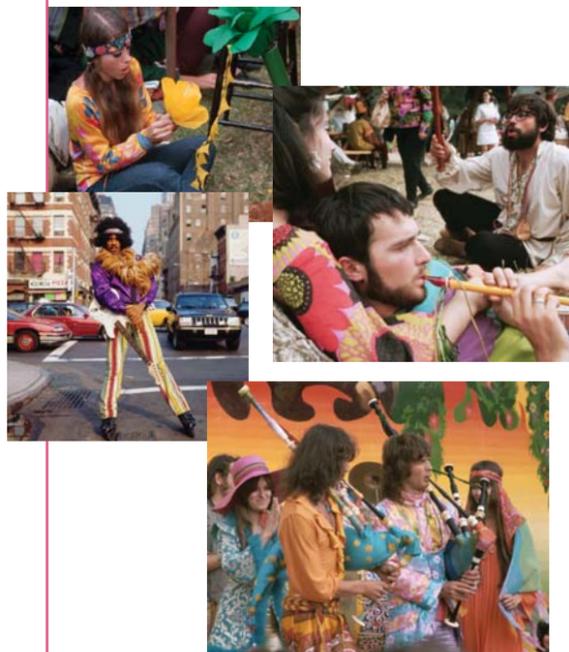




1960s



POPULAR COLORS:
 PANTONE 17-1937 Hot Pink
 PANTONE 16-1362 Vermillion Orange
 PANTONE 15-6437 Grass Green
 PANTONE 13-0859 Lemon Chrome
 PANTONE 16-4529 Cyan Blue



1970s



POPULAR COLORS:
 PANTONE 18-0430 Avocado
 PANTONE 17-1544 Burnt Sienna
 PANTONE 19-1116 Carafe
 PANTONE 16-0948 Harvest Gold
 PANTONE 18-1248 Rust



1980s



POPULAR COLORS:
 PANTONE 14-1122 Sheepskin
 PANTONE 16-1431 Canyon Clay
 PANTONE 14-3907 Thistle
 PANTONE 19-1663 Ribbon Red
 PANTONE 19-3955 Royal Blue



1990s



POPULAR COLORS:
 PANTONE 14-0105 Overcast
 PANTONE 17-1118 Lead Gray
 PANTONE 14-0445 Bright Chartreuse
 PANTONE 13-0752 Lemon
 PANTONE 16-1452 Firecracker
 PANTONE 16-4725 Scuba Blue



2000s



POPULAR COLORS:
 PANTONE 15-4020 Cerulean,
 PANTONE 12-0713 Almond Oil
 PANTONE 14-4002 Wind Chime
 PANTONE 16-3911 Lavender Aura
 PANTONE 16-1010 Incense
 PANTONE 16-6008 Seagrass



Decades of Color

Color, says Leatrice Eiseman, executive director of the Pantone Color Institute, "reflects the influences of world events, politics, art, media, fashion, and music. From the avocado and harvest gold of the '70s to the pink that echoes today's hopes for a rosier world, color punctuates our memories and scores our emotional lives."

In the 2003 article "40 Years of Color," published by Pantone, Eiseman celebrates the company's 40th anniversary with a look at the evolution of color during that time. Some of her observations:

Youth culture erupted in the '60s, and sex, drugs and rock & roll were the (dis)order of the day. From Swinging London to Haight-Ashbury, Mod to Mondrian, and Jimi Hendrix to Janis Joplin, music and psychedelic drugs turned people on to color. Timothy Leary influenced the fashion scene as much as Mary Quant. Fashion models and photographers were becoming as important as designers, and Twiggy emerged as the face of 1966.

The recession of the 1970s brought a retreat into safe, sober earth colors, and the dreaded "A" word of both fashion and interior designers—avocado—had the American consumer in a full nelson, especially in the kitchen. African Americans became more aware of their heritage and adopted native African patterns and colors, which were, again, earth tones. Disco was crowned king, and in the fashion world, no one was hotter than Halston, with his luxurious Ultrasuede pantsuits and decadent Studio 54 lifestyle.

The economic upturn of the '80s heralded a return to vibrant color. Christian Lacroix and Jean-Paul Gaultier's extravagant fashion cacophonies validated flamboyant color at the highest taste level, and women flooded the workforce with glamour, sporting big Dynasty-inspired shoulders and hair. With the advent of MTV, kids saw and mimicked what pop stars like Michael Jackson and Madonna were wearing. Following Brooke Shields' provocative commercial for Calvin Klein jeans, supermodels like Cindy Crawford and Linda Evangelista emerged as the seraphim of fashion. Nancy Reagan's signature red became popular, later giving way to Barbara Bush blue. Toward the end of the decade, Giorgio Armani's sophisticated neutrals provided Yuppies with a quieter alternative to all-out glitz. Meanwhile, in the home, designers flipped the color chart for consumers who had OD'd on avocado and spice tones, and America became mad for mauve.

The economic downturn at the end of the '80s became an opening for the dirtied colors of Seattle's "grunge" movement in the early 1990s. In the middle of the decade, the digital revolution with its promise of outrageous amounts of money was reflected in the eye-popping colors of the iMac. Urban street styles, body piercing, and tattooing became mainstream among young culture. Green, a color that became important with the environmental movement of the '60s, hit its vibrant zenith in the '90s with lime green and chartreuse. Minimalism became a strong influence at the end of the '90s, as evidenced by Jil Sander's fashions and Calvin Klein's Zen-influenced home collections. As the dotcoms began to crumble and the Millennium Bug threatened, people were feeling the need to stop and escape. Spas boomed and designer water abounded. These influences led Pantone to pronounce Cerulean Blue, the color of sea and sky, "the Color of the Millennium."

The minimalist influence continued into the new century. Today, big ticket items have retreated into neutral or deeper colors, but it is the perfect time to bring touches of color into the home with accessories and small appliances, allowing consumers to enjoy color without spending a great deal. Yet neutral does not equal boring—all grays, beiges, and taupes are not created equal, and even white has hundreds of subtle variations.

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