

2018 Color Insights Report

Color Solutions International is happy to announce their **Color Insights Report** for 2018! This unique report offers a comprehensive, multi-platform forecast that supports product development within women's and men's fashion, active wear, kids and lifestyle as well as home and commercial design.

This color report, directed by Heather Sandwall, Color & Trend Director, highlights key colors across categories. In this year's report, data shows that blues remain classic yet in 2018 they are expanding into vibrant cobalt blues. From the depths of Indigo to bright bold accents with a red cast, giving it a new perspective contrasted against relevant workwear blues seen as washed down mid-tones. Softer shades of purple advance in sophistication by evolving into redder casted tones seen in lilac, mauve and warm muted blush tones to rich copper oranges, offering a modern twist into deeper reds. Tinted neutrals emerge, becoming a solid foundation to any palette. Greens are complex, with nature's influence giving a renewed interest in rich saturated emerald greens to dark forest pine that sit with levels of youthful acidic tones crossing into gold yellows.

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