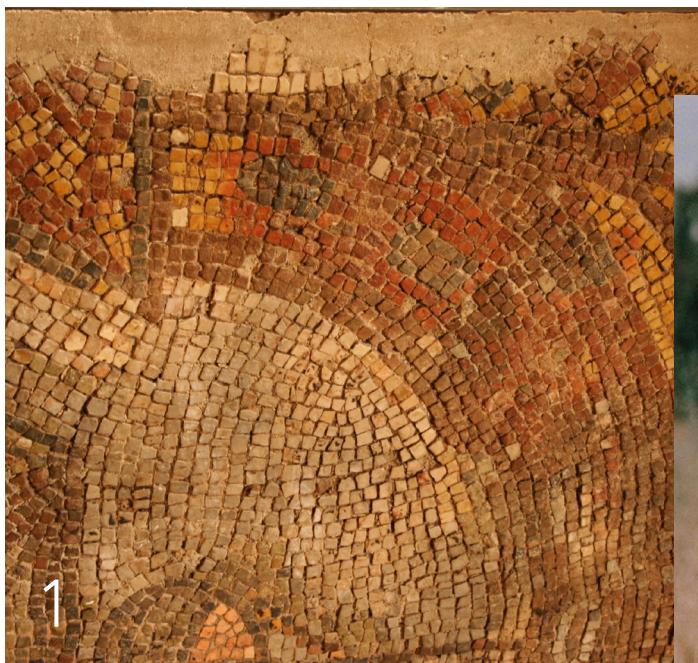


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*The power of Millennial Pink wanes as bubblegum tints mature into **antique peach** and **rusted roses** with refined elegance*



1, 8 Alexandra Porter

2 Wekafore

3 Yamamoto

4 Sara Maggioni

5 Emma Tempest

6 Promostyl

7 Jacquemus

# U B E



1 Samira Kazan

2 - 3 Hood Famous Bakeshop

4 Jeff Trapani

5 Buzzfeed

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.

T



1 Matchateria

2 Matcha Bar

3 Samira Kazan

4 Alexandra Edwards

5 Cha Cha Matcha



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.

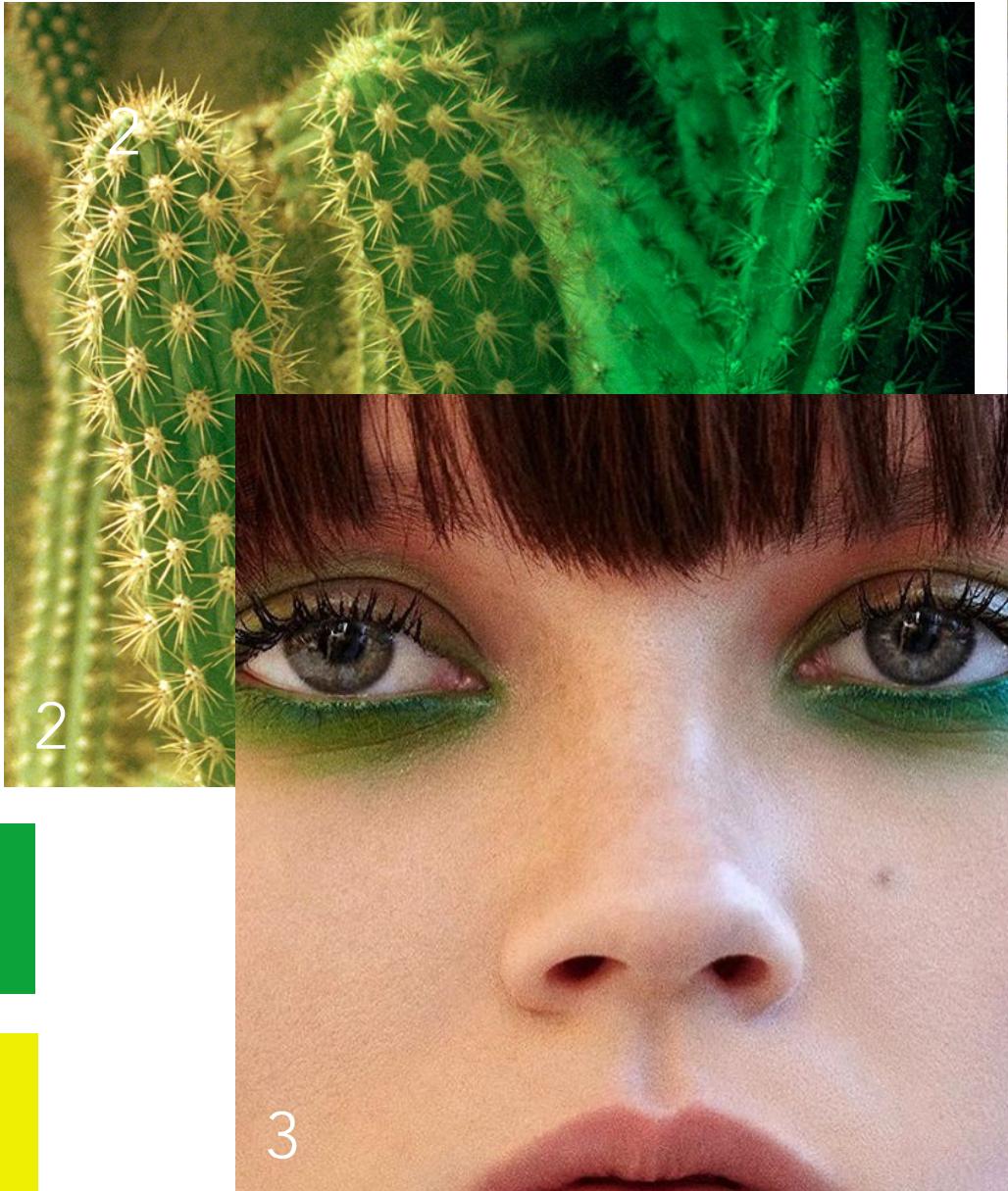
# The Rise of Sulfuric Hues



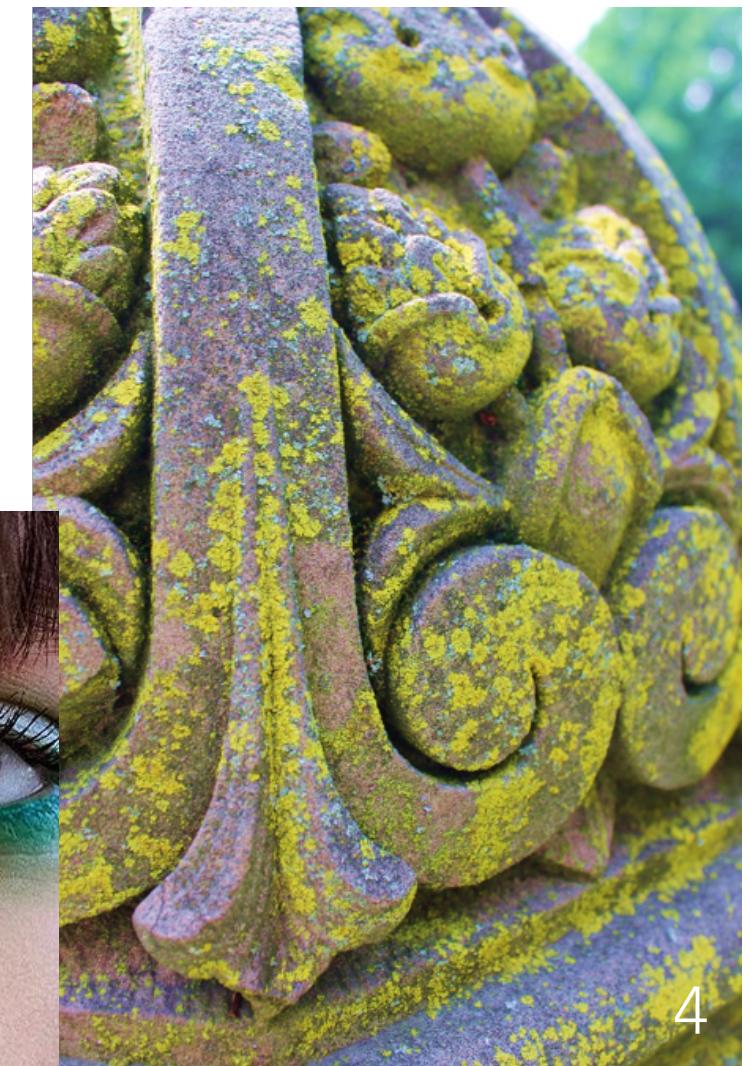
*To conform, is to not be truly living. In the Age of Authenticity, it is time to embrace bold spirited expressions from natural origins; nothing holds us back.*

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

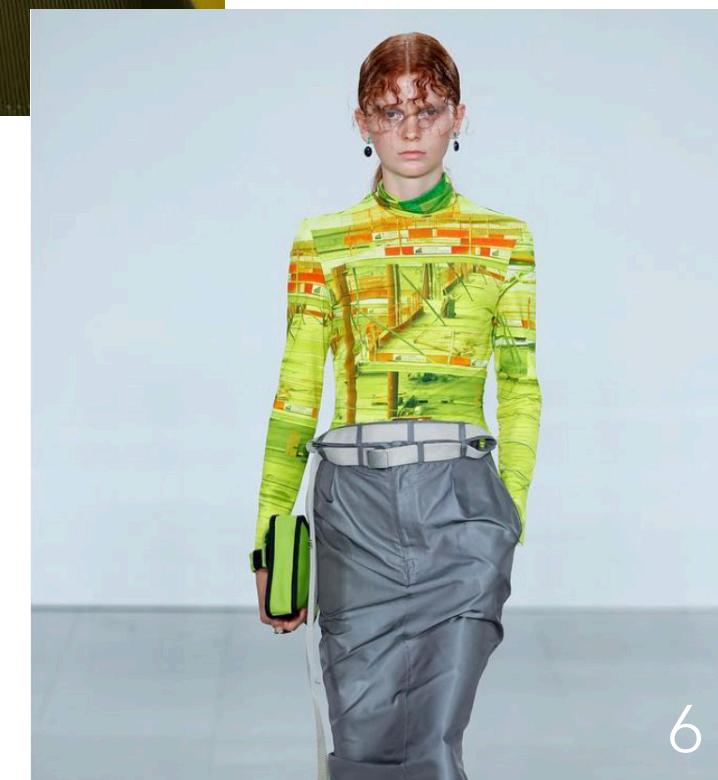
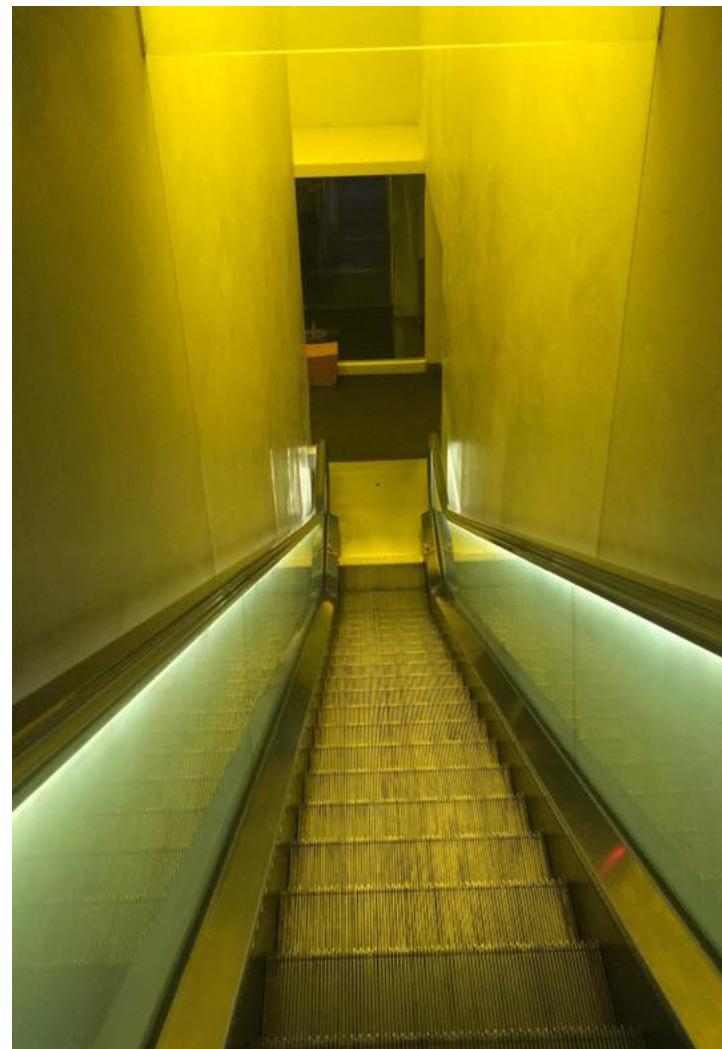
# The Rise of **Sulfuric** Hues



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 Bowtie Jones

2, 3, 5, 7 Alexandra Porter

4 Audrey Kitching

6 Michael Olestad

# The Rise of **Sulfuric** Hues

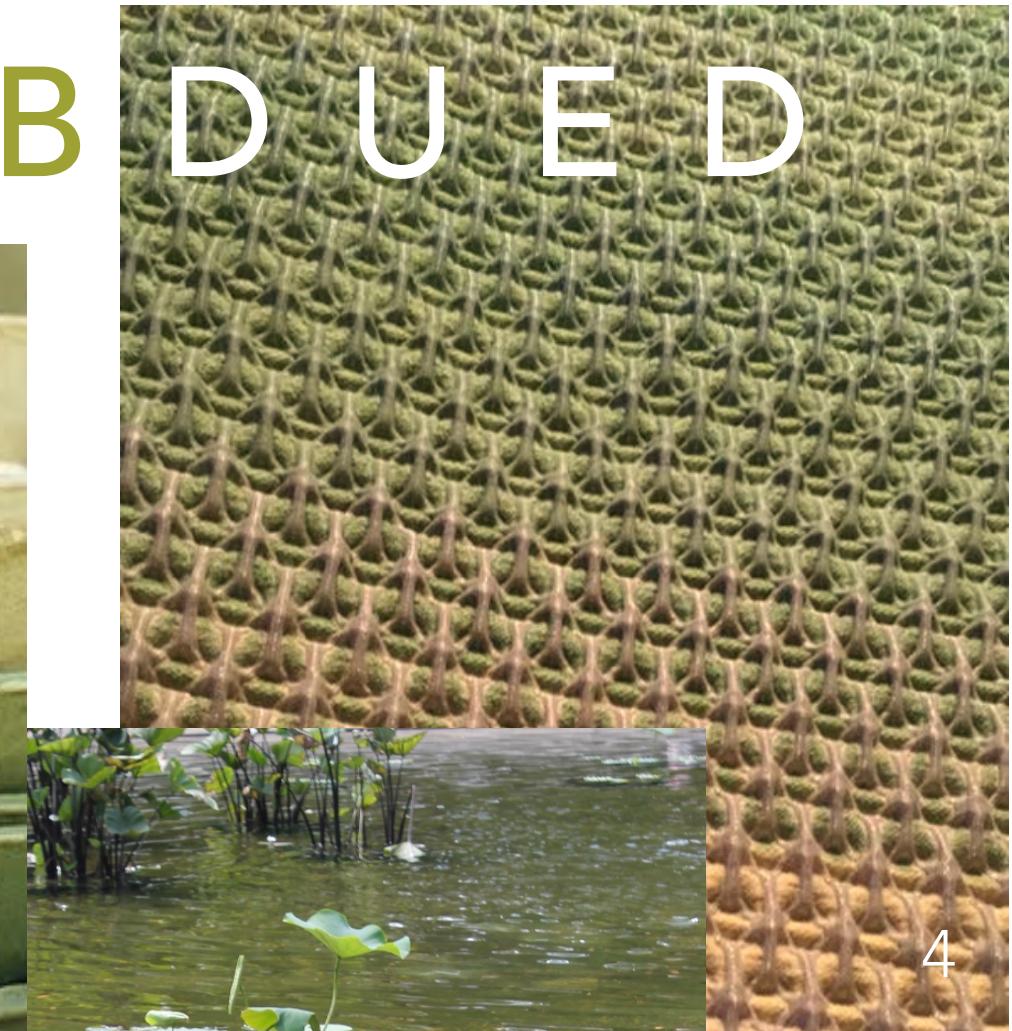
# S U B D U E D



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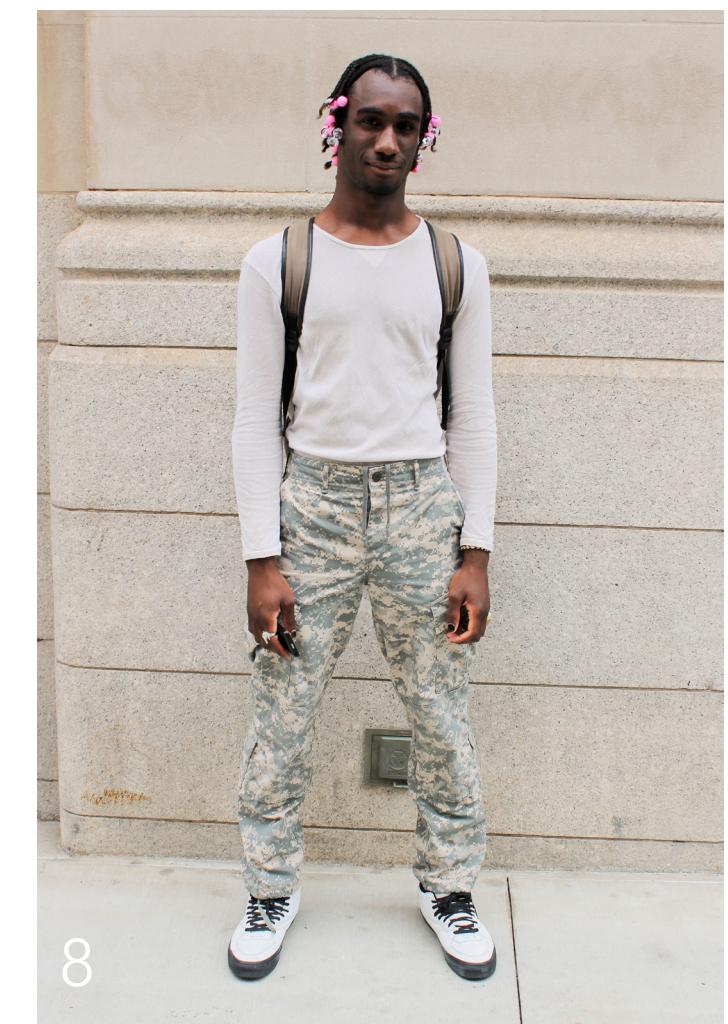
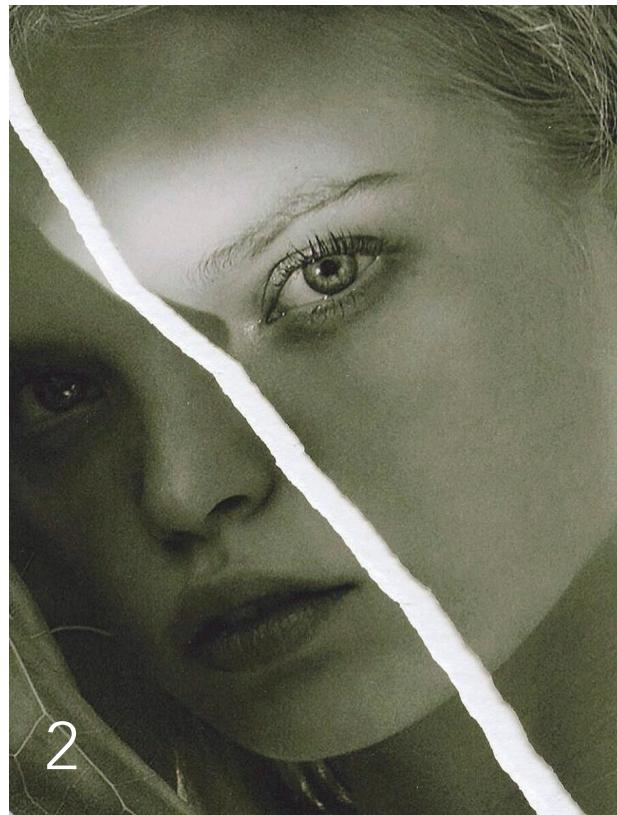
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**Earth-rich olives** and **mossy greens** give integrity and wholesome appeal to the sulfuric range for a calming and reflective tone

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



# PALETTE

PLAY



1, 4 Audrey Kitching

2 @anna\_\_ross

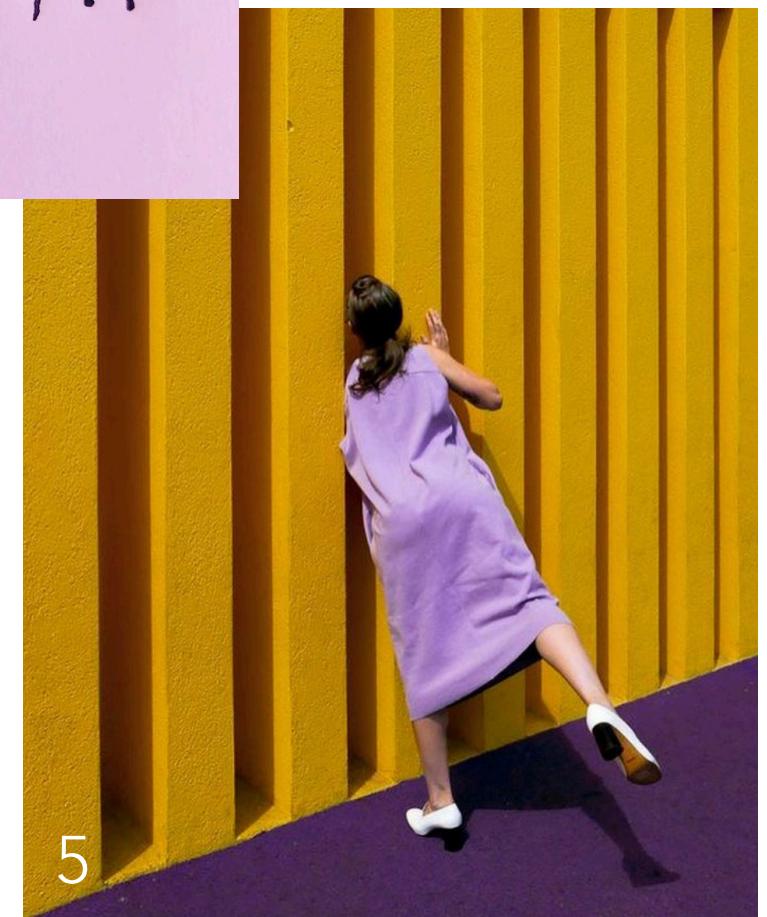


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3 Aleksandra Kingo



5

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

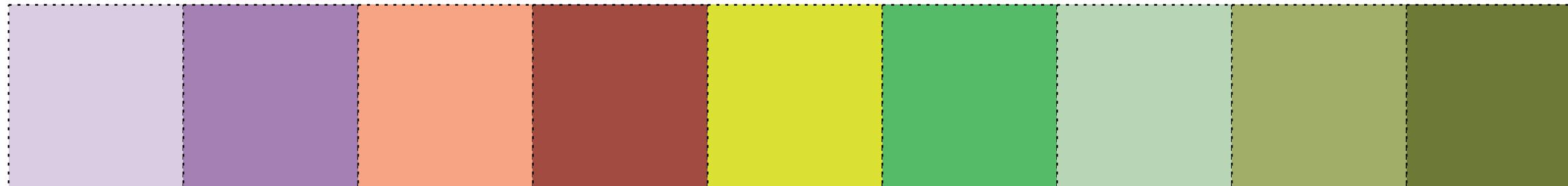
2 Jason Lee Parry

3 Jimmy Marble

4 Stephanie Hill

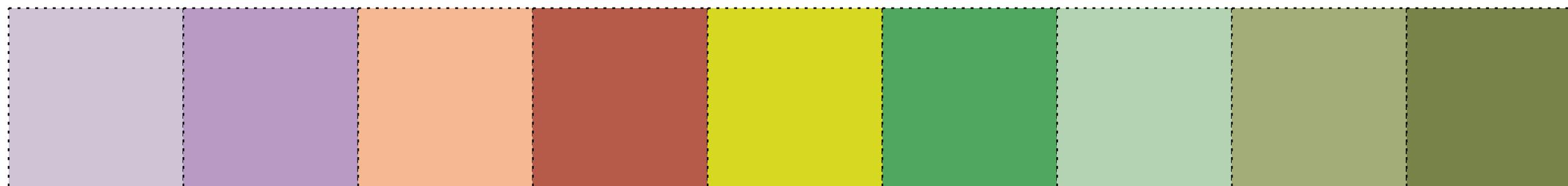
5 Aaron Flores Arteaga

# coloro

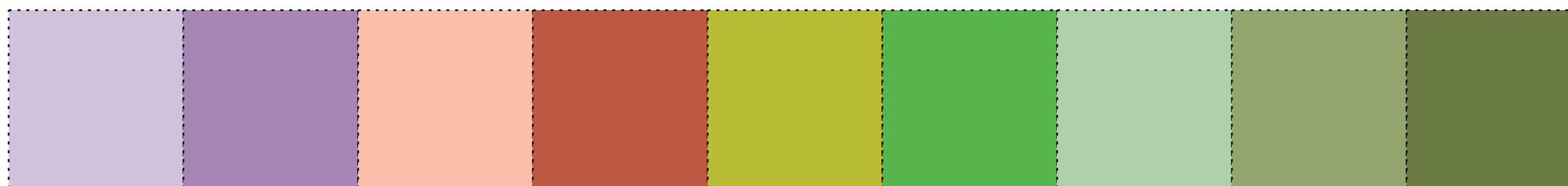


136 81 12 Coloro 138 55 23 Coloro 019 71 24 Coloro 014 40 22 Coloro 050 84 39 Coloro 066 67 33 Coloro 064 79 14 Coloro 055 65 20 Coloro 056 45 21 Coloro

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TCX/TPX Ginger  
Spice 13 0650 Pantone  
TCX/TPX Sulphur  
Spring 16 6339 Pantone  
TCX/TPX Vibrant  
Green 13 0116 Pantone  
TCX/TPX Pastel  
Green 15 0326 Pantone  
TCX/TPX  
Tarragon 18 0332 Pantone  
TCX/TPX  
Grasshopper



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CSI