

Psychotropical

INTRODUCTION

The heat of high summer is captured in this palette of blazing, almost synthetic brights, which are offset by deep jungle tones, creating a hedonistic contrast.

SEASONAL STATEMENTS

Natural greens become artificial
 Pinks go from floral to hyperreal
 Yellow has a citrus intensity
 Blues offer a cool counterbalance

PSYCHOTROPICAL • S/S 18

19-0418 TCX Neon Green	3728 C Metallic
19-5414 TCX Deep Jungle	
19-0146 TCX Neon Green	
19-0843 TCX Sunny Yellow	
19-0430 TCX Tragic Moss	13289 C Metallic
17-3236 TCX Energy Pink	
19-4342 TCX Mysterious Blue	4763 C Metallic
19-1442 TCX Solar Orange	
15-5237 TCX Vapor Blue	13287 C Metallic
19-4342 TCX Blue Butterfly	13281 C Metallic

19-0146 TCX Neon Green



ARTIFICIAL GREENS

Greens become heightened and intense this season, as if nature has been enhanced. Neon Green is associated with the vibrancy of the jungle and its psychedelic effects. This is a great option for prints, details and casual looks for both the male and female markets.



19-4342 TCX Mysterious Blue



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18-2043 TCX Energy Pink



SEARING PINKS

Pinks reach scorching levels this season, and capture the spirit of summer in Latin America. Energy Pink is sensual and sweet but also hints at the tropical, other-worldly appeal of rainforest birds and plants. This colour is particularly suitable for high-summer womenswear.



SUMMER YELLOWS

Saturated and sunny yellows are perennial hits in Latin America. For S/S 18 yellows remain radiant and luminous, but evolve to another level with the slightly more citric feel of Sunny Yellow. This tone is perfect for giving prints and graphics a fun, tropical focus.



12-0643 TCX Sunny Yellow

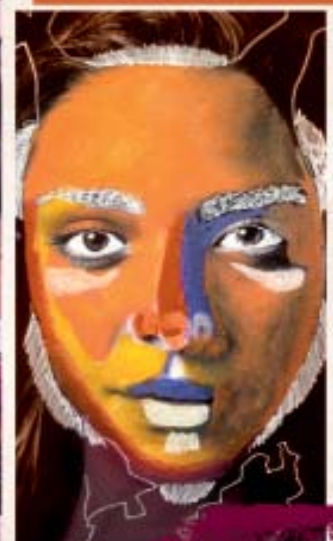
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KINSHIP

INTRODUCTION

Fruity reds and spicy yellows herald the start of summer, and have an inherent intensity that embodies the optimism of the season, while blues offer a calming counterbalance.

Kinship is a trend with a global outlook, inspired by the expansion of new global trade routes, and the resultant blend of cultural influences. Colours such as Golden Spice and Pumpkin Orange have a natural hand-dyed quality, while juicy reds are derived from opulently coloured fruits and have an inherent intensity. These are colours that seem to hold within them the anticipation of summer, and also feed perfectly into this trend's craft-focused spirit.

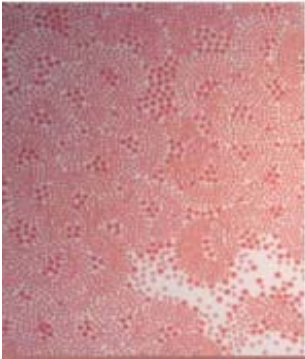


HOT ORANGES

Optimistic sunset tones such as Pumpkin Orange are especially important in Latin America. The Kinship palette plays into this, with oranges that have a sense of inherent heat. These tones also offer an interesting contrast when used on lighter summer materials.

FRUITY REDS

Fruity reds are key crossover colours for LATAM this season. While juicy and liquefied, they are also slightly bitter and tart, with a vegetal aspect, such as Beet Red. The combination of sweet and bitter produces an adaptable hue that is appropriate for both male and female markets.



17-1518 TCX Rose Clay

SANDY PINKS

Pinks become muted and sophisticated for the Latin American market for S/S 18. Rose Clay is a key colour, and is softer than the perennially popular hot pinks in this region. These pinks have a dusty quality and a powdery hand-feel, and offer a more subtle take on femininity.

MARITIME BLUES

Deep nautical blues echo maritime trade routes, which are central to the Kinship theme. Sailor Blue is a cool counterbalance to the heat of this region, and can have many applications across genders, from denim to prints and knitwear.



19-3935 TCX Sailor Blue

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