

# INTRODUCING NewTopia



## PANTONE® VIEW Colour Planner Autumn | Winter 2022-2023

*NewTopia: A Balance of Color Opposites – Color That Soothes and Color That Kicks*

Our color philosophy for Autumn/Winter 2022/2023 is all about balance. From dark to light, monochromatic to cyber bright, we look for a color balance that combines our need for safety and security with our pent-up desire for hedonism, adventure and fun. When it comes to color mixing and marrying, everything is allowed, and the rules no longer apply. Seeking to explore new chromatic realities, we enter the post-COVID landscape, striving for a new color Utopia, NewTopia.

Our PANTONEVIEW Colour Planner Autumn/Winter 2022/2023 lifestyle color trend forecast offers seasonal inspiration, key color directives, suggested color harmonies, plus material and product application across menswear, womenswear, activewear, cosmetics, interior, industry, and multi-media design.

**How To Use:**

**1) The Key Colors**

We introduce each palette with four key colors. These colors are a constant for the season and should form your merchandising base.

**2) Key + Supplementary Colors**

Highlights the addition of 2 – 4 supplementary colors to the key colors featured at the palette opening. Displayed as additives to the four key palette shades, these supplementary colors will allow you to develop, transform, and personalize your seasonal color stories.

**3) Harmony Pages**

We enhance our palette with harmony pages, where the key colors are presented in different combinations which include supplementary palette hues plus colors chosen from other color stories in the forecast. Color mixes and harmonies that illustrate how to combine seasonal colors together are one of the great strengths of PANTONEVIEW Colour Planner.

**4) Product Pages**

Shows how products, materials and finishes can be colored up using the various palettes to have a point of difference and still work within a cohesive whole.

**5) Final Edit**

Featuring seasonal color “must haves”, broken down into eight core basics, six fashion eye-catchers and four highlighting accents.

**6) The Pantone Palettes**

Each trend story displays the forecasted color stories in a 1” x 4” Pantone Cotton Swatch or Metallic Shimmer Swatch and a printed version of the colors in perforated chip form.

**Each book also includes:**

**Key Color Statements** – Overview highlighting seasonal color direction by color family.

**Color Card** – Two printed color cards display forecasted colors arranged by trend palette and color family.

**USB Drive** – Contains static images of each photo used to illustrate the seasonal themes for internal use to create digital mood and story boards and a specially created 5-minute film that expresses each trend story in an inspiring, emotional way with music to match.

**VCP-F22**

