

ARTS AND ENTERTAINMENT

Pantone publishes spring/summer 2023 fashion week color trends

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A sample of Pantone's predicted colorshades for the upcoming season. Image credit: Pantone

By LUXURY DAILY NEWS SERVICE

Global consultancy Pantone Color Institute has released its semiannual color trends report highlighting the top ten standout shades that consumers can expect to see designers use in upcoming collections.

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The most sought-after colors for the spring and summer seasons evoke a sense of fearlessness. For the novelty-seeking consumer, experimentation and the strategic use of contrasting hues cement a sense of individualism.

"Colors for spring/summer 2023 are recalibrated for the new era we are entering," said Leatrice Eiseman, executive director of the [Pantone Color Institute](#), in a statement.

"Blending escapism with reality, wholesomeness, and joy, we embrace the exploration of extreme contrast in mood and color," she said. "There is utility and basicness to this season's color story, while at the same time, there is an uplifting vital sense of play that comes through."

Saturation is king

New York Fashion Week's spring/summer color palette for next year is a collection of bold and modern colors which juxtapose one another. The spring 2023 palette includes shades like Tangelo, which the Pantone Institute calls "a tangy, tasty vitamin enriched orange," and Beetroot Purple, a fuschia hue that wholly embodies the Barbiecore aesthetic.

The top 10 colors are Fiery Red, Beetroot Purple, Tangelo, Peach Pink, Empire Yellow, Crystal Rose, Classic Green, Love Bird, Blue Perennial and Summer Song. The trending pigments have a common denominator of intense and cheery artificiality, ranging from jewel tones to gourmand fruit tones.



PANTONE 12- 4604 <i>Skylight</i>	PANTONE 12- 1009 <i>Vanilla Cream</i>	PANTONE 13- 3804 <i>Gray Lilac</i>	PANTONE 15- 0628 <i>Leek Green</i>	PANTONE 17- 1221 <i>Macchiato</i>
a pure and watery cleansing aqua	a soft and delicious creamy tone	a dreamy and ethereal lilac infused gray	a vegetal green with a subtle flavor	a delectable brown with a light layer of foam

The spring/summer core trends from Pantone Color Institute. Image credit: Pantone

Conversely, Pantone's take on new spring/summer classics radiate serenity and calm. Leek Green, which the firm calls "a vegetal green with a subtle flavor," is among the top five shades.

The other four core colors are Skylight, Vanilla Cream, Gray Lilac and Macchiato.

One theory on why bright colors are enjoying such immense popularity at the moment is based on neurotransmitters. Bright colors cause a dopamine release when they are viewed and worn, thus potentially elevating the mood of involved parties such as consumers and fashion show spectators ([see story](#)). The post-pandemic trend seems sure to continue in the upcoming season.

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