

COMMERCE

Thomas Pink rings in 2016 with Pantone Color of the Year

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Pantone's Color of the Year 2016

By STAFF REPORTS

British apparel label Thomas Pink has teamed up with Pantone to ensure consumers are on-trend for the coming year.

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The collaborators drew from the first-ever dual Color of the Year, a pairing of the blue "Serenity" and the pink "Rose Quartz" hue, for a selection of shirts, and accessories. Designers and consumers alike look to Pantone to help direct their color choices for everything from home decor to fashion, allowing Thomas Pink to get ahead of the game before the new year.

Better together

Serenity is a pale blue, while rose quartz is a soft pink. The duo is intended to provide a sense of calm within a "chaotic world."

Together, they make a cool pastel combination that Thomas Pink calls "complementary shades for the well-appointed man."

The two colors are seen as coordinated stripes on a button-down, paisley pattern for a tie, polka dot socks and plaid boxers. The range of apparel and accessories created spans both seasonal and core items.

"The use of color has long been a pillar of the Thomas Pink brand and something our customer has always embraced to express his distinctive point of view," said Florence Torrens, global creative director for Thomas Pink, in a statement. "The 2016 Color of the Year allows our gentleman to use fashion to convey a sense of stability, constancy and a quiet authority traits that are necessary in today's turbulent world."



Thomas Pink Pantone collection

Thomas Pink and Pantone's collection will be available in-stores and online.

"The Pantone Color of the Year selection captures the essence of what we see taking place in our culture during a specific moment in time, serving as an expression of a mood and an attitude on the part of the consumers," said Laurie Pressman, vice president of Pantone Color Institute, in a statement.

"We are seeing more and more men let go of traditional color associations; allowing themselves to experiment with their wardrobe," she said. "As a brand known for leading the way with color in men's fashion, the collaboration between Pantone and Thomas Pink for our 2016 Color of the Year selection is a natural choice."

Thomas Pink has previously played with the combination of pink and blue.

The LVMH-owned apparel label changed colors for a month with a celebration of blue.

Across social media and its Web site, the brand created engagement around its blue colored offerings by sharing fun facts, hue inspiration and style suggestions. Through this campaign, Thomas Pink was able to bring blue to the forefront of men's closets, as well as motivate them to experiment with their wardrobes at the change of seasons ([see story](#)).

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