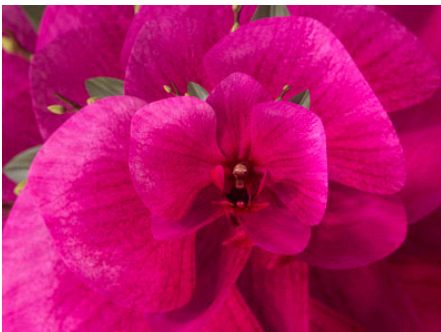


4/1/2022

Another Color of the Year

Ellen C. Wells



According to WGSN, “the world’s leading trends forecaster” (according to their own website), the color Orchid Flower—a jewel-toned magenta pink—is tops in color for this year.

Here is WGSN’s description of Orchid Flower:

“Orchid Flower has an intense, hyper-real and energizing quality that will stand out in both real-life and digital settings. It is also versatile enough to work across seasons and continents. In a challenging time, this saturated magenta tone will be a great way to create a sense of positivity and

escapism. Vibrant pinks are already making an impact across activewear and occasionwear, especially for women, and this will continue with Orchid Flower, which will resonate across fashion, swimwear, interiors and beauty. With its purple undertone, it will also appeal to both men and women, driven initially by the youth market.” **GP**