



Must-Have Colors for Fall 2020



PANTONE®

Agenda

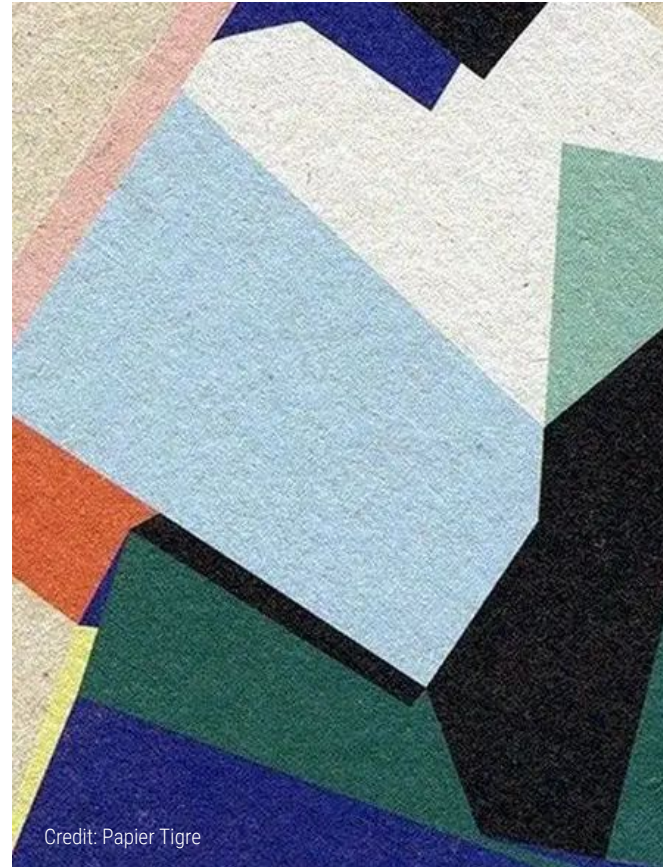
1. Presentation of Pantone & Heuritech
2. Forecasting Methodology
3. Fall 2020 Color Trend Report



Heuritech and
Pantone are proud
to announce their
exclusive partnership



x



Credit: Papier Tigre

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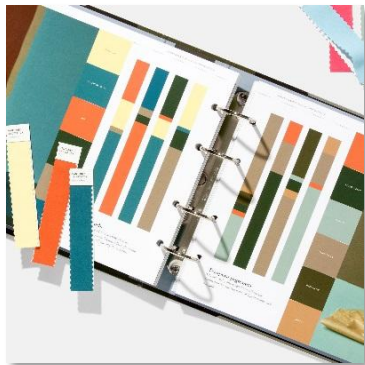
The Art of Color



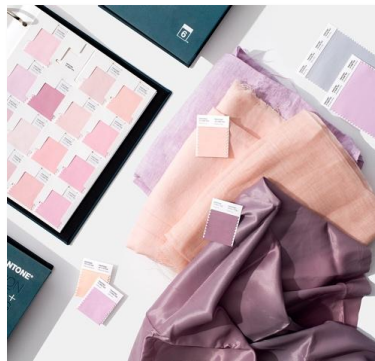
The Science of Color

Pantone and X-Rite bring together the art and science of color to bring critical color decisions from inspiration to realization.

Over 10 million creatives globally use Pantone each day for color inspiration, communication & trend direction.



Inspiration



Creation



Production

Design enthusiasts and consumers embrace Pantone



Over 10 million creatives around the world use Pantone each day for color inspiration, communication and trend direction.

Pantone is integral to design and development of the products that fill our lives, from art and architecture to fashion, beauty and interiors.

Our mission is color the world with possibility.

If you associate a color with an iconic brand, Pantone has most likely played a role.



"Heuritech has turned social media into an artificial intelligence tool that predicts the development of trends"

VOGUE





heuritech

2013 launch

55 people

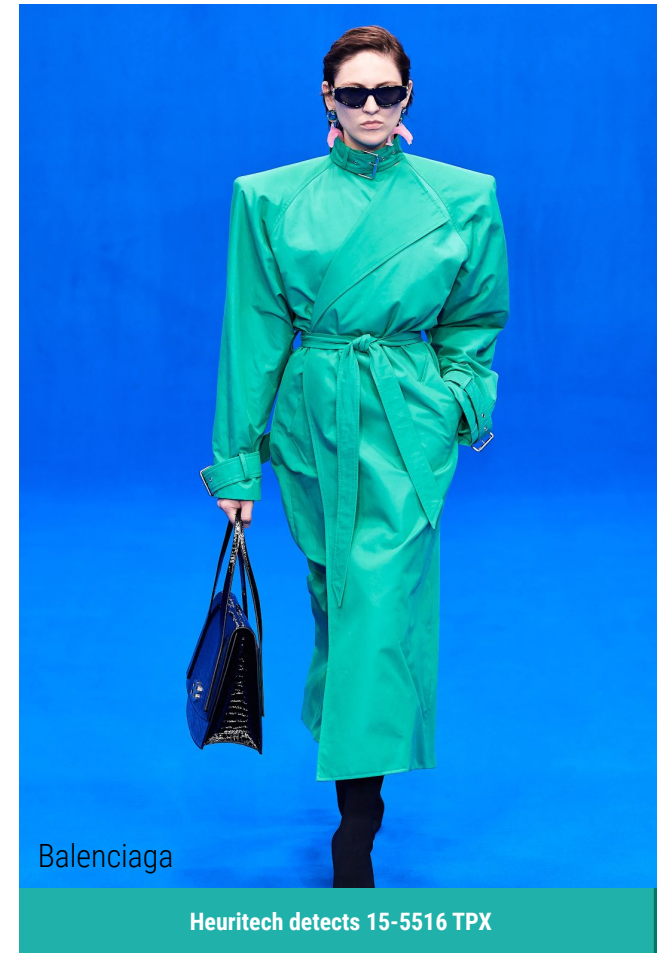
5M€ raised (investors include Jimmy Choo CEO and ex Cartier GM)

3 offices
Paris, New York, Singapore

Marry the science of artificial intelligence and colors to bring latest color trends.

Pantone is renowned worldwide for its expertise in colors and particularly its color of the year. Heuritech contributes the power of data and artificial intelligence to bring a quantitative analysis to colors in the fashion industry, enabling for the first time to quantify the volume of colors seen among consumers and influencers, as well as its adoption.

To master color recognition, Heuritech has developed state-of-the-art color detection capabilities on fashion pictures in order to get as close as possible to true colors (in spite of filters, shades, etc). The idea is to give a wide range of color trends from macro to granular to fit the respective needs of fashion brands.



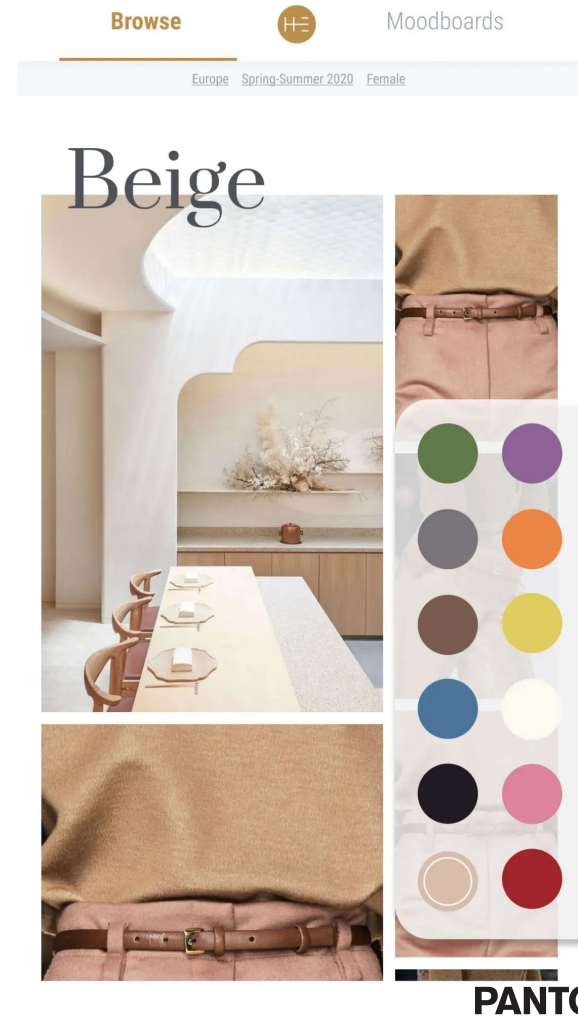
Bridging digital trends and physical products with a common color language

By associating Heuritech's color trends with Pantone's color references, we ensure that clients can easily produce these colors in real life. From the moment a trend is digitally detected on social media by Heuritech to the time of production in factories, brands can speak a common language of colors with Pantone.



What to expect from this partnership

1. Co-reports and webinars on Colors Forecast
2. Inspiration for designers inside Heuritech's product





HEURITECH x PANTONE METHODOLOGY



PANTONE[®]

Starting from Pantone's color palette selection for Fall 2020

About the Autumn/Winter 2020/2021 Classics:

A range of seasonal staples that can stand alone or serve as the foundation for personalized colour combinations.



PANTONE 11-0605
Jet Stream

Jet Stream is an off-white suggestive of our affinity for raw and recycled.



PANTONE 14-1122
Sheepskin

A rich camel tone emblematic of naturally coloured fleece.



PANTONE 19-4024
Dress Blues

Dress Blues conveys a message of integrity and credibility.



PANTONE 16-3916
Sleet

Highlighting our desire for longevity, Sleet is a timeless gray that is dependable, solid and everlasting.

About the Autumn/Winter 2020/2021 London Colour Palette:

A robust palette for autumn/winter 2020/2021 blends our desire for meaningful colour with optimistic determination and purpose.



PANTONE 17-1562
Jacobin Red

An amplified and provocative orange-infused red tone, Jacobin Red is a dynamic force.



PANTONE 18-1662
Samba

A voluptuous sultry red, Samba introduces an upbeat energy.



PANTONE 17-4637
True Blue

A definitive and reliable blue hue, True Blue is constant and ever faithful.



PANTONE 17-1246
Exuberance

A good natured and expansive orange shade, Exuberance conveys a message of spontaneity and happiness.



PANTONE 19-4822
Military Olive

Military Olive is a strong and stalwart green tone infused with a rich narrative.



PANTONE 14-0847
Celery

Biological in feeling, Celery is a vital yellow green that reflects the natural freshness of nature.



PANTONE 18-5328
Ultramarine Green

Ultramarine Green, a deep cooling blue-green, evokes self-assurance and peace.



PANTONE 18-4031
Strong Blue

The red undertone we see in Strong Blue injects vibrancy into this confident blue shade.



PANTONE 18-1346
Burnt Henna

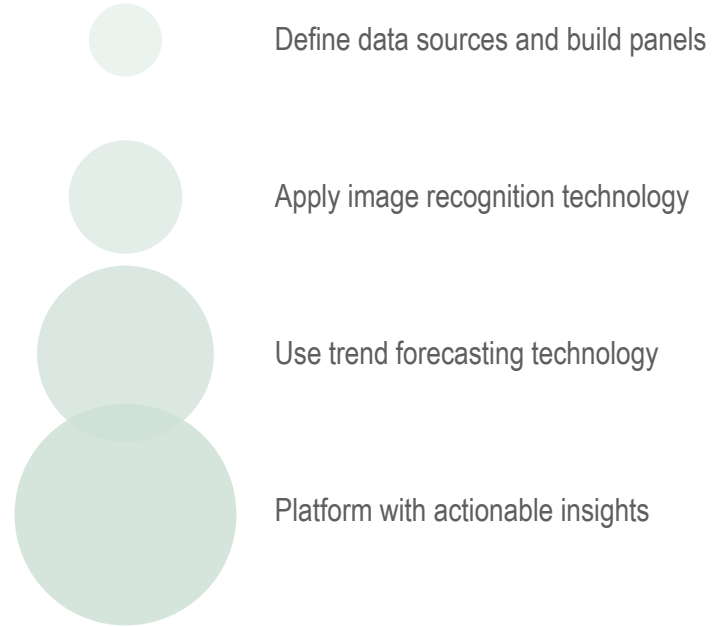
A robust red shade, Burnt Henna conveys heartiness with sophisticated earthiness.



PANTONE 17-1225
Tawny Birch

A rugged and earthy tan shade evocative of rustic nature.

We then applied
Heuritech's artificial
intelligence to these
intuitions to validate it





Pictures - Stories - Videos

Worldwide panels representative of the different consumer segments of the fashion market on **Instagram**



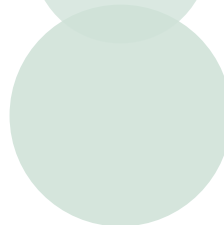
Define data sources and build panels



Apply image recognition technology



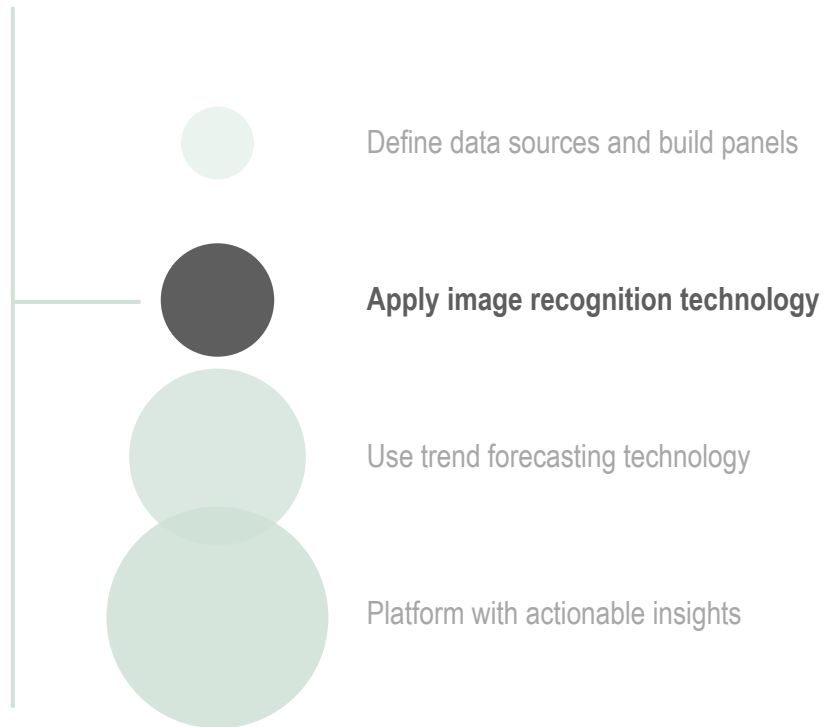
Use trend forecasting technology



Platform with actionable insights

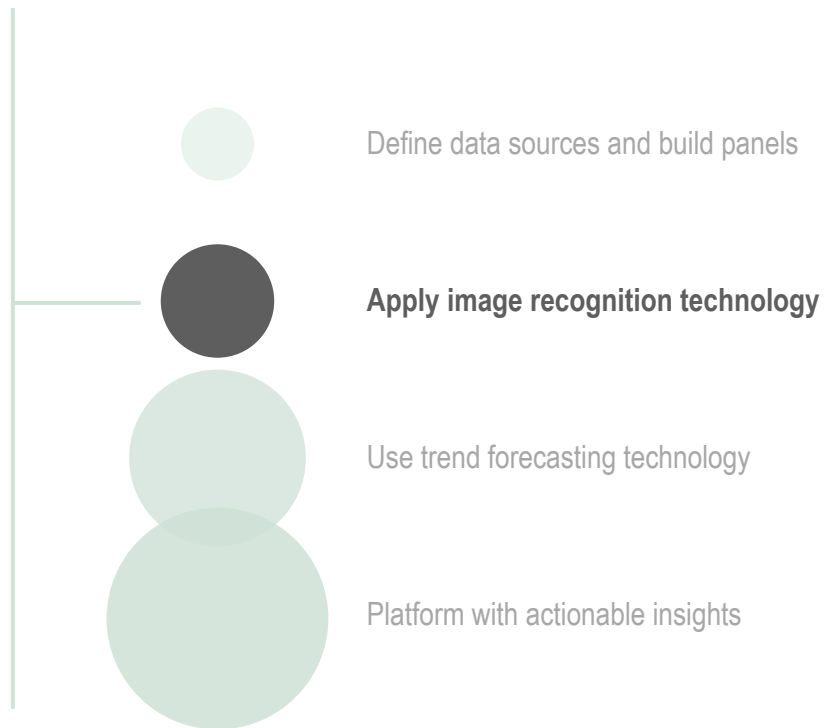


2K+ attributes based on Heuritech fashion expertise and clients expectations





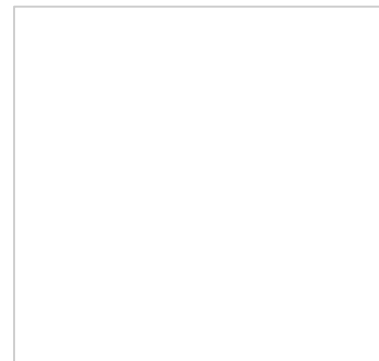
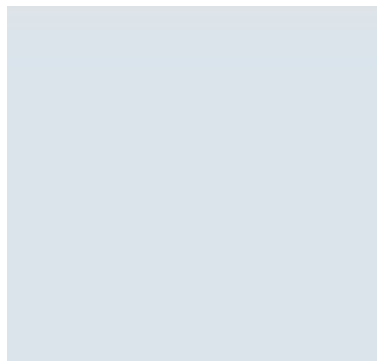
Heuritech x Pantone methodology on colors: Heuritech applies its color module to fashion objects which are detected inside images. This technology is based on deep learning. Our algorithms automatically detect & correct filters, and focus attention on the color pixels most representative of the garment's color.





A random web color picker versus Heuritech's image recognition color picker

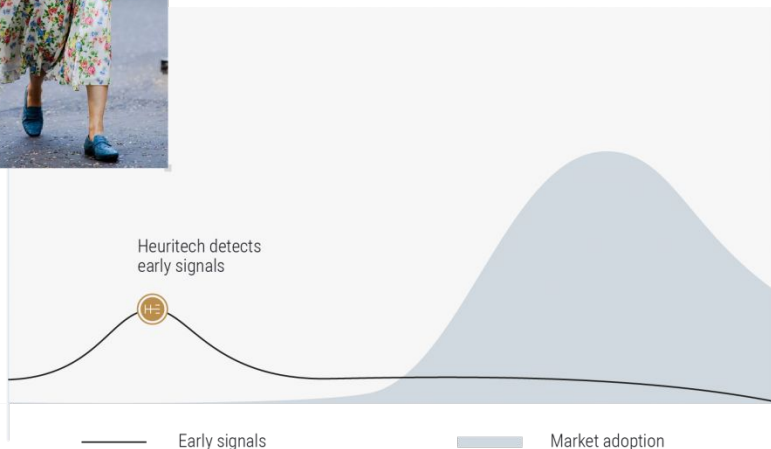
Color picker



1 year ahead forecasting

90% precision

4000 trends identified so far



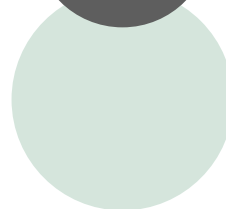
Define data sources and build panels



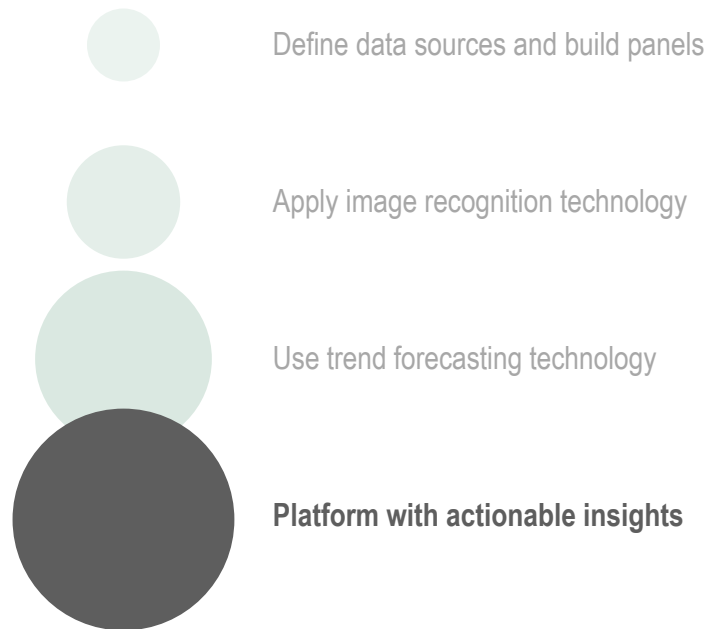
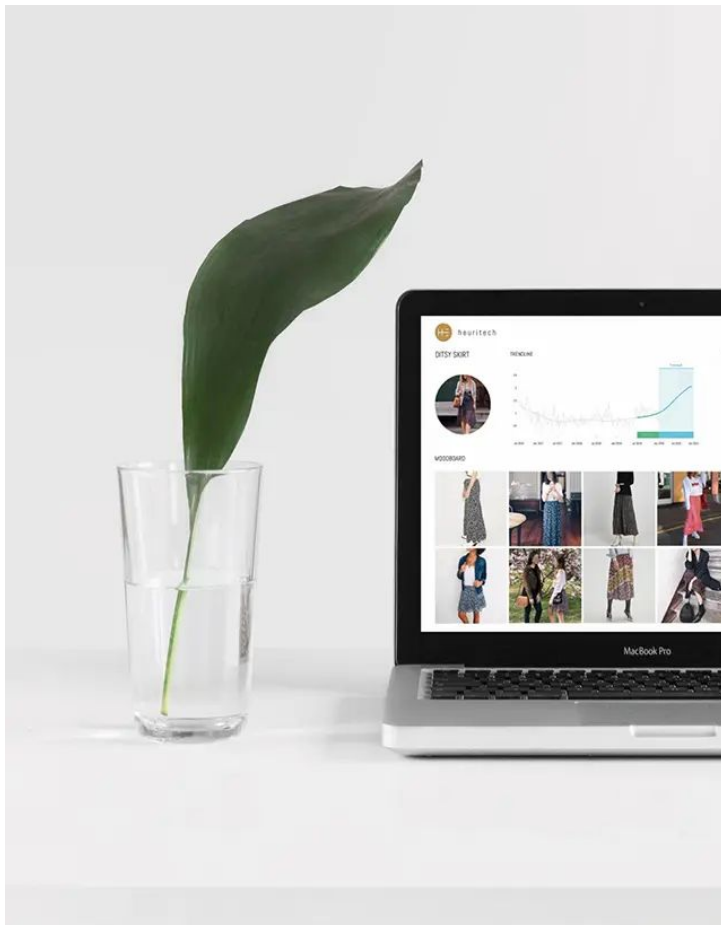
Apply image recognition technology



Use trend forecasting technology



Platform with actionable insights



HEURITECH USE CASES

FALL 2020 EUROPE COLOR TRENDS

PRODUCT BRIEF



COLLECTION PLANNING



DESIGN BRIEF/
PROCESS



VISUAL MERCHANDISING /
COMMUNICATION



INTUITION VALIDATION

at any time



Which color trends should be highlighted for Fall 2020?



FALL 2020 COLOR REPORT



PANTONE®

HEURITECH METRIC GUIDE:

capturing the essence of trends

Scope of the analysis

European female clothing trends
Predictions of visibility on social media for Fall 2020

Growth Fall 2020

Quantifies the evolution of the visibility of the trend for Fall 2020 vs. Fall 2019

Magnitude

Evaluates the forecasted visibility of the trend on social images on the season of interest (Fall 2020) on 5 levels:
MICRO ; SMALL ; MEDIUM ; BIG ; MASSIVE

HEURITECH METRIC GUIDE:

capturing the essence of trends

High season and optimal launch

Season(s) during which the trend's stock has the highest chance to unload as the demand is the strongest.

Cluster

Helps getting an overview of a trend diagnosis at a glance.

FASHION BET High magnitude trend with growing dynamics to bet on for the collection planning

BOLD BET Less visible trend with growing dynamics on which you can bet on taking higher risk

SAFE BET High magnitude trend with stable dynamics

STABLE Low magnitude trend with stable dynamics that won't make any fuss for the collection of interest

LAST CALL High magnitude trend with decreasing dynamics that have still a business potential

MARK DOWN "One shot" trend which won't be carried over as they are decreasing and of low magnitude

HEURITECH METRIC GUIDE:

capturing the essence of trends

Consumer Segmentation

Indicates the segment in which the trend is adopted the most. We have 3 panels at Heuritech, representative of the consumer segments:

- EDGY People with bold and distinctive style
- TRENDY Fashionable people looking for the latest styles
- MAINSTREAM They represent the consumers who are inspired by influencers, but mostly looking for safe clothing choices

Product categories

Unveils the category on which the trend stands out compared to the average of trends on Instagram.
We cover 6 clothing categories: Tops, Dresses, Skirts, Pants, Shorts

5 themes around colors in high season in Fall 2020 in Europe



MINT



PASTEL



EARTH TONES



BLUE TONES



PINK

Mint



Misty Jade

Fall 2020 forecast: Bold Bet



Water Fall

Fall 2020 forecast: Stable



UltraMarine Green

Fall 2020 forecast: Stable
FW20 London Fashion Week
Pantone Color



Bright teal (waterfall) brings to mind the 80s, & is emblematic of the excessiveness of the era.



Cool green (misty jade) brings to mind wellness and a sense of calm. Perhaps due to the pandemic the medical associations that arise with this color will resonate more strongly than they would otherwise.



Deep ultramarine green brings some depth to this palette, & balances the other tones.





Zoom on: Misty Jade 13-6008 TCX

Europe

Female

Fall 2020

This trend is a **BOLD BET**

Segmentation

The trend is mostly worn by **EDGY** people



Behavior & Magnitude



The high season is
SUMMER & FALL
Optimal launch is JULY

The magnitude is
MICRO

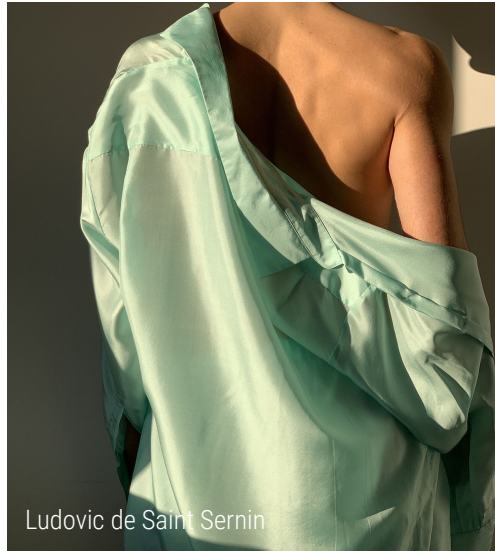
In Fall 2020 vs Fall 2019
MODERATELY GROWING

+16%

Misty Jade

Tops: +8pts vs. the average of Instagram trends

Dresses: +4pts



Tops to leverage its commercial opportunities

Dresses to leverage seasonal opportunity



Pastel



Lupine

Fall 2020 forecast: Safe Bet



Blue Topaz

Fall 2020 forecast: Safe bet



Blushing Pink

Fall 2020 forecast: Stable

Pastel



W Concept

16-3521 TCX

14-4310 TCX

12-1310 TCX



Supriya Lele



@petitecheriee

Pastel colors are typically associated with warmth & springtime, reminiscent of flowers and nature. This palette also brings to mind a sense of nostalgia, as these soft tones are delicate & playful, and remind you of childhood.



Kim Shui

Although the pink and purple in particular seem quite feminine, this palette can be for both men and women. Also, many designers are using interesting textures, & patterns, such as feathers, tie dye, and the shiny materials.



Dauphinette



Zoom on: Lupine 16-3521 TCX

Europe

Female

Fall 2020

This trend is a SAFE BET

Segmentation

The trend is mostly worn by **EDGY** people



Behavior & Magnitude



The high season is
SUMMER & FALL
Optimal launch is **JULY**

The magnitude is
MEDIUM

In Fall 2020 vs Fall 2019
SLIGHTLY GROWING

+9%

Lupine

Tops: +9pts vs. the average of Instagram trends

Dresses: +3pts



Tops to leverage its commercial opportunity

Dresses to leverage seasonal opportunity

Earth Tones



Materiel

Tawny Birch

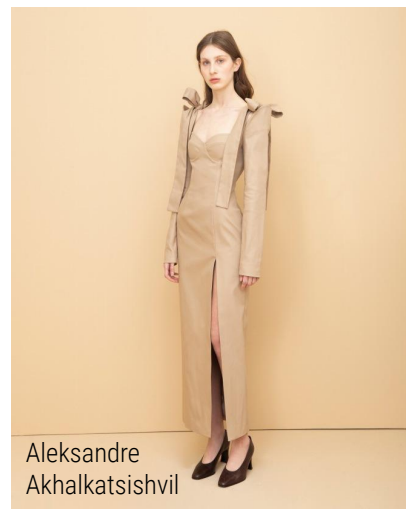
Fall 2020 forecast: Stable
FW20 London Fashion Week
Pantone Color



Bottega Veneta

Military Olive

Fall 2020 forecast: Safe bet
FW20 London Fashion Week
Pantone Color



Aleksandre
Akhalkatsishvil

Sheepskin

Fall 2020 forecast: Safe bet
FW20 London Fashion Week
Pantone Color

Earth Tones



Aleksandre
Akhalkatsishvil

17-1225 TCX

19-0622 TCX

14-1122 TPX



Material

Earth tones are reminiscent of nature, & are favored by sophisticated, minimalist brands like Max Mara, The Row, & Lemaire as well as more edgy brands such as Georgian label Material.

These shades come alive when paired with pops of color. The deep green colour is a nice alternative, & is the perfect shade for the upcoming fall.



By Far



Nensi Dojaka



Hermes



Zoom on: Tawny Birch 17-1225 TCX

Europe

Female

Fall 2020

This trend is a STABLE

Segmentation

The trend is mostly worn by **EDGY** people



@haileybieber



Getty Images



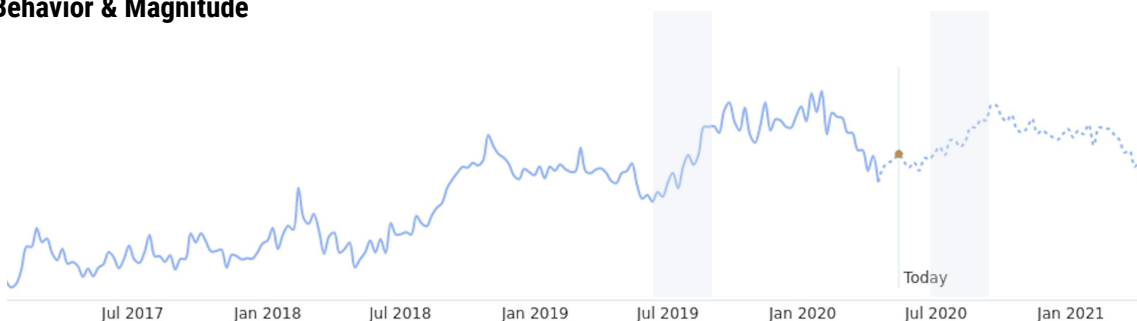
@fengran_x

Behavior & Magnitude

Fall 2019

Fall 2020

Today



The high season is **SPRING, FALL & WINTER**
Optimal launch is **SEPTEMBER**

The magnitude is **SMALL**

In Fall 2020 vs Fall 2019
SLIGHTLY GROWING

+8%

Tawny Birch

Coats : +6pts vs. the average of Instagram trends

Dresses: +5pts



Aleksandre Akhalkatsishvili



Hermes



The Row



Max Mara



Lemaire

Coats to leverage business opportunities

Dresses to leverage its edginess opportunities



Paloma Wool

Blue Tones



Blue Bird

Fall 2020 forecast: Stable



Marina

Fall 2020 forecast: Safe bet



True Blue

Fall 2020 forecast: Safe bet
FW20 London Fashion Week
Pantone Color

Blue Tones



Balenciaga

16-4834 TCX

17-4041 TPX

19-4057 TCX



Eytys

Bright pops of bluebird blue are contrasted by more muted tones, marina and true blue.



USM x Coperni

The bright blue has been all over the FW20 runways, including brands like Balenciaga as well as emerging designers like Supriya Lele.

This bold, cheerful blue is also a favorite amongst influencers on Instagram.



Vejas

By contrast, the other two tones are more muted and calm, and are less of a statement but are an important aspect to any wardrobe, and can easily be paired with other colors.



Zoom on: Blue Bird 16-4834 TCX

Europe

Female

Fall 2020

This trend is a STABLE

Segmentation

The trend is mostly worn by **TRENDY** people



Behavior & Magnitude



The high season is **SUMMER & FALL**
Optimal launch is **JULY**

The magnitude is **SMALL**

In Fall 2020 vs Fall 2019
SLIGHTLY GROWING

+7%

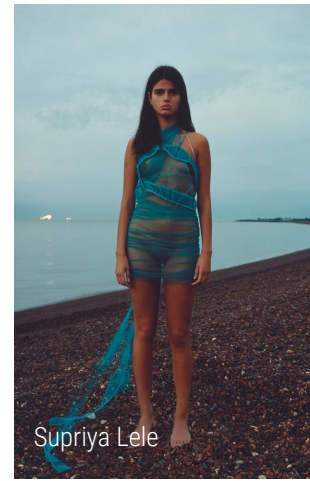
Blue Bird

Dresses: +6pts vs. the average of Instagram trends

Shorts: +3pt



MISBHV



Dresses to leverage its edginess opportunities

Shorts to leverage seasonal opportunity



Pink



Pink Lemonade

Fall 2020 forecast: Safe bet



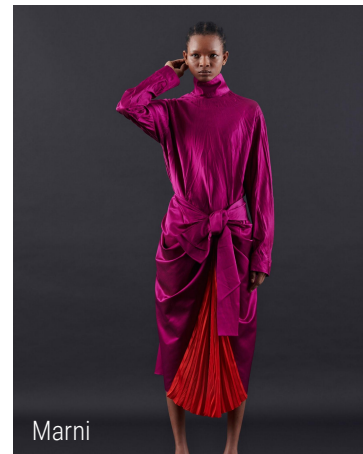
Cabaret

Fall 2020 forecast: Safe bet



Pale Blush

Fall 2020 forecast: Safe bet



Very Berry

Fall 2020 forecast: Safe bet

Pink



Helmut Lang

14-1312 TPX

18-2336 TCX

16-1735 TCX

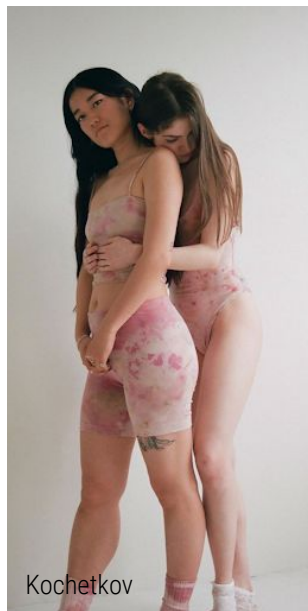
18-2140 TCX

Pink will carry on through the fall and become even more visible on social media, now including a wide variety of tones.



Wandler

Although pink is a traditionally feminine color, we are also seeing many men adopting this trend as well, with Berluti, Marni, & Ludovic de Saint Sernin using pink in their previous men's collections.



Kochetkov

Countless brands are using these shades of pink in their collections, whether it be for knitwear, shoes, dresses, accessories, or loungewear, like Paloma Wool's set in berry pink.



ASAI



Zoom on: Pink Lemonade 16-1735 TCX

Europe

Female

Fall 2020

This trend is a SAFE BET

Segmentation

The trend is mostly worn by **TRENDY** people



Behavior & Magnitude



The high season is **SUMMER & FALL**
Optimal launch is **JULY**

The magnitude is **MEDIUM**

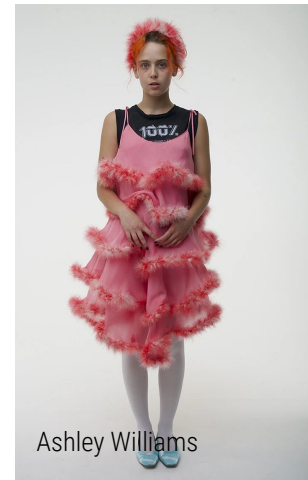
In Fall 2020 vs Fall 2019
FLAT

+2%

Pink Lemonade

Tops : +6pts vs. the average of Instagram trends

Dresses: +3pts



Tops to leverage its edginess opportunities

Dresses to leverage seasonal and commercial opportunity



5 themes around colors in high season in Fall 2020 in Europe



MINT



PASTEL



EARTH TONES



BLUE TONES



PINK



Key takeaways

1. Pantone and Heuritech have been able to spot the must-have colors for Fall 2020 through image recognition applied to social media posts
2. These five color palettes are a key source of inspiration for Fall 2020 collections
3. Through this partnership, we can validate design intuitions and enhance VM & communication strategies by highlighting the season's colors



Keep in touch

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Want to know more about the partnership?

Get in touch at marketing-emea@pantone.com
and contact@heuritech.com





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