

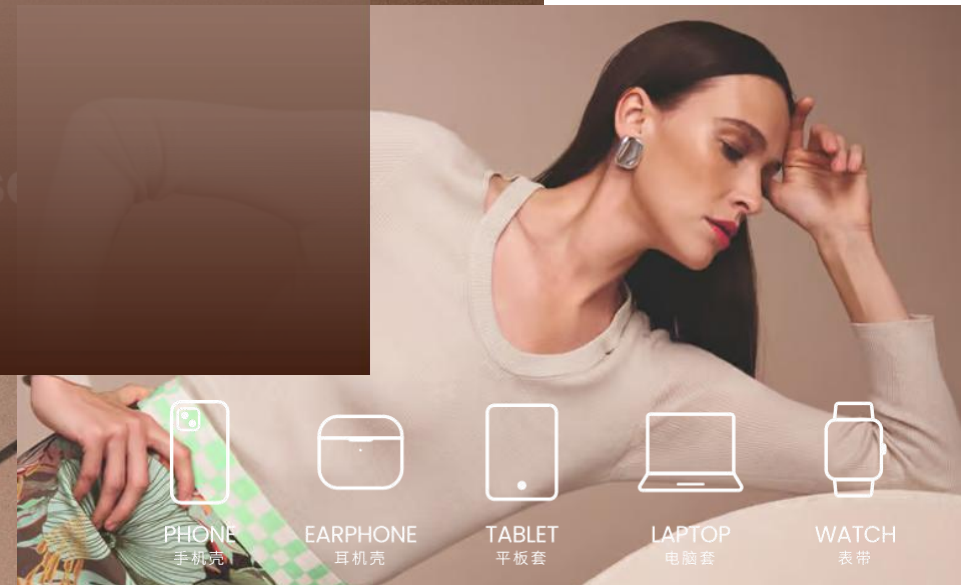


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KEY A/W25 TRENDS

2024.12.03



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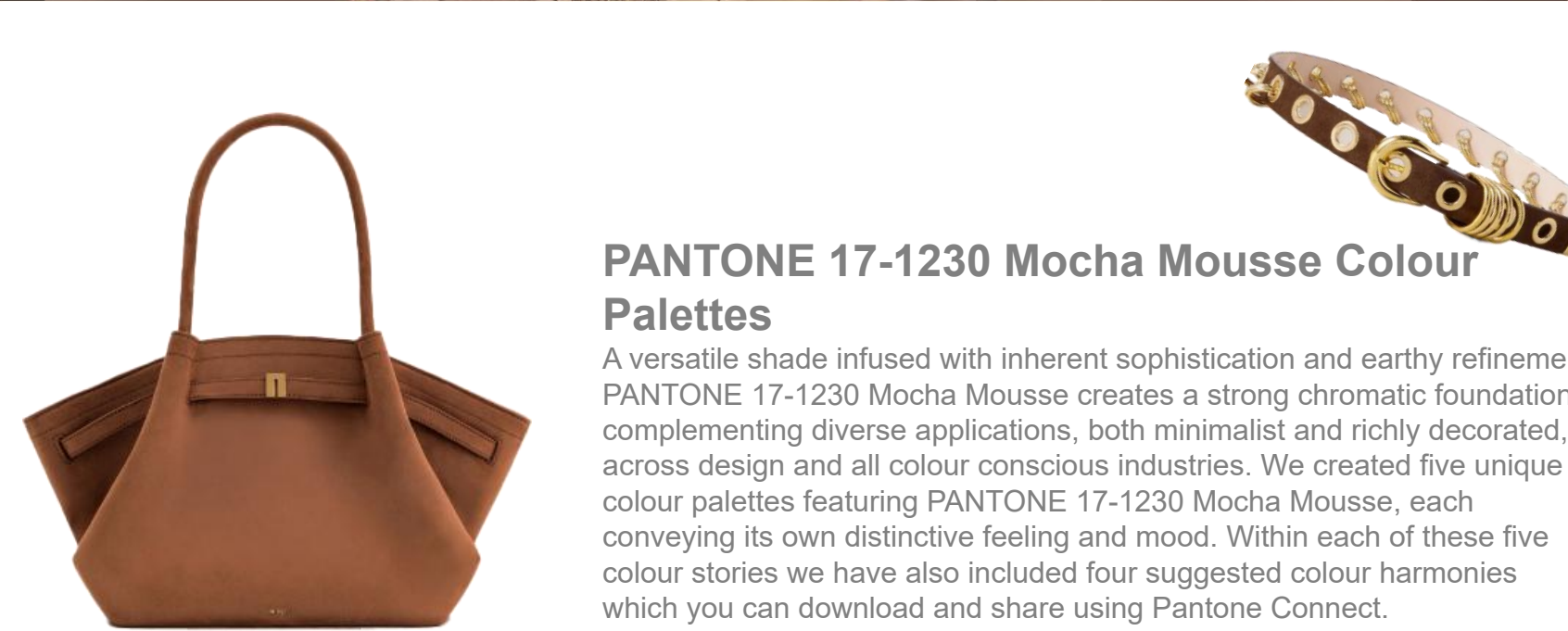
Capturing a Global Mood of Connection, Comfort, and Harmony

The Pantone Color of the Year program engages the design community and colour enthusiasts in a conversation around colour, highlighting the relationship between colour and culture. Pantone selects a colour each year that captures the global zeitgeist—the Color of the Year express a global mood and an attitude, reflecting collective desire in the form of a single, distinct hue.



Revel in your own personal luxury. With a subtle elegance and sensorial richness, PANTONE 17-1230 Mocha Mousse empowers you to create moments of luxury that may be intimate in scale but can extend a sense of indulgence throughout the day.





PANTONE 17-1230 Mocha Mousse Colour Palettes

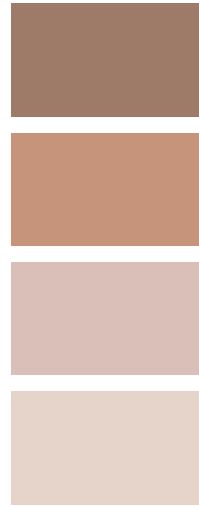
A versatile shade infused with inherent sophistication and earthy refinement, PANTONE 17-1230 Mocha Mousse creates a strong chromatic foundation, complementing diverse applications, both minimalist and richly decorated, across design and all colour conscious industries. We created five unique colour palettes featuring PANTONE 17-1230 Mocha Mousse, each conveying its own distinctive feeling and mood. Within each of these five colour stories we have also included four suggested colour harmonies which you can download and share using Pantone Connect.





Pantone Color Forecast

<https://fashionunited.com>



Delicate pastel and powder tones such as taupe, light lavender, and off-white harmonize beautifully. Burgundy, paired with warm sand or cappuccino, evokes a cozy autumnal mood, while peach pink adds a splash of vibrancy.



Color trends for New York Fashion Week Fall/Winter 2024/2025



Experts at the Pantone Color Institute point out that the colors of New York Fashion Week Fall/Winter 2024/2025 are a blend of rich, earthy essences, emphasizing a deeper connection with nature. The collection brings together warm tones extracted from natural pigments, luxurious mid-tones, approachable earth tones, and common greens, which are characterized by elegance and practicality, and are linked to conscious consumption and slow trend cycles. The colors of Fall/Winter 2024/2025 are both fun and functional. They are indispensable but not boring, exuding a confident, straightforward and unhurried demeanor.

Pantone 2024/2025 Fall/Winter Color Collection - Smiling Scarlet



Intense reds have an extraordinary impact in the Pantone Fall/Winter 2024/2025 color palette. This hue instantly grabs attention with its stark intensity. Intense Smiling Scarlets are not only a visual treat, they evoke deep emotions, exuding a boldness of energy and sophistication. They create a bold contrast with neutral tones, sometimes opting for a monochromatic look to ensure an extraordinary and memorable visual impact. Smiling Scarlets, a charmingly decadent red, brings out our desires.

Pantone 2024/2025 Fall/Winter Color Collection - blue



A classic and reliable blue, it harkens back to the past and the familiar. This color represents stability and comfort, as well as nostalgia and tradition. It also relates to the growing appreciation for vintage and nostalgic styles and the desire to preserve and cherish what we own. Vintage blue is a color that can make us feel grounded and secure, while also connecting us to our roots and traditions.

Pantone 2024/2025 Fall/Winter Color Collection - Earth Color

<https://www.cosmopolitancn.com>



Yadan tones, true colors of the earth: Say goodbye to strong colors. Yadan style is based on earth tones, blending natural colors such as red brown and khaki, showing texture and attitude.



492B1C

886441

AE9A7B

9A6D5B

402419

69583E

BDA485

A69476

4B2B19

9D3D24

775B54

402419

CA7550

3F2D29

886441

2D1615

954925

A69476

Pantone 2024/2025 Fall/Winter Color Collection - yellow



Palme d'Or introduces a fresh take on eco-friendly colours. It feels both surprising and familiar, reminding us that sustainable practices are becoming increasingly important in the fashion world.

The emotional power of color in 2025-Truffle Brown

<https://newyorkhots.com>
<https://www.elledecor.com>
<https://essentialhome.eu>



First things first, the mother of all colors this year: brown. Earlier this year, brown was being championed by paint companies on both sides of the Atlantic as the It color of 2024. They weren't wrong. Having crept in slowly on the heels of neutrals like flax, oatmeal, and cream, the color is showing no sign of slowing down.



The emotional power of color in 2025-Deep blue sky

<https://www.veranda.com>



An intoxicatingly rich cobalt blue is VERANDA's 2025 Color of the Year, for this very reason. "With a presence that is captivating yet calming, this confident hue commands rather than seeks attention," writes VERANDA's Victor Maze. A punch of cobalt is both energizing and grounding—the color of deep sea and starry skies.



The above assets are for research purposes only, infringement will result in deletion.

The emotional power of color in 2025-Soft reds

<https://blog.sofasandstuff.com>



Deep reds are also prominent; a power shade that can offer both drama and comfort depending on its use. Dark maroons and cherry tones are also gaining popularity, adding sophistication without veering too formal.

Richly pigmented colours such as these undoubtedly speak to a growing demand for interiors that reflect personality, and not just seasonal trends. Rather than simply being about the colours of the moment, burgundy, terracotta and earthy pinks, will help form spaces that evoke a sense of the individual who dwells there, creating a characterful environment that feel both refined and comforting, without the worry of fading with the next season's trends.





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2025

Popular Elements



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Tassel

New York Fashion Week

<https://www.cosmopolitan.cn>
<https://www.countryandtownhouse.com>



Boho is back – and better than ever. ‘Fringing is back with a vengeance,’ says London-based personal stylist Sian Clarke. ‘It’s already spreading across the high street, this time in the form of tassels. Tassels can be found in so many different styles and fabrics. Leather tassels are where it’s at, but you’ll also see denim, crochet, and even sequin variations – there’s a version for everyone’s personal style. It’s going to be super sought-after; it can be tailored to any silhouette, adds instant detail to any outfit and gives off that coveted cool girl, high-energy vibe.’

Bow

<https://www.byrdie.com>



Chanel participates in the Paris Opera Ballet, clothes designed for the actors

Just like how black is always the *real* new black if we're being honest, no sweet appliqué has been able to overtake the multi-season reign of the bow. Last season, we noticed that bows were getting a [grown-up redux](#) that took the coquette trend from girlhood nostalgia to full-blown feminine power, and this season, designers are continuing down this creative path. Many of the most innovative new takes on bows are gender-neutral—think Tanner Fletcher's continued exploration of ribbon-covered suits, and Palomo Spain's inclusion of oversized bows on shorts and off-the-shoulder tops presented on male models. In other angles, Proenza Schouler included several loosely knotted details that struck a balance between coquette's cousin and tying a sweater around your waist, while Sandy Liang went minimal with understated bow details that blended into the overall construction.



New York Fashion Week

Flower

<https://in.fashionnetwork.com>
<https://fashionunited.uk/>

The runways were blooming with bouquets of prints on every style of dress, from light florals to a mixed-matched garden party of patterns.



Polka Dots



Polka Dots

Animal isn't the only print making a splash in 2025. Cue, the classic polka dot. 'It's getting a contemporary twist for 2025,' adds Sian. 'A sophisticated and delicate print that is the definition of versatile. You can wear it head to toe, experiment with scale and explore multiple colour palettes in one. This the perfect print to start with if you're new to incorporating patterns into your wardrobe – it's a true classic. Polka dots are also super nostalgic – remember how powerful Julia Roberts's now-iconic dress was in *Pretty Woman*?'

Leopard



Think you escaped 2024's leopard print craze? Think again. We can expect all manner of animal-inspired patterns taking shape over the next year. 'Animal print continues to be a big trend in 2025 – including leopard print.

<https://www.countryandtownhouse.com/style/fashion/fashion-trends-2025/>



-FANGYI LACE-

What
kind of
services
can we
provide?

2023

PANTONE®
Viva Magenta
18-1750

How to
apply
popular
colors and
elements
to product
design?

2024

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Peach Fuzz
13-102



High-end
Customization

2025

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17-1230 TCX
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Forge Trendy Customized Solutions
Incorporate Aesthetic Principles in Product Design
Employ High-End Design Plus Ultimate Texture
Shape Spaces for Emotional Expression



Color X Phone Case

=

Emotional Expression



Element X Phone Case

=

Emotional Resonance



END

Thanks Watching



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