2018 COLOR REVAMP

SUMMARY

Here's some key information to keep in mind about our color offering:

- Colors will be updated in the 2018-2019 annual catalog.
- No changes have been made to core color offering since 2013.
- Our plan is to update colors every three to five years.
- When we change many of the core colors, we'll call it a color revamp. When we change a few core colors, we'll call it a color refresh.
- Our In Color offering will follow the same process: We'll continue to introduce five new In Colors each year that are available for two years. The five existing In Colors from 2017-2019 will remain in our color offering. With this color revamp, we're also introducing five new 2018-2020 In Colors.

COLOR OFFERING BY THE NUMBERS

COLORS IN CURRENT COLOR OFFERING

10 IN COLORS + CORE COLORS 10 Neutrals 10 Brights 10 Subtles 10 Regals 53
COLORS IN
NEW COLOR
OFFERING

10 IN COLORS

+

CORE COLORS

New! 3 Basics

10 Neutrals

10 Brights

10 Subtles

10 Regals

COLOR REVAMP IN A NUTSHELL

- Keeping 27 of the existing core colors
- 13 core colors are going away
- Adding 10 new core colors
- · Adding 6 returning In Colors that will now be core colors (colors offered in the past that will now be available again)







COLORS GOING AWAY







2018-2019 ANNUAL CATALOG

COLOR OFFERING

2018-2020 IN COLOR	2017-2019 IN COLOR	BASICS
New! LOVELY LIPSTICK	POWDER PINK	WHISPER WHITE
New! GRAPEFRUIT GROVE	LEMON LIME TWIST	VERY VANILLA
New! PINEAPPLE PUNCH	tranquil tide	BASIC BLACK
New! CALL ME CLOVER	BERRY BURST	
New! BLUEBERRY BUSHEL	FRESH FIG	

NEUTRALS	BRIGHTS	SUBTLES	REGALS
New! MERRY MERLOT	Returning! POPPY PARADE	BLUSHING BRIDE	REAL RED
EARLY ESPRESSO	melon mambo	CALYPSO CORAL	CHERRY COBBLER
SOFT SUEDE	Returning! FLIRTY FLAMINGO	New! PETAL PINK	CAJUN CRAZE
CRUMB CAKE	New! MANGO MELODY	SO SAFFRON	PUMPKIN PIE
SAHARA SAND	DAFFODIL DELIGHT	New! SOFT SEA FOAM	CRUSHED CURRY
New! GRAY GRANITE	New! GRANNY APPLE GREEN	PEAR PIZZAZZ	OLD OLIVE
SMOKY SLATE	Returning! COASTAL CABANA	Returning! MINT MACARON	garden green
BASIC GRAY	BERMUDA BAY	POOL PARTY	New! SHADED SPRUCE
Returning! MOSSY MEADOW	PACIFIC POINT	New! BALMY BLUE	Returning! BLACKBERRY BLISS
NIGHT OF NAVY	New! GORGEOUS GRAPE	New! HIGHLAND HEATHER	RICH RAZZLEBERRY



