



ILM

TREND TALK

COLOUR CODES AUTMN | WINTER 2023/24

Color remains an important driver of the new winter collections and moves between light and dark, elegant plain colors, light melanges and strong color flashes.

Between light and shadow: Brightness remains, black comes. Consistent neutrals meet misty nuances and frozen shades in fall/winter 2023/24. Natural colors and shades of gray now appear in combination with strong shades of blue. Warm natural nuances are juxtaposed with artificial pastels and signal colors. With gray, one of the most underrated colors is celebrating a comeback. Here are the most important color trends for the coming season.

BLACK IS BACK

After many seasons of light neutrals, off-whites and delicate beiges combined monochrome tone-on-tone, black now shows itself in all its power. And is staged from head to toe in dramatic nappas and shimmering lacquer, in coarse knits and shiny satin. The mood oscillates between elegant and mysterious and cool and gloomy.

HEY GREY!

Hey grey, it's been a while! An alternative to the bright shades of recent seasons, the perfect compromise between black and white and a neutral base for modern color combinations: Gray is omnipresent and shows up on tweeds and wools and of course on soft nappas. Prada in particular has made the color assortment-worthy again - it is now combined tone-on-tone in shiny to matte.

FROM PASTEL TO GEMSTONE

Colors between softness and brilliance: light, cool pastels stay with us. In addition, powdery, sensual nuances from rosé to mauve are a perfect styling partner to light neutrals around off-white. In addition, there are intense gemstone colors like emerald to amethyst. Purple in particular shows up in all its facets - from light lilac shades to classic purple to dark eggplant nuances. Definitely one of the top colors of the season.

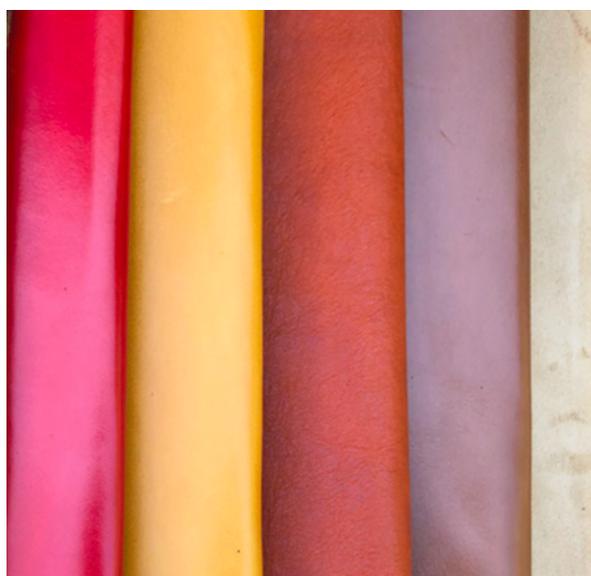
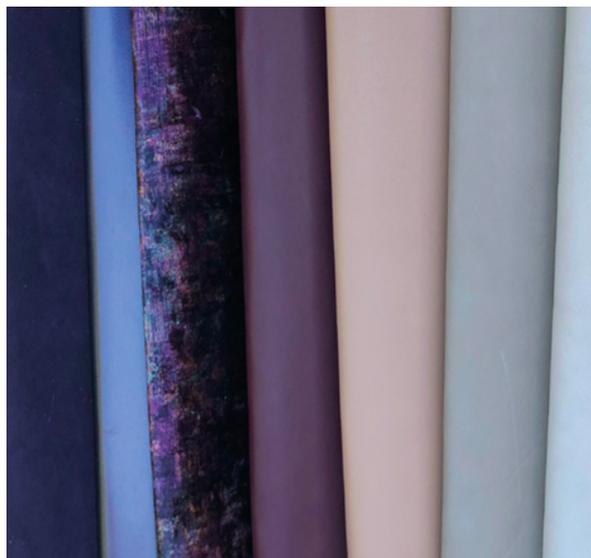
ALWAYS ACCORDING TO NATURE

Earthy browns, cognac, sand and warm curry and rosehip red set natural accents in the color chart. And radiate warmth with their undertones. Indigo blue and navy are combined with these. Khaki nuances between green and gray are essential and an important basis for exciting utility moments.

INTENSIVE COLORS REMAIN IMPORTANT IMPULSE GENERATOR

And are now combined with brown tones from caramel to camel. Lime green, orange, turquoise, pink and yellow make bold statements and provide new color combinations as piping, as pockets or as contrasting high neck under the dress or wool coat. Alongside the all-over look, striking color blocking is the theme of the season.





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