



2018 Color of the Year

Ultra Purple

PANTONE ®18-3838

Pantone the Color Institute Service one of the companies that set color standards for vendors and retailers for usage in setting consistency and communicating color around the globe. Pantone just announced their color pick for Color of the Year 2018-ULTRA PURPLE number 18-3838 a huge contrast to GREENERY the 2017 color of the year.

PURPLE is an activist color referring back to the days of Jimmy Hendrix, protest groups, feminism such as suffragettes who wore purple ribbons. It's also a young color and appeals to youth. Another interpretation is it also used for Royal families and Religious Clergy on their garments. It represents spirit and creativity.

When Pantone announces a color it will be used over all categories of lifestyle from clothing, home decor and accessories.

You will be seeing it in product sometime in 2018 as vendors gear up for home and in ready-to-wear early 2018.

Look for ULTRA PURPLE in 2018

