Name at least three factors that influence color trends.

CONCEPT: Understanding what influences color trends will help make decisions about planning a wardrobe.

LECTURE/DISCUSSION

Trends in colors, like fashion styles, are often hard to predict. A color trend can start with an outfit worn by a celebrity or political figure.

In the early 80's Princess Diana started a wave of turquoise with black polka dot dresses after she wore one to a public affair. During the Reagan administration, Nancy Reagan often worn red, that revitalized red for a time.

During the second World War Khaki color was worn by civilians at home reflecting the war effort.

During the Persian Gulf Conflict patriot colors were revived as were yellow ribbons and bows.

The psychedelic era of the 60's and 70's was reflected in the bright color schemes. Vivid yellows, oranges, purples, greens and blues, all worn together or blended into paisley prints.

Color trends can be encouraged by manufacturers and designers. Collections shown by a design house may include only a few colors and build an entire wardrobe around them. Escada, a fashion house that exhibits a "mini collection" in Vogue magazine each month is one example. A sample collection from winter 1991 used black, bright yellow green, purple and turquoise.

Other places color trends came from include popular movies, T.V. programs, current events, world issues, magazines, community awareness, personal feelings and others.

ASSIGNMENT

1.   Make a list of colors that are currently popular.

2.   Try to identify the source of inspiration for these trendy colors.

3.   Contact local retailers who market the most popular or trendy colors and ask them to explain the color trend.

4.   If they do not know, ask for the name of the fashion buyer for their store and contact him/her asking the same question.