

# PANTONE VIEW Color Planner Fall/Winter 2012/2013

**Choose Your Viewpoint and Alter Your Perspective:** *This multi-discipline Forecast, called REFOCUS, provides Global Color Direction across Fashion, Cosmetics, Lifestyle, Graphics and Industrial Design by showcasing key color palettes for the Fall/Winter 2012/2013.*

Courtesy: Pantone

PANTONE VIEW Color Planner Fall/Winter 2012/2013 pushes individuals to refocus by encouraging a break from the “usual” or mundane into something more abstract and unexpected – often improving original intent. Exploring the different ways we feel and look at things can inform the way we innovate with color. When we see something for the first time, we impose an expectation, almost before we really look at it. The idea of looking outwards and seeing another way of being and doing holds a fascination as well as the chance to take advantage of new possibilities.

“Color is a critical factor in engaging consumers and motivating purchasing decisions. Knowing that, it is important for designers to continue to innovate and experiment with new approaches to color in their product lines,” said Laurie Pressman, vice-president of fashion, home and interiors at Pantone. “The PANTONE VIEW Color Planner forecast provides a fresh point of view with unexpected color combinations that spark the imagination, refocus attention and stimulate new thinking to capture consumers’ attention.”

**PANTONE VIEW Color Planner Fall/Winter 2012/2013 contains the following eight palettes:**

- **Lodestar** – Follow your personal star!  
A range of vivid and vibrant tones, which strongly stimulate your optic nerve and allow you to “see” the world.
- **Composed** – Something new comes out of the shadows!  
A series of color crescendos from muted warm or cool browns to foggy grayed greens, as well as turquoise and khaki, finishing with a dark coda of chocolate and graphite.
- **Submerge** – The world turned upside down!  
A scale of oxygenated and salty blues descends to blackened ink, stone and moss. An underwater garden beneath an underwater sky.
- **Radiate** – Break the rules! Use the force of aesthetics!  
Radiate is pure happiness, and very colorful. Do not be scared by shades of bright reds, embarrassing violets and vulgar oranges. Be brave and mix them all together.

- **Touchstone** – Take pleasure in things that are old and loved!  
Traditional colors take the limelight: brown-black, mahogany, sandalwood, saddle, mid and dark tan, midnight, glossy navy – balanced by a trusty neutral.
- **Aperture** – New ways of perceiving the universe!  
A range, which includes the luminous and the somber, hot and cold, a centrifugal force and a centripetal force, the macro and the micro, the atom and the universe.
- **Converge** – Reconnect to your natural power!  
Converge is about deep, informed colors gathered together at a central point and then merged in a new creative way.
- **Peripheral** – Appreciate the small elements!  
Using honest, flat, uncomplicated, warm color, we slowly build complex forms as we appreciate how little elements work together to produce great things.

Refocus also examines Color Movements – tones that are becoming more important, less important or shifting in hue and intensity:

- Lighter blues and navy increase in importance.
- Leathery brown becomes more important as a basic.
- Oxblood grows in popularity as browns, in general, adopt a redder hue.
- Olive becomes stronger.
- Purple and purple hues are still evident.
- Brights have a singular status for winter.
- Camel evolves into cappuccino and creamy hues.
- Yellows become softer and less sporty.
- Reds are becoming more orange.
- Traditional winter darks and berry colors are more mid-toned and less blackened.

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# Rug Vendors **\*\* Denotes Importers who are ORRA member.**

Rug Vendors at AmericasMart Atlanta	Show Room No	Rug Vendors at AmericasMart Atlanta	Show Room No
828 International Trading Company	6-F-1, 3, 5, 7, 9	Nourison Rug Co. **	3-F-2
Amadi Carpets Inc. **	5-D,7,9	Obeetee Inc.	5-F-8
Amer Rugs Inc.	5-A-11,13	Orian Rugs, Inc.	3-A-11
Amici Imports **	6-F-11	Oriental Weavers	3-C-12
Anadol Rug Company	3-D-18	Paramount Rugs	3-C-1
Antique Looms	3-D-20	Pasargad Carpets	3-E-15
Azad USA	3-D-7,9	Powell Furniture	6-G-12
Banilivi & Nabavian, Inc.	4-A-1	Prestige Mills, Inc.	3-D-1
Banilivy Rug Corporation	4-A-8	Radici USA	6-F-8
Bashian	5-F-9	Renaissance Carpet & Tapestries	5-E-13
Bokara Rug Co.	5-G-10	Safavieh	5-A-2
Bostan Carpets	4-D-1	Shalom Brothers, Inc.	5-A-1
Bungalow Flooring	6-E-10	Shaw Living	6-A-2
Capa Imports, Inc.	4-D-4	Smyrna Trading	6-D-1
Capel, Inc.	6-F-6	Sphinx by Oriental Weavers	3-C-12
Caravan	4-G-1	Surya	6-A-7
Central Oriental Rugs	3-A-9	Tamarian Carpets	6-E-18
Chaman Antique Rugs **	3-D-13	Tibet Rug Company **	5-D-5
Chandra Rugs	5-A-7,9	Tufan	4-A-6
Colonial Mills, Inc.	6-E-1,2	Tufenkian	5-E-3
Concepts International	3-D-1	United Weavers	6-C-1
Couristan, Inc.	6-D-11	World Rug Gallery	3-C-3
Creative Touch	5-F-2	Zollanvari LTD	5-D-2
Dalyn Rug Company	6-C-5		
Due Process **	3-D-8		
Dynamic Rugs	3-C-5, 7		
Ebisons Harounian Imports	5-F-5		
Eliko Antique and Decorative Oriental Rugs,** Inc.	5-E-1		
F.J. Kashanian Corp.	4-G-8		
French Accents	4-E-16		
Global Craft Import Inc.	4-E-8		
Global Eagle LLC.	6-E-5,7		
Harounian Rugs International	6-A-1		
Hometexco / Rizzy Rugs	3-F-3,5		
J.D. Staron Galleries	4-E-10		
Jaipur Rugs Inc.	3-C-13		
Jaunty Company, Inc. **	Lobby		
Kalaty Rug Corporation	4-G-14		
Kaleen Inc.	3-C-9,11		
Karastan	3-A-1		
Kas Oriental Rugs, Inc.	4-F-2		
Kashee Brothers Inc.	4-E-12,14		
L.R. Resources Inc.	4-F-3		
Liberty Oriental Rug	4-C-4,6,8		
Linon Home Decor Products	6-G-6		
Loloi, Inc.	4-C-7		
Marcella Fine Rugs	5-C-10		
Mastour Galleries Inc	5-E-14		
Megerian Oriental Rugs **	3-D-22		
Mehraban Oriental Rugs	5-E-6,8		
Mobayen, Inc.	3-D-16		
Momeni, Inc.	4-C-1		
Nalbandian Rugs	3-E-19		
NATCO Products Corp	3-A-7,9		
Neman International Inc.	5-E-16		

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