



Design Options

Instructional Guide

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<i>"The environment of the body has become one with the environment of the Home!"</i>		
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I

Color Meets Fashion

“Learning the importance of color in the Fashion Industry.”

As any fashion student knows, or should know, color is one of the most important factors to draw a consumer to an item. Color often is the deciding factor between the success or failure of a design; whether it's flying off the racks, or hidden in the sea of markdowns. Color drives emotion and feelings and should not be taken lightly.

“The Wrong Color Won't Sell at any Price.” The right color selection helps achieve improved sales, increased profits and greater market penetration. You must predict with consistent accuracy tomorrow's trends today.

Color is directional. It sets the mood or theme and when combined with phenomenal design is unstoppable at retail.

PRINCESS DIARIES PRIN



FALL/WINTER 2009 KIDZ PRINCESS DIARIES

 D.O. 2021KZG	 D.O. 2021KZG PANTONE® 17-1540 TCX	 D.O. 2021KZG
 D.O. 2022KZG	 D.O. 2022KZG PANTONE® 13-1223 TCX	 D.O. 2022KZG
 D.O. 2023KZG	 D.O. 2023KZG PANTONE® 16-5088 TCX	 D.O. 2023KZG
 D.O. 2024KZG	 D.O. 2024KZG PANTONE® 15-1309 TCX	 D.O. 2024KZG
 D.O. 2025KZG	 D.O. 2025KZG PANTONE® 13-4403 TCX	 D.O. 2025KZG
 D.O. 2026KZG	 D.O. 2026KZG PANTONE® 16-1220 TCX	 D.O. 2026KZG
 D.O. 2027KZG	 D.O. 2027KZG PANTONE® 14-1511 TCX	 D.O. 2027KZG
 D.O. 2028KZG	 D.O. 2028KZG PANTONE® 16-1610 TCX	 D.O. 2028KZG

Princess Diaries...Regal on her dainty throne. Princess Diaries

Pinch coral and light tan shades of the sovereign and precious coast evoke gracious hues on capeline and double we fabrics. Light sea green and pale wheat tones of Marie-Antoinette and Florence Anglaise give chambray and madras an added elegance. Shimmering organza in a palette of sapphire and hot adds the final touches of sweetness. A princess dream... Princess Diaries

Merchandise Marketing Courses

***Trend Analysis-** Understanding trends that affect the industry. How color in your home affects your wardrobe and vice versa. Utilizing that information and how it affects your color choices for your demographic. Create story boards to visually express your theme.



Exercise: Story Board Presentation

Create a story board with your silhouettes and color ways. Include swatches of your colors, fabrics and trend ideas.

I

Color Finds Fabric & Print

Color Me Fabulous!

In an industry where everyone wants to make a statement, nothing is more powerful than a bold colorful print. Color plays an important role in print design as well as textile design. Fabrics are what make the industry work. Without them we wouldn't have fashion.



I

Color Comes Home

The importance of color no longer exists only in apparel. Not only do you dress in color, you surround yourself in color at home, work and when you are out. The interior design industry is blossoming with more emphasis placed on “nesting”. People want to dress with style and now they want that same style in their homes and work environments.

It's not about a single color, but the color combination!

