

**WE
CAPTURE
WHAT
MOVES**



CLASSIC BLUE
COLOR OF THE YEAR 2020
PANTONE®

CONFIDENTIAL

December 2019



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CLASSIC BLUE

Confidence
Dependable
Solid
Vast
Infinite
Relaxed



Constancy
Expand
Challenging
Communication
Protection
Honest

Instilling **calm, confidence, and connection**, this enduring blue hue highlights our desire for a **dependable and stable foundation** on which to build as we cross the threshold into a **new era**.

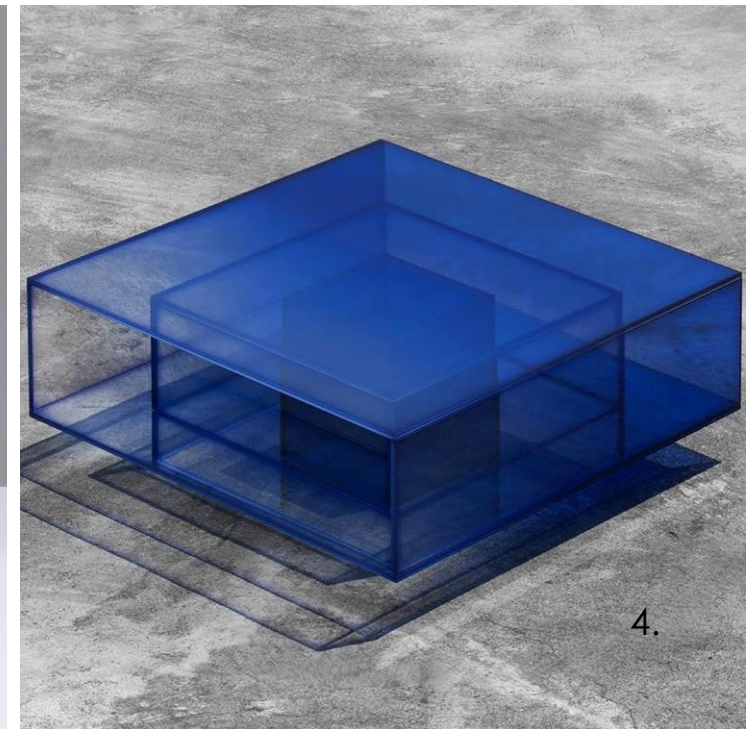
01

INTERIOR DESIGN & FASHION



INTERIOR DESIGN

Classic Blue in your Home



1- Sofa Ligne Roset 2- Light Shades of Light 3- Table Tim Taven Studio 4 – Table Buzao

INTERIOR DESIGN

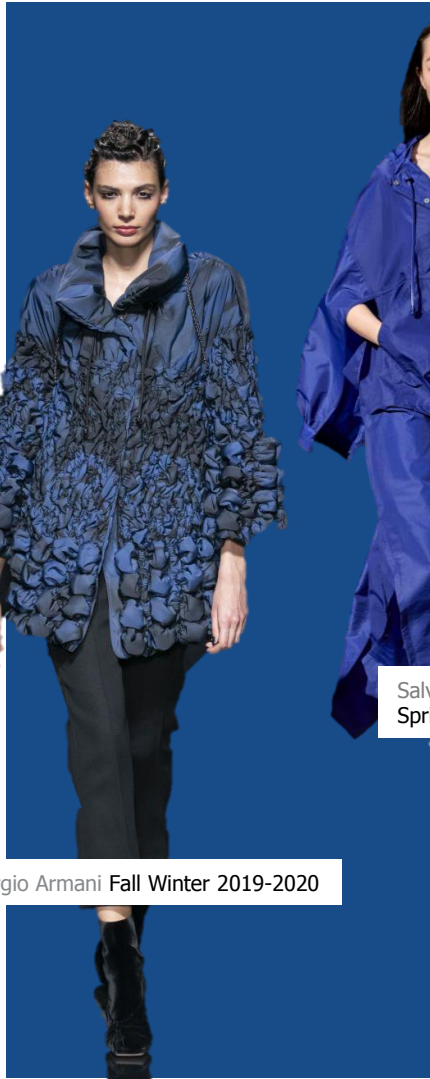


Color of the Year 2020
PANTONE®
Classic Blue
 19-4052

1. Iso Rectangle Rug by Puik Design B.V.
2. Kaleido Tray – Small by Clara von Zweigbergk for HAY
3. Series 7™ Chair by Arne Jacobsen for Fritz Hansen
4. AJ Table Lamp by Arne Jacobsen for Louis Poulsen
5. Moon I Pillow by Ssen
6. Minimalist Blueblood Slim Wallet by CAPSULE
7. Plum Sofa in Moby Fabric by Ronan and Erwan Bouroullec for Ligne Roset
8. Beoplay P2 Bluetooth Travel Speaker by Cecilie Manz for Bang & Olufsen
9. Away Suitcase in Classic Blue (limited edition launching January 7, 2020)
10. Reference Bookend by Henry Julier for Areaware
11. Rubber and Brass Baskets in Royal by Slash Objects
12. Toyo Steel Tool Box, Blue by Toyo Steel

FASHION

On the Runway



Giorgio Armani Fall Winter 2019-2020



Salvatore Ferragamo Spring Summer 2020



Alexander McQueen Fall Winter 2019 2020



Christian Dior Spring Summer 2020



Marc Jacobs Spring Summer 2020



Prada Spring Summer 2020



Gucci Spring 2020



Salvatore Ferragamo Spring Summer 2020

FASHION

In Stores



& Other Stories Flowy Satin Midi Skirt

Zara Bicolor earrings



Michael Kors Handbag



Michael Kors Lace dress with pussybow

Fitbit Fitness Wristband



Zara Velvet slippers



Mango Fake snake wallet



Mango Fur collar

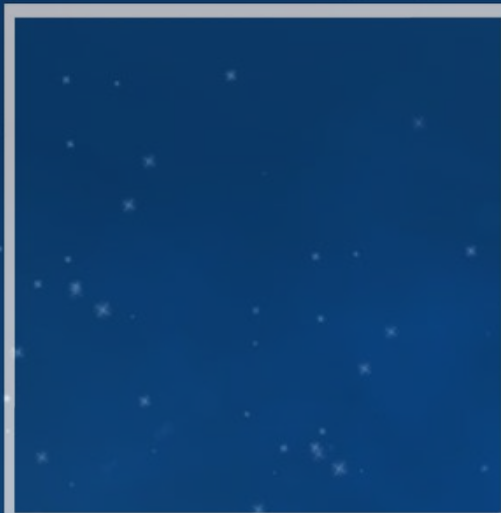


Zara Mariner's cap



02

CLASSIC BLUE CONCEPTS



PANTONE®
19-4052 TCX
Classic Blue

CLASSIC BLUE CONCEPTS



WELLNESS



PURITY



SPIRITUALITY

CLASSIC BLUE CONCEPTS

Sleep Beauty

Zen Home

Calm Down

Feel-good Wellness

Serenity

Relaxation

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CLASSIC BLUE CONCEPTS

Water , the new luxury

Purifying rituals

Energetic vibrations of water

Clean Renew

Mineral Spa

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CLASSIC BLUE CONCEPTS

New spirituality

Mystical

Midnight rituals

Moon power

Zodiac

Tarot



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03

BEAUTY & HOME CARE

MAKE UP MUST-HAVE FOR 2020



L'Oréal Paris Eye Shadow Trends for 2020 in Colour Riche Eyeshadow Grand Bleu



- 1- Maybelline Color Sensational The loaded bolds lipstick in Midnight Blue
- 2- Chanel The volume mascara in Blue night
- 3- Chanel waterproof eyeliner in Marine
- 4- OPI Nail polish in Nice Set of Pipes
- 5- NARS Eye shadow dual-intensity in Giove
- 6- LAB Series Detox Clay Mask in Urban Blue

FINE FRAGRANCES

Classic Blue Hued Fragrances

2012



Avon
Scentini Nights
midnight glow



2015



Jean Paul Gaultier
Ultra Male



2015



Azzaro
Chrome Intense



2015



Zlatan Ibrahimovic
Zlatan



2018



Juliette has a gun
Liquid illusion



2019



Bvlgari
Splendida Tubereuse
Mystique



PERSONAL CARE

Classic Blue in Personal Care



Raspberry – Vanilla – Coconut – Pine – Lavender – Rose - Sandalwood

HOME CARE

Classic Blue in Home Care



Apple – Lavender – Rose – Pine – Musk - Chamomile - Orange blossom

04

INGREDIENT INSPIRATION

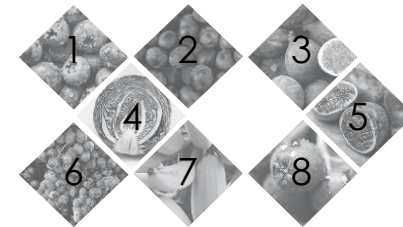


INGREDIENT INSPIRATION



1. Balloon flower
2. Globe thistle
3. Hortensia
4. Clematis
5. Iris
6. Delphinium
7. Corydalis
8. Myosotis
9. Hyacinth

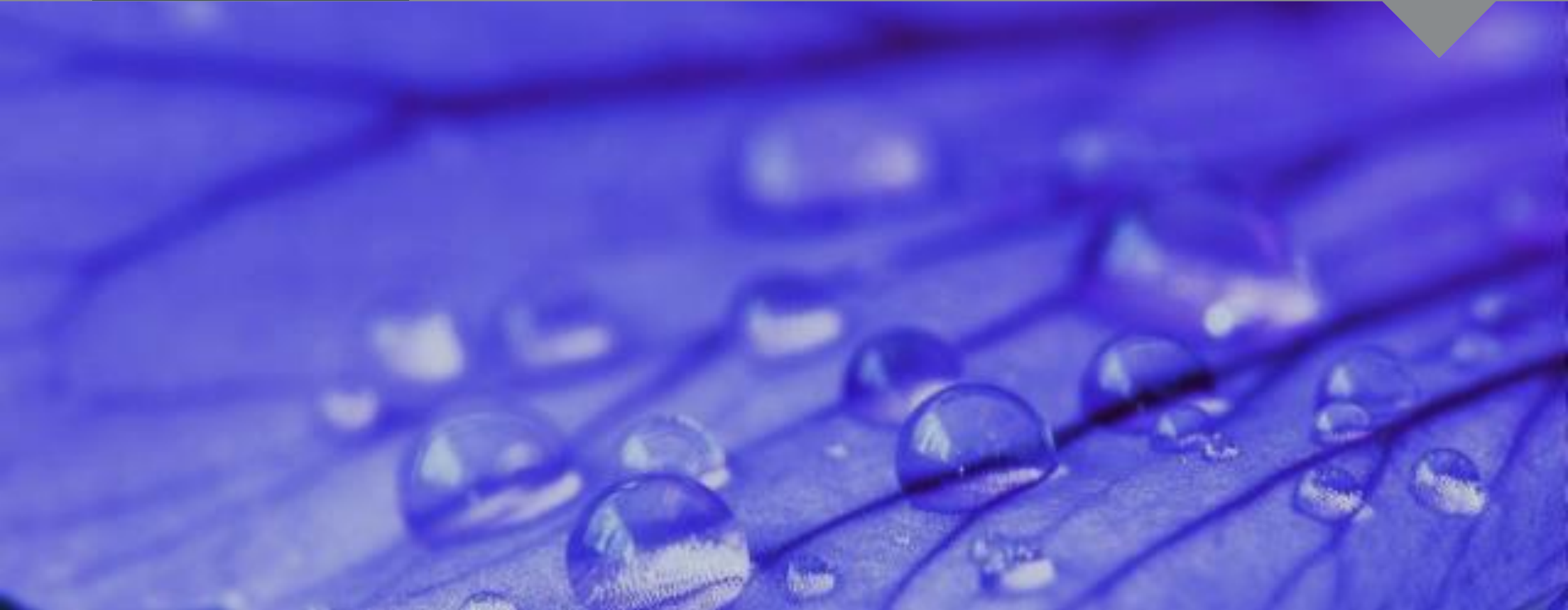
INGREDIENT INSPIRATION



1. Blueberries
2. Plums
3. Fig
4. Cabbage
5. Vitelotte potatoes
6. Purple grape
7. Blue java
8. Aronia berry

05

MANE 'CLASSIC BLUE' INGREDIENTS



MANE 'CLASSIC BLUE' INGREDIENTS
























1. Lavender Absolute – Origin France
2. Juniper berry Pure JE – Origin France
3. Violet Absolute – Origin France

PAST COLORS OF THE YEAR

For 20 years, Pantone's Color of the Year has influenced product development and purchasing decisions in multiple industries, including fashion, home furnishings, and industrial design, as well as product, packaging, and graphic design.

The Color of the Year selection process requires thoughtful consideration and trend analysis. To arrive at the selection each year, Pantone's color experts at the Pantone Color Institute comb the world looking for new color influences.

		
2019 PANTONE [®]	2018 PANTONE [®]	2017 PANTONE [®]
Living Coral 16-1546	Ultra Violet 18-3838	Greenery 15-0343

								
2016 PANTONE [®]	2016 PANTONE [®]	2015 PANTONE [®]	2014 PANTONE [®]	2013 PANTONE [®]	2012 PANTONE [®]	2011 PANTONE [®]	2010 PANTONE [®]	2009 PANTONE [®]
Rose Quartz 13-1520	Serenity 15-3919	Marsala 18-1438	Radiant Orchid 18-3224	Emerald 17-5641	Tangerine Tango 17-1463	Honeysuckle 18-2120	Turquoise 15-5519	Mimosa 14-0848
								
2008 PANTONE [®]	2007 PANTONE [®]	2006 PANTONE [®]	2005 PANTONE [®]	2004 PANTONE [®]	2003 PANTONE [®]	2002 PANTONE [®]	2001 PANTONE [®]	2000 PANTONE [®]
Blue Iris 18-3943	Chili Pepper 19-1557	Sand Dollar 13-1106	Blue Turquoise 15-5217	Tigerlily 17-1456	Aqua Sky 14-4811	True Red 19-1664	Fuchsia Rose 17-2031	Cerulean Blue 15-4020



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**FOR MORE
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