

SPRING 2015

Pantone Colour Trends-Women's Fashion

An eclectic, ethereal mix of understated brights, pale pastels and nature-like neutrals take center stage as designers draw from daydreams of simpler times. Remembrances of retro delights, folkloric and floral art, and the magical worlds of tropical landscapes restore a sense of wellbeing. The top ten colours:

Aquamarine - PANTONE 14-4313



The lead color for women for the Spring/Summer 2015 season, PANTONE 14-4313 Aquamarine is an airy blue with a dreamy feel. Cool and calming, ethereal Aquamarine is a shade with a wet and watery feel. Open and expansive, this restful blue also acts as a stress reducer.

Pairs Well With:
PANTONE 14-4102
Glacier Gray; PANTONE
18-1438 Marsala

Scuba Blue-PANTONE 16-4725



An invigorating turquoise, PANTONE 16-4725 Scuba Blue conveys a sense of carefree playfulness. Even though a cool shade, the vibrancy of Scuba Blue adds a splash of excitement to the palette. Scuba Blue offers a feeling of escape as it is reminiscent of a tropical ocean. This stirring and energizing shade takes us off to an exotic paradise that is pleasant and inviting, even if only a fantasy.

Pairs Well With:
PANTONE 19-4052 Classic Blue;
PANTONE 14-5714 Lucite Green

Lucite Green-PANTONE 14-5714

Generally not thought of as a fashion color, though it does come back from time to time, PANTONE 14-5714 Lucite Green is a soothing green shade whose time has really come again. Fresh and clarifying, cool and refreshing, Lucite Green has a minty glow. Light in weight and also in tone, Lucite Green seems almost transparent.

Pairs Well With:
PANTONE 19-4052 Classic Blue; PANTONE 16-4725 Scuba Blue



Toasted Almond-PANTONE 14-1213 Strawberry Ice-PANTONE 16-1720

Bringing balance to the coolness of the Spring/Summer 2015 color range is PANTONE 14-1213 Toasted Almond. A sun-tanned neutral, Toasted Almond offers comforting warmth and is indicative of a spontaneous spring, summer feeling. Timeless and versatile, Toasted Almond is an organic shade that speaks to authenticity and all that is natural.

Pairs Well With:

PANTONE 15-1247 Tangerine; PANTONE 16-1720 Strawberry Ice



Aptly named, PANTONE 16-1720 Strawberry Ice is suggestive of a cooling and refreshing delicacy, yet its warmth as a color is quite appealing. Subtle and charming, Strawberry Ice is an ideal shade for Spring/Summer 2015. Both tasty and tasteful, Strawberry Ice is a confection color that evokes a feeling of being "in the pink," emitting a flattering and healthy glow.

Pairs Well With: PANTONE 14-1213 Toasted Almond; PANTONE 15-1247 Tangerine

Custard-PANTONE 13-0720

Just as the name implies, PANTONE 13-0720 Custard is a delicious and delectable yellow. Sweet and sunny, Custard is a cheering tone that brings thoughts of pleasant relaxation and comfort food. Engaging with its soft and mellow warmth and full of good feelings, subtle Custard has an affable and easy disposition.

Pairs Well With:

PANTONE 19-4052 Classic Blue



Classic Blue-PANTONE 19-4052

Classic Blue inspires calm, confidence and harmony. Serving as an anchor to the Spring/Summer 2015 palette, Classic Blue is a shade that is strong and reliable. Just as with the sea, because of its waterborne qualities, this Classic Blue is perceived as thoughtful and introspective.

Pairs Well With:

*PANTONE 13-0720 Custard; PANTONE 16-4725 Scuba Blue;
PANTONE 14-5714 Lucite Green*



Marsala-PANTONE 18-1438



Glacier Gray-PANTONE 14-4102

More dominant for men than women in Spring/Summer 2015, PANTONE 14-4102 Glacier Gray is an unobtrusive gray that contrasts and enhances; bouncing off other shades without taking away from them as it slips into the background to allow other colors to take center stage. Nature's most perfect neutral, Glacier Gray is a shade that is timeless. Quietly assuring and peacefully relaxing, Glacier Gray, is above all, constant.

PANTONE 18-1438 Marsala

PANTONE 14-4313 Aquamarine

Pairs Well With:

PANTONE 14-4102 Glacier Gray; PANTONE 18-1438 Marsala



Tangerine-PANTONE 15-1247

Interesting on its own and a wonderful contrast for other hues, PANTONE 18-1438 Marsala serves as the foundation to the Spring/Summer 2015 palette. Sensual and bold, delicious Marsala is a daringly inviting tone that nurtures; exuding confidence and stability while feeding the body, mind and soul. Much like the fortified wine that gives Marsala its name, this robust shade incorporates the warmth and richness of a tastefully fulfilling meal, while its grounding red-brown roots point to a sophisticated, natural earthiness.

Pairs Well With:

*PANTONE 14-4102 Glacier Gray;
PANTONE 14-4313 Aquamarine*



Spontaneous and gregarious, PANTONE 15-1247 Tangerine is a juicy orange shade that is energizing, yet not jarring to the eye. Versatile Tangerine is striking enough to stand on its own and adds vitality to a printed pattern. Good natured and friendly, but with a tangy edge, this fun-loving color invites a smile.

Pairs Well With:

PANTONE 14-1213 Toasted Almond; PANTONE 16-1720 Strawberry Ice

CHRISTMAS DECOR TRENDS



Stories to be told

The four style scenarios of the Christmasworld trends for 2015/16 go by the names of Tender Poem, Mystic Ode, Weird Diary and Inventive Hymn, according to trend bureau bora.herke.palmisano (inspiration comes from fashion, art, interiors and lifestyle), as they forecast trends for Christmas 2015 at Messe Frankfurt's Christmasworld. Each style is unmistakable in its own right, yet at the same time, they all seek to find stories that touch our souls.

Tender Poem – nostalgic mementos

Impressionism is the font of inspiration for the poetic notes in this style which is both contemporary and feminine. Warm flesh tones, white, dove blue and gradations of light grey emphasize the sketchy nature of a living ambience. Silver and gold touches add modern accents.

Romantic gardens, sketched natural still life's, hand-written letters, yellowed paper, clef symbols, feathers and blossom appear as mementos of almost forgotten times. They combine with ultra-delicate, organic shapes to create a picturesque overall image. The styles brings select materials such as floral embroidery, fine lace-work and open-cut patterning harmoniously together with hints of shimmering gold and silver, crystalline structures, hoar frost effects, bubble surfaces and cloqué. Transparency, together with back-lit and soft-focus effects, is sensitively reproduced with the stylistic resources of art. As a result, the patterns appear like intimate illusions - fleeting, moving, barely there.

Mystic Ode – passionate and dramatic

With its roots in the literary period of Romanticism, fairy-tale, fantasy and poetry combine in a magical and secretive

decorative style. A colour palette ranging from black, basalt grey and dark petrol to dark brown dominates the background, set off against warm gold and temperamental red.

Historical, mystic and fairy-tale symbols serve as models for fanciful motifs and patterns, couture and casual combine to create a really unusual look. To the extent, for instance, that decorative objects in crystal draw their inspiration both from modern design and historical example. In the universally extremely decorative use of materials, glitter and sparkle share space with the visibly aged: mirrors, paintings and photographs of long-gone former times, paintwork marked by the years and delicate patination. Alongside all this are modern features, to be found in the combination of glass, sequins and beadwork with everyday materials such as denim.

Weird Diary – independent and audacious

"Anything other than run of the mill!" Inspired by currents in contemporary art – from abstract to street art - the wit and individuality of this decorative style takes us by surprise.

Typical of the style are the unusual colour combinations from a palette of fresh orange, creamy nougat, delicate pink, cool mint and dark purple. Neutral tones, such as anthracite and a light flannel grey mitigate the unusual intensity of colour.



Some of the trends showcased at Christmasworld 2014

Brush strokes, spray effects and graffiti serve as inspirations for structure and patterning. Motifs – mostly cartoon-like figures with bold outlines – create their effects through their unconventional placing. Surfaces are sprinkled, flecked, marbled or covered in lively multi-coloured effects. Materials like laminate and PVC appear wild, colourful and explosive. Ornate painting, embroidery, stickers, letters and digital printing add a contemporary touch.

Inventive Hymn – elegant and skilful

The young design avant-garde has its focus set in traditional materials, shapes, craft techniques and manufacturing processes both from their own heritage and from foreign cultures. The style scenario identified as 'Inventive Hymn' offers a sophisticated mix of traditional and modern features. It provides surprising tactile experiences – accompanied by a

naturally subdued colour palette of wool white, sisal, slate, barolo, petrol and mustard and including grey-green.

Alongside the traditional craft skills it is, above all, the world of fashion and textiles that gives the major impetus for the creative use of materials. This is clearly evidenced in the striking woven patterns, floral structures, fringes and shaggy visual effects. Dissonant items, such as, for instance, deliberate irregularities, are intentional and thus become a trademark of the style. In the multifarious patterns and designs, motifs with origins in ethnic cultures and folklore come up against abstract or geometrical patterning. These are presented on other high-quality materials, including ceramics, wood, metal and leather. Complex experimental mixes of shapes, materials or patterns reflect the fusion of cultures and become the designer's individual signature. ■

Source : Messe Frankfurt



Indian Timber Legality Assessment and Verification Scheme

1. Specifically designed for Indian handicrafts industry and its raw material supply chain
2. Assurance of due diligence / due care
3. Verification of chain of custody and legal traceability
4. "Vriksh" standard to meet International timber regulations criteria like EUTR, etc.
5. World-wide presence of certified companies through web based registry
6. Reduction in risk for buyers & assurance of legality compliance
7. Maintenance of traceability
8. Availability of legally harvested wood
9. Meets buyers requirements' of multiple authorities, documentation in multiple languages and complexity of verification requirements
10. Development process based on ISO /IEC guide 59:1994, code of good practice for standardization, ISEAL standard setting code, WTO / TBT guidelines
11. Ensures legal right to harvest and trade
12. Ensures compliance with legislation related to taxes & royalties
13. Ensures compliance with requirements of trade and export procedures
14. Covers each step in the supply chain from the raw material harvest to finished goods sale
15. Covers quality management systems, legality compliance, raw material supply and production, sale of "Vriksh" legally verified wood & risk assessment and mitigation program.

Application form, alongwith details of cost and reimbursement scheme, is available at EPCH website (epch.in).

For further details contact EPCH or write in to vriksh@epch.com.