

Front Lines

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Turquoise, Tomatoes and Champagne: Pantone's Spring Palette

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Pantone LLC, the undisputed authority on all things “color,” has announced that Pantone 15-5519—better known to you and me as “turquoise”—is its pick for Color of the Year for 2010.

According to Pantone, turquoise is an “inviting, luminous hue that combines the serene qualities of blue and the invigorating aspects of green and evokes thoughts of soothing, tropical waters and a languorous, effective escape from the everyday troubles of the world, while at the same time restoring our sense of well-being.”

Says Leatrice Eiseman, executive director of the Pantone Color Institute, in many cultures, turquoise “is believed to be a protective talisman, a color of deep compassion and healing, and a color of faith and truth, inspired by water and sky.”

We think it's pretty. And it reminds us of Don Johnson's t-shirts on “Miami Vice.”

Pantone says both men and women respond positively to the color, and it's universally flattering. A color with both warm and cool undertones, turquoise pairs well with just about any other color: It adds excitement to neutrals and browns, complements reds and pinks, creates a classic maritime look with deep blues, livens up all other greens, and is especially trend-setting with yellow-greens.

For fashionistas, turquoise can be elegant and dressy or casual and fun. This versatile color is a great accent color for jewelry, purses, shoes, hair accessories and more. For men, keep an eye out for ties, shirts and sportswear in eye-catching turquoise.

For garden retail, turquoise can be offered up to consumers in a number of ways: shoes, bags, gloves, scarves and other wearable accessories; jewelry and home décor; outdoor accents such as throw pillows, rugs and cushions; and garden containers, pottery and accents.

Pantone's Other Colors

Turquoise may have taken the top spot in color for 2010, but Pantone's stable of designers have a bevy of choices sure to be big hits this spring. Vibrant bright colors share the fashion catwalk with sensible neutrals.

"Now more than ever, women are vigilant when it comes to spending," says Leatrice. Instead of reinventing their wardrobe at the start of each season, consumers want pieces to complement what they already own. Pairing a bold color with a basic piece or freshening up their look with bright accents addresses the need for practicality, as well as fun."

Pair turquoise with any of these other top Pantone picks for 2010:

- Tomato Purée—this season's classic red.
- Amparo Blue—brighter and more energetic than the typical spring navy.
- Violet—lends a romantic air to the warm-weather palette.
- Aurora Yellow—a slightly greenish yellow reminiscent of the first glimpse of sunrise.
- Fusion Coral—an inviting orange.
- Pink Champagne—delicate and wispy.
- Tuscany—a warm beige hue that works well as a solid base color with Fusion Coral or Violet.
- Dried Herb—the ultimate green neutral.
- Eucalyptus—the eternal, practical gray.