

# Pantone® Fashion color trend report

## New York Fashion Week Spring 2024



According to Pantone® Color Institute experts, colors for NYFW Spring 2024 are infused with a hint of nostalgia yet at the same time speak to transformation as we embrace a more positive way of living. A new sense of freedom is reflected in this palette of evocative yet familiar tones that open the door to the exploration of our creative potential to re-visualize the future. With the desire for personal self-expression at the center of fashion, feelings of joy and comfort come through in the colors we engage with as we boldly enter this new era.

“Colors for NYFW Spring 2024 inspire feelings of release. Opening the imagination and amplifying and liberating our own unique artistic spirit, they enable us to express ourselves in more inventive ways”, said Leatrice Eiseman, Executive Director of the Pantone® Color Institute. “A harmonious mix of familiar shades infused with a contemporary edge, colors for NYFW Spring 2024 introduce a new interpretation of current times as memories of the past and a glimpse of the future brings hope for the present”.

### New York Fashion Week Top Ten



#### PANTONE® 18-1355 TCX

**Rooibos Tea**  
Rooibos Tea, a full bodied red imbued with rich, woody notes.



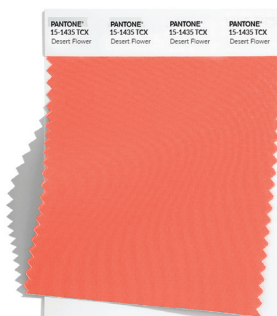
#### PANTONE® 17-1461 TCX

**Orangeade**  
A sweet and mildly tangy red-orange hue, Orangeade has a fruity citrus touch.



#### PANTONE® 17-0220 TCX

**Watercress**  
Watercress, a refreshing peppery green with a sprightly presence.



#### PANTONE® 15-1435 TCX

**Desert Flower**  
Desert Flower is a warm and engaging pink whose blooms thrive under the sun.



#### PANTONE® 14-3812 TCX

**Pastel Lilac**  
A soft and powdery lavender hue, Pastel Lilac is suggestive of a sweet aroma.



#### PANTONE® 15-4030 TCX

**Chambray Blue**  
Chambray Blue, a brightened denim blue infused with an easy vitality.





## About the NYFW Spring 2024 New Classics



**PANTONE® 11-4001 TCX**  
**Brilliant White**  
 Clean, crisp, and pristine  
 Brilliant White is suggestive  
 of simplicity and modernity.



**PANTONE® 18-3932 TCX**  
**Marlin**  
 Marlin, an aquatic blue  
 native to tropical and  
 temperate waters.



**PANTONE® 12-0736 TCX**  
**Lemon Drop**  
 Sugar coated Lemon Drop  
 is filled with zest.



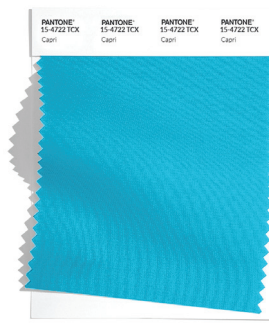
**PANTONE® 14-1305 TCX**  
**Mushroom**  
 Mushroom, an earth rendered  
 taupe composed in  
 temperature and tone.



**PANTONE® 14-4104 TCX**  
**Northern Droplet**  
 A rainy day gray, Northern  
 Droplet promises a quiet  
 respite.



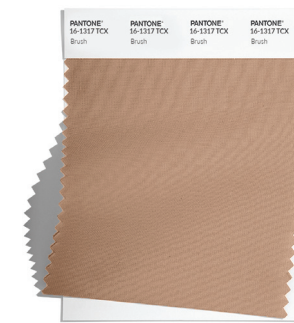
**PANTONE® 16-5938 TCX**  
**Mint**  
 Mint, a cooling mentholated  
 green that is a breath of  
 fresh air.



**PANTONE® 15-4722 TCX**  
**Capri**  
 Vibrant Capri is a bright blue hue  
 reminiscent of the azure colored  
 waters of the blue grotto.



**PANTONE® 18-4006 TCX**  
**Quiet Shade**  
 Quiet Shade, a shadowy  
 gray that offers a  
 protective shelter.



**PANTONE® 16-1317 TCX**  
**Brush**  
 A utilitarian khaki hue, Brush  
 provides a natural blend to its  
 surroundings.

The colors featured in the semiannual Pantone® Fashion Color Trend Report are selected from the Pantone® Fashion, Home + Interiors Color System, the most widely used and recognized color standards system for fashion, textile, home, and interior design. Each season, the Pantone® Color Institute issues the Pantone® Fashion Color Trend Report as a semi-annual color trend forecasts for the upcoming season, highlighting the top colors you can expect to see at New York Fashion Week and London Fashion Week. The Pantone® Fashion Color Trend Report serves as a color reference throughout the season for retailers and brands as well as fashion enthusiasts and reporters.