



Color Forecasting for Fashion (Portfolio Skills. Fashion & Textiles)

Kate Scully, Debra Johnston Cobb

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Color is a powerful selling tool. It is the first thing to catch the consumer's eye in the shop window. Get the color choice wrong and an entire range can stay on the racks. So, how do colors arrive on the runway or the sales floor and why do different companies all seem to choose similar colors each season? The answer lies in work of the huge color forecasting industry. In this book, Kate Scully and Debra Johnston Cobb look at how the industry has developed and how it works before moving on to look at the skills a colour forecaster employs to draw a color palette together, often 18 to 24 months in advance of the selling season. With case studies that show the industry at work, this book breaks down the forecasting process from how to put together a color palette to color theory, and the way that colors behave and helps you to build the combination of research and intuitive skills that a successful designer or forecaster needs.

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Kate Scully, Debra Johnston Cobb

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