**SPRING/SUMMER 2020 | COLOR ANALYSIS**

**Color Analysis** is a trend forecasting report, that offers brands and retailers high-level global trends based on consumer reports, detailed market research and generational mindsets influenced by art and culture. This trend forecasting report provides color information for color managers, directors and designers to support the color palette development process. Colorful, informative and inspirational this 74-page semi-annual trend report is essential for educated seasonal color decisions.

Your Spring/Summer 2020 visual experience features over 54 colors told in ten **COLOR TRENDS** stories inspired by the science of how color is known to affect our mood. Color Stories found in the Spring/Summer 2020 report are:

- **Sunny Days**: Good vibes with yellow
- **Orange Pop**: Optimism in orange
- **Coral Energy**: Tender corals
- **Pink Blast**: Feminine pink
- **Lilac Dreams**: Dreamy lilacs
- **Tender Greens**: Forward-thinking greens
**Ocean Blues**: Relaxing blues

**Down to Earth**: Feeling grounded with brown-based greens

**Soothing Neutrals**: Calming neutrals

Also, in this issue of Color Analysis, the trend team at Color Solutions International expanded the use of their proprietary Relative Color Popularity report (RCP). RCP is a marriage of **COLOR VALIDATION** with trend color forecasting. The RCP report has been organized into four categories to help validate your color selection.

**Seasonal Trending**: Colors that show an increase in popularity seasonally

**Consistent**: Colors that have demonstrated consistent demand across seasons

**Forecasted**: New colors that are emerging for the season

**Uptrending**: Colors that show a sudden increase in popularity
As in past issues, the Color Solutions International color and trend team offers you four seasonal stories to inspire your 2020 palette. These macro stories are inspired by today’s trends in sustainability, human connection, wellness, and authenticity. Your Spring/Summer 2020 featured seasonal stories include:

**Sustainable Innovation:** Global mindsets inform sustainable living choices in fashion and home interiors.

**Global Citizens:** Technology and fashion merge for an intuitive and comfortable lifestyle.

**The Good Life:** Work life balance allows for more fun and productivity.

**Out Of The Box:** How authenticity informs consumer purchases.

For SS ’20 Color Solutions International customers are given an in-depth analysis of color
trends, the CSI trend team expanded product categories offering a lovely layout of Global Trends by Product Category.

**Home and Lifestyle:** Simplicity – Self Love – Authentic Living

**Kids:** Sustainability – Splashing Around – Live, Laugh, Love – Totally Tech

**Men’s:** Lifestyle LUX – Connecting Tribes – Ocean Chronicles

**Women’s:** New Classics – Artistic Freedom – Sun Washed

**Intimates:** Second Skin – Feeling Good

**Active:** The Great Outdoor Revival

You can purchase the Color Analysis Spring/Summer 2020 report as a printed copy or electronic version [HERE](#).