

# COOL operators

In the first of our colour trend forecasting features, presented in collaboration with the forward thinking **colour aficionados at Resene**, Apparel looks at next Spring/Summer colours with a focus on the TONAL PALETTE BLUE AND THE COOLING PROPERTIES IT INSPIRES WHEN TEMPERATURES HEAT UP... By Dan Ahwa

A summer favorite, evoking clear summers skies and aquatic adventures, Spring 2010/2011 is set to highlight this palette as a strong feature next Spring Summer. The beauty of blue tones is that it reflects heat and is a visually appealing colour for those hot summer months.

## BLUE

Blue is considered to be one of the four main primary colours and on the HSV (hue, saturation and value) wheel, the complementary colour to blue is yellow - a colour corresponding to an equal mix of red and green tones.

"There is a soft and thoughtful cast over sectors of the green and blue palette, with frosted, pale aquatic colours. The soft focus hints of subtle depths and lends a sense of ethereality" explain the team at Resene. "The feeling is cool, dominated by blues with additions of pale greens and soft putty hues for a complete look. Blues are softened and diluted, moving away from strong nautical influenced shades to hues reflecting the freshwater aquatic. Frosted glass and Perspex reinforce the misty feeling of these ghost colours. The increasing prevalence of blues in the palette crosses the line between blue and green."

## RESENE EASTERN BLUE

A hectic sky blue, fast paced and vivid. Subtle tones of turquoise blended in for maximum effect.

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RESENE COLOURS: 1. COMFORT ZONE 2. HAVELOCK BLUE 3. CALYPSO 4. EASTERN BLUE 5. DECADENCE 6. OPTIMIST

## RESENE OPTIMIST

A bright Pucci inspired turquoise blue, this colour sits very well with other bold colours.

## RESENE DECADENCE

A rich and indulgent blue. Paying tribute to royal blue and the traditional tones that this colour ignites.

## RESENE HAVELOCK BLUE

A bright summer Marlborough Sounds blue that evokes clear blue summer skies.

## RESENE CALYPSO

A Jamaican blue, mellow and warm.

## RESENE COMFORT ZONE

A pastel moonstone, blue, cool, composed and aqueous. Light and serene, Resene Comfort Zone highlights the carefree and optimistic attitude of summer.

## CHAMBRAY IS HERE TO STAY

The runways were awash with plenty of chambray and faded denim, with stonewashed colours and styles coming through once again for Spring 2010/2011. Just when you thought he'd run out of ideas, Ralph Lauren sent three piece stonewashed denim suits and carpenter pants down the runway in a nod to 20s baker boys and work wear. A softer approach to denim is still a perennial favourite for summer, and this time its dressed up and made more feminine. Stella McCartney featured button front, stonewashed denim skirts, whilst Jean Paul Gaultier showed button-front dark denim shirts with corset stitching (part of an upcoming collaboration with Levis). Dolce & Gabbana cleverly mixed chambray denim with lace trims, giving new life to washed out denim.



Proenza Schouler



Versace



Stella McCartney



Proenza Schouler



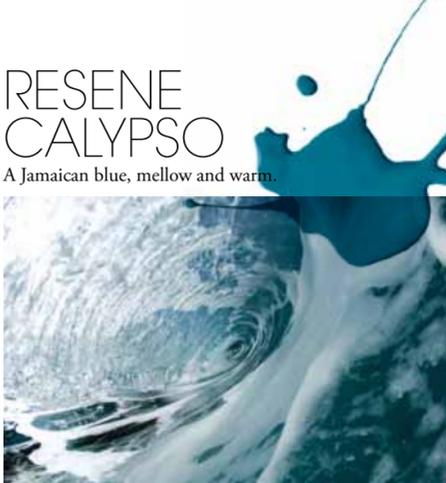
Ralph Lauren



Yves Saint Laurent



Eli Saab



Dolce & Gabbana



Ralph Lauren