

The COLOUR TREND FORECAST for Spring/Summer 2013

New trends are like songs that we hear for the first time; we either like them immediately or, with time, they grow on us and we eventually become fans. And, as trends “sweep the nation” and become more popular, the more important your own personal style becomes. It’s up to the individual to make their own unique statement when it comes to sporting the season’s new colours.

Very few major trends blend seamlessly into each other to become a universally accepted style or fashion movement. Normally, such crazes and fads end up changing direction and/or getting split up into an uncountable variety of small but distinctive sub-trends. In the same way that music styles change with time — they evolve, develop and progress — during the course of a few years, a decade or a generation, a new sound develops. Although, for the most part, the audience remains the same, the competition for recognition and success between bands gets harder. It all depends on standing out from the crowd and distinguishing themselves from their rivals. In the world of rock and pop, this manifests itself in the form of additional features such as spectacular dance numbers, sexy stage outfits, crazy hairstyles or a tragic personal

story. And why might all that be necessary? You may well ask! It’s to stimulate your emotions, to make you remember. So, let’s apply that same strategy to the use of colour cosmetics. The secret is to be your own brand, be part of the trend evolution and wear your own colours. The following suggestions may help you to find them.

COLOURS TO DIE FOR

These are the shades that you would give anything for, like when metal effects meet traditional Scottish patterns and melt into a moment of sensuality. They create the feeling that the long-awaited gentleman is only one look away. When applying “colours to die for” make-up, a woman turns into a femme fatale for one night. She becomes the centre of attention and wraps everybody around her little finger with her charming appearance. Colours of that theme are especially effective in shades of red and lilac, particularly when augmented with the expressive metallic shine of Visionaire pigments. They are dark, dramatic and offer a touch of passion.

Complementary eye shadows come in silver and off-white colours and greatly accentuate the impact of Eckart’s Bulletproof, a deep red-violet, volcanic shade. For the lips, go with the beautifully suitable lipstick colours Gaspang Rose, Racing Heart or Bloodcurdling Ruby. The Breathtaking Red Blush brings a radiant fresh glow to the cheeks; it melts on the skin and

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harmonizes perfectly with the eye make-up. To round it all off, nail polishes complete the overall theme; you could choose from suspicious Heart-Stopping Pink, confident Pulse Breaking or infatuating Burning Tears.

BUSINESS GLAM

Business Glam brings a feminine touch to the male-dominated business world. This theme presents itself as an escape from the dreary dark-blues and greys of the office routine. It is a clear commitment to delicate colour accents, which are effectually spiced up with glamour. Colours are derived from the nude trend and, by successfully combining them with Mirage borosilicate pigments, they are designed to give you a helping hand on the climb up to the next rung of the career ladder. The liquid eye shadows in toffee and caramel are boosted by a touch of violet. They bring an unexpected sparkle to the “business lid” and help to radiate self-confidence and dynamism. Additionally, the eyeliner ensures precise highlights. Big business is your business! That unexpected sparkle is hidden within creative business-like lip glosses. And the same applies for the nail polishes; at first glance, their shades appear to be innocent and subtle. On closer inspection, they shine in myriad dimensions.

DRESSCODE: SUMMER

How would you describe the soul of Dresscode: Summer in a few, high impact words? Young, hip and cool, that’s how. “Dresscode: Summer” is happiness created with the cleanliness of

SynCrystal pigments and is just as relevant for long days ... and long nights. Summer days call for sports, the beach and generally having lots of fun, whereas summer nights are about parties, music or meeting new people. “Dresscode: Summer” represents that lust for life; outdoor activities as well as the power and freedom to make your dreams come true. But, the colours in this theme aren’t supposed to be reminiscent of ice creams and cool drinks. They are sending a floral message, and show shades that can only be created in the fabulous world of flowers. These colours have been created for eyes that exude cheerfulness, lips that want to be kissed and nails that are truly eye-catching. Dresscode: Summer represents the perfect contrast — and the obvious partner — to the white of linen, one of summer’s most emblematic symbols of stylish clothing.

TECHNICAL ASPECTS

One of the most important groups of effect pigments is pearlescent pigments. They are coated with metal oxides and can be differentiated according to their substrate. Mirage pigments are based on borosilicate flakes, whereas SynCrystal pigments have their origin in synthetic mica platelets. The coated flakes/ platelets — depending on the coating thickness — exhibit the entire spectrum of colours. Another very important group of effect colourants is metallic pigments (represented by the Visionaire pigment series), consisting of aluminum, bronze and copper, which offer unique metallic shine and enhanced coverage. Aluminum pigments in particular can greatly increase the colour palette if combined with organic absorption pigments and/or pearlescent pigments.

For a better understanding of the diverse design capabilities of pigments, looking more closely at particle size and colour is enlightening. When using pearlescent pigments, silky and satiny effects can be achieved by using particles smaller than 25 µm. In contrast, particles larger than 150 µm will attain a brilliant and glittery effect. Similar rules apply for metallic pigments, in which the achievable effects range from very brilliant and bright when using particles smaller than 50 µm to very sparkling and glittery when using particle sizes of up to 95 µm. PHM

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