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Trend Drivers AW 2020/21
New ideas & inspiration
behind this season's trends

Colour Trends AW 2020/21
Scuff: Necessity & Ingenuity
Ritual: Connection & Meaning

Colour Now AW 2019/20
Solace & Vibe early adopters
Focus on contract

Vibe

Sun soaked, extravert, narcissistic; while this trend may eschew any intellectual message, in a world that feels ever more threatening, a little diversion and distraction looks very attractive indeed.

MIX 51.02.01 Sand

PANTONE 12-0729 TPG / NCS S 1030-Y10R / RAL 075 80 40 / RGB 229 214 155 / LAB 85 4 36 / CMYK 8 18 51 2

MIX 51.02.02 Faded Black

PANTONE 19-0608 TPG / NCS S 8502-Y / RAL 000 25 00 / RGB 76 74 68 / LAB 29 0 4 / CMYK 61 60 62 65

MIX 51.02.03 Emerald

PANTONE 18-5624 TPG / NCS S 4040-B90G / RAL 170 50 30 / RGB 75 125 108 / LAB 44 -32 1 / CMYK 81 19 57 31

MIX 51.02.04 Retro Orange

PANTONE 15-1058 TPG / NCS S 1070-Y30R / RAL 060 70 60 / RGB 230 173 59 / LAB 75 29 74 / CMYK 0 43 100 0

MIX 51.02.05 Blush

PANTONE 12-1207 TPG / NCS S 0515-Y90R / RAL 020 90 10 / RGB 236 212 203 / LAB 86 13 10 / CMYK 0 23 20 0

MIX 51.02.06 Cerise

PANTONE 17-1842 TPG / NCS S 1070-R10B / RAL 010 50 50 / RGB 195 68 106 / LAB 52 64 19 / CMYK 0 92 43 0

MIX 51.02.07 Sunshine

PANTONE 13-0858 TPG / NCS S 0580-Y / RAL 085 80 85 / RGB 245 229 70 / LAB 89 185 / CMYK 0 5 90 0

MIX 51.02.08 Worn Denim

PANTONE 16-4013 TPG / NCS S 3020-R90B / RAL 250 60 15 / RGB 149 159 176 / LAB 62 -5 -12 / CMYK 46 30 21 1

A shimmering mishmash of counter culture, digital distractions and visual extravaganzas, Vibe celebrates the importance of hedonism and living in the moment. Like web surfing, random but visually exciting influences are referenced, all appropriated and monetised without undue concern for any underlying message.

The bleached out beauty of 70's California beaches, as captured by the photographer Hugh Holland, adds a certain softness to the palette, with Worn Denim, Sand and Blush Pink added to the more intense shades of Cerise, Sunshine Yellow, Emerald and slightly Retro Orange. Faded Black is an important addition, referencing the outlines of cartoons, useful for adding depth and contrast. Colours are also presented in multiple, layered configurations. In this way, colours are dismantled and reconfigured, allowing for multiple interpretations of a single palette.

Architecture



01 LEGO House by Bjarke Ingels Group | © Iwan Baan



02



03



04



05



06 Photo by Manolo Langis for KAA Design



The energy of Vibe is perfect for playful spaces like Night Tales in Hackney Central by Sella Concept (02), a collision of neon lit 90's pop positivity fused with Japanese inspired organics. There's also a definite West Coast feel to the outdoor space of a Los Angeles Residence, designed by KAA Design (06) and this interior featuring tiles by Studiopepe for Ceramica Bardelli (05). Multiple colour brightens

up urban areas as with Colour Transfer, an immersive installation by Liz West (03), and with the LEGO House by Bjarke Ingels Group (01), one of the shortlisted projects for INSIDE- World Interior of the Year 2018. Finally the Bob Dylan Center™, designed by Seattle-based architecture practice Olson Kundig (04), also packs a punch.

Solace

Channelling a desire to switch off the overwhelming chatter of communication in favour of a balanced, meditative state, this is solitude and silence as the ultimate luxury.

MIX 51.01.01 Haze

PANTONE 15-3912 TPG / NCS S 3020-R70B / RAL 270 60 10 / RGB 165 164 185 / LAB 65 2 -12 / CMYK 38 30 17 3

MIX 51.01.02 Storm

PANTONE 17-3917 TPG / NCS S 4020-R70B / RAL 270 50 15 / RGB 130 135 162 / LAB 53 0 -17 / CMYK 54 41 21 14

MIX 51.01.03 Twilight Blue

PANTONE 18-3932 TPG / NCS S 5030-R70B / RAL 280 40 20 / RGB 99 101 138 / LAB 41 3 -22 / CMYK 68 55 21 22

MIX 51.01.04 Dusk Pink

PANTONE 14-1307 TPG / NCS S 2010-Y70R / RAL 040 80 10 / RGB 204 187 173 / LAB 75 9 11 / CMYK 17 30 32 5

MIX 51.01.05 Shadow

PANTONE 19-3930 TPG / NCS S 7010-R70B / RAL 280 30 10 / RGB 82 80 94 / LAB 32 2 -8 / CMYK 66 60 35 45

MIX 51.01.06 Maroon

PANTONE 19-1725 TPG / NCS S 6030-R10B / RAL 010 30 20 / RGB 98 45 60 / LAB 27 29 6 / CMYK 35 88 50 53

MIX 51.01.07 Snow Cloud

PANTONE 13-0000 TPG / NCS S 1502-Y50R / RAL 080 80 05 / RGB 219 214 205 / LAB 84 2 6 / CMYK 16 16 21 2

MIX 51.01.08 Pale Amethyst

PANTONE 10190 C / NCS S 3010-R40B / RAL 320 70 05 / RGB 168 159 67 / LAB 64 6 -3 / CMYK 40 39 31 1

When presented with black and white, there is strength in choosing grey; deciding to opt for a more considered, measured position rather than a knee jerk reaction. To illustrate this studied neutrality, we have opted for a highly apposite analogy; Antarctica, the World's most southern continent, covered in ice and the ultimate neutral space.

Colours reference shadows on snow, mountainscapes and the crystallisation of ice as seen underneath a microscope. Exploring subtle gradients of tone, gentle shades of Snow Cloud grey and Haze are complemented by deep shades veering from a metallic Pale Amethyst through Storm and Twilight Blue to a deep Shadow purple. The welcome addition of Dusk Pink and rich Maroon bring much needed warmth and contrast to the palette. These are colours that whisper rather than shout.

Architecture



01



02 Mika Huisman & Amos Rex



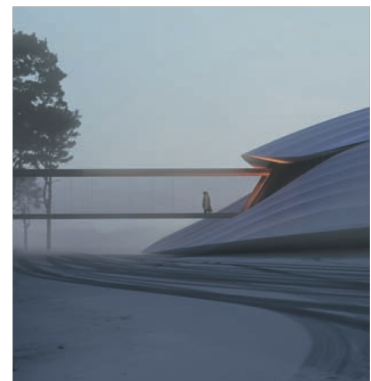
03 Manolo Langis for California Contemporary: The Houses of Grant C. Kirkpatrick and KAA Design



04



05



06



Architecture that reflects our trend Solace can be highly sculptural but never raw and always with a slightly luxurious edge. SHH Architecture & Interior Design's interiors for Albert Court (01) in London channels precious liquid metal, while this staircase in a California residence, designed by KAA Design (03) is sculptural. Amorphous shapes define Amos Rex art museum in Helsinki,

designed by architecture firm JKMM (02), while MAD's China Entrepreneur Forum Conference Centre (06) has a still, otherworldly feel that exemplifies this trend. There is also a fluid quality to the recently completed Coal Drops Yard in London, designed by Thomas Heatherwick (04), while De Castelli tiles (05) have a moody, solitary feel that uses the palette effectively.