

What colors are you most likely to wear in 2019?

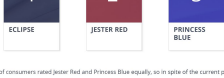
From the catwalk to the closet, check out the colors consumers plan to strut on the streets this season.

Each season, the Pantone Color Institute creates the Pantone Fashion Trend Report to showcase the top colors fashion designers will send down the runway and consumers will see on the shelves. How will these colors translate in the eyes (and wallets) of consumers? To help shed light on consumer color demand, we asked 1,000 American consumers, which colors are you most excited to rock this Spring / Summer?

Three colors rise to the top

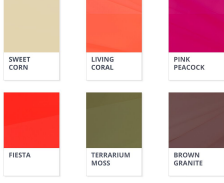
No matter your age, gender, region of the United States or how fashion-forward you are, it remained constant and clear that the colors consumers are most excited to rock this Spring / Summer are

Eclipse, Jester Red, and Princess Blue.

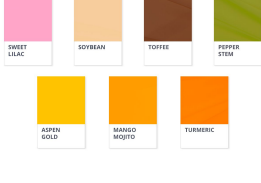


45% of consumers rated Jester Red and Princess Blue equally, so in spite of the current political climate, we can look forward to some bipartisan dressing in 2019.

Middle of the color pack

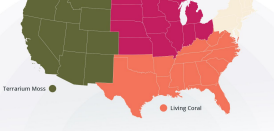


Less favored color crowd



Color preferences across the Pantone-ation

Beyond the top three colors, we saw distinctly different colors "crop" up to the top within regions across the United States - we see you Sweet Corn. The Pantone color of the year, Living Coral, proves to be a favorite among consumers in the southeast. Whereas the grass appears to be greener in the west with Terrarium Moss, the Midwest goes bold with Pink Peacock.



Showcasing the shade spectrum

Shades of grey may not have made the Pantone list this year but shades of pink, orange, yellow, and green make a joyful splash. But which shade will capture the share of consumers' wallets?



When it comes to shades of orange, 49% of consumers indicate an equal preference between Mango Mojito and Turmeric. With no distinct preference between the two shades, brands might be able to capture the orange market by offering just one of the two, making the orange juice really worth the squeeze.



As for shades of green, consumers show unique preferences towards Terrarium Moss and Pepper Stem, with only 28% of consumers signaling an overlap in preference. It may be worthwhile for brands to sprout both shades of green to satisfy distinct demand.

Generations in harmony on hues

Though the style and shopping habits may differ across generations, their love of blue and red represents a common thread. The Boomers appear to be in a heavier blue phase while Gen Z and Millennials plan to play with more colors this Spring / Summer. We saw a spike in green hues among Gen Z consumers, which just so happens to align with their passion for the environment and desire to shop with brands that share a green thumb.



Where women live dictates their least favorite color



Men across the country agree on least likely color to wear in the Spring/Summer

