

Color Us Impressed

Exploring the floor for the five key brights of SS24. **By Stephanie Wilson**

JOANNE THOMAS IS THE HEAD of content for Coloro, the color code company that invites you to “align yourself with the future of color.” I want her job. She thinks and works and lives in Technicolor, her work focusing on the notion that color is the most impactful element to design. “When executed correctly, it can offer us agency over human mood, behavior, and interaction,” she said during her Day 1 talk on “Supercharged Brights: The power of emotive color in sports.” She reiterated that notion during Day 2’s widely attended presentation at the Trend + Design Center, where she dove

into trend forecasts for “Color in Nature.” That talk concluded with a reveal of Coloro’s SS24 shade—the first time the hue’s been announced. I don’t know if you follow such things, but for people who do (I do! I do!), this is a big deal. Monumental. Huge. Color is everything, color is life. And according to Coloro and Thomas, the shade that’s going to be dominating the outdoor world in 2024 is none other than Apricot Crush.

Earthy tones for the outdoors? How novel! But no, really, they can be, when paired with the right supporting palettes. And you can get in touch with Thomas and her



Dopamine-inducing
brights are on fleek.

Coloro colleagues at the Show's Resource World if you want to learn more about the healthy fruit-inspired hue and the proposed color story it can anchor in your brand's palettes for years to come.

But back to those Supercharged Brights—the attention-getting shades naturally caught our attention, after all. That’s what they’re designed to do, which is one reason why they’re going to proliferate across spaces both indoors and out in the coming seasons. Another reason has to do with our collective response to the beige, Marie Kondo’d-to-death walls so many of us found ourselves surrounded by over the past two years. It’s no surprise we emerged with a massive craving for color. All the colors, everywhere, the brighter the better. We’re electric-hue obsessed, and some of our favorite floor displays here at the Show are feeding our need for neon. We’re looking at you, Base Layer, Bass, Camelbak, Corkcicle, FP Movement, Love Boulder, and so many more that expertly integrate all five of the Key Brights that Coloro declared to be the it hues of SS24: Soft Lime, Acid Apple, Y2K Pink, Hot Magma, and Radiant Red.

According to Thomas, correctly deployed neons can help breathe new life into any brand's color sto-

ry. Thomas said that the eye-catching colors exemplify freedom and self-expression, stemming from the raver counterculture of the '90s and integrating with today's mainstream. And what's more mainstream than brands designed to be utilized on main streams, waterways, and natural landscapes?

The colors are emotive, endorphin-inducing, and dopamine-delivering, traversing the cultural waves with ease. Brands can use the evocative colors to draw in consumers, Thomas says, and a quick trip around the show floor today will reveal some top brands already incorporating a flurry of fluorescents extremely well.

Thomas describes this color story with terms like “punchy near-neons” and “dopamine-inducing brights,” noting that Y2K Pink is a “super-pigmented pastel that connects to feelings of awe and delight.” As for Hot Magma, the hue is an “activating bright with a restorative focus.” Radiant Red is “sweet and playful, stimulating, and emotionally engaging,” conjuring up the energizing feeling of “high summer.” When deployed together or separately to punch up an existing color palette, these key brights can harness the attention-grabbing appeal for both consumer safety and self-expression.

