Colour Forecasting for Fashion (Portfolio Skills)

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Colour is a powerful selling tool. It is the first thing to catch the consumer's eye in the shop window. Get the colour choice wrong and an entire range can stay on the racks. So, how do colours arrive on the catwalk or the sales floor and why do different companies choose similar colours each season? In this book, Kate Scully and Debra Johnston Cobb look at how the industry has developed and how it works. They look at the skills a colour forecaster employs to draw a colour palette together, as well as colour theory and other factors. With informative timelines and illustrated examples, this book breaks down the forecasting process and explains the combination of research and intuitive skills that a successful designer or forecaster needs.

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