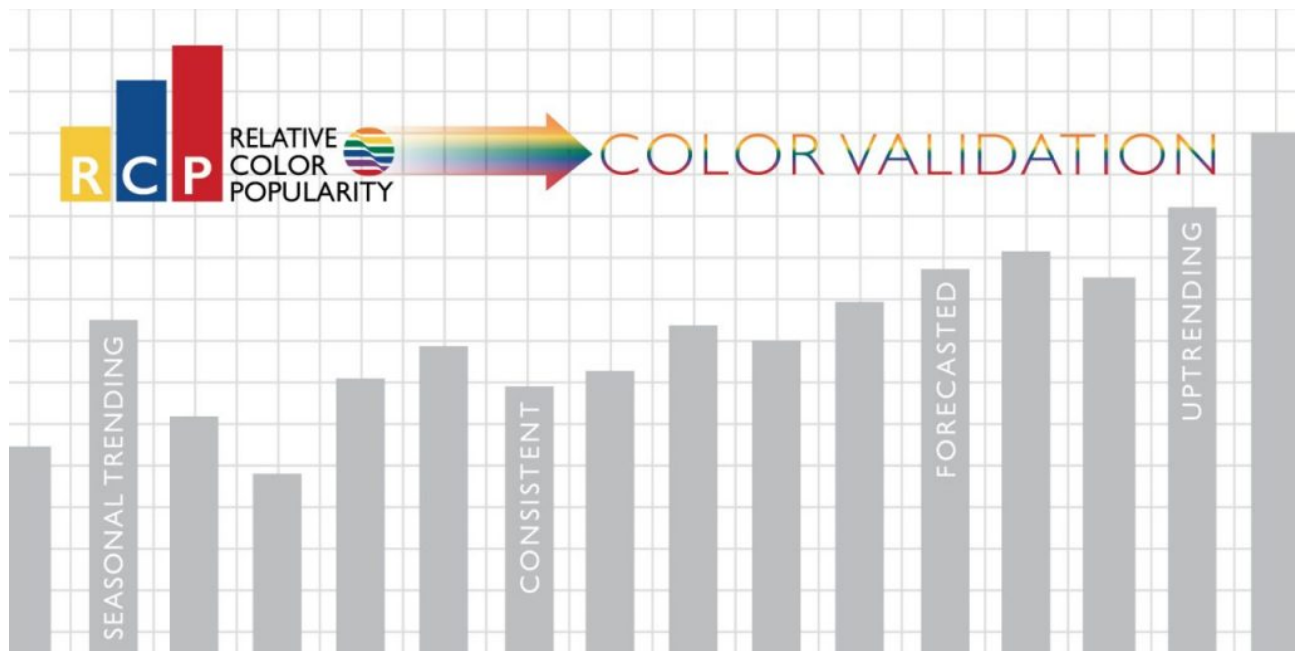


# WHAT IS RELATIVE COLOR POPULARITY?

## | COLOR SCIENCE



The color experts at CSI have created an extensive knowledge-base of historical color usage obtained from in-house data collected from over 10 years of color palette management. Each season we evaluate hundreds of palettes from over 100 brands and retailers. Using this data, we are able to validate each forecasted color through a process we named, Relative Color Popularity (RCP) the color team. Based on the RCP evaluation, the seasonal colors have been organized into four categories to help you validate your color selections:

**SEASONAL TRENDING** - Colors that show an increase in popularity seasonally

**CONSISTENT** - Colors that have demonstrated consistent popularity across seasons

**FORECASTED** - New colors that are emerging for the season

**UPTRENDING COLORS** - Show a sudden increase in popularity

All colors can be purchased as 2 x 8" fabric ribbons along with the digital ASE file for design and CAD purposes. To find out more about RCP and how it can be a valuable tool in your seasonal palette selections,

please visit [csicolor.com](http://csicolor.com)

