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BUF 2400- Product Development

Spring 2022 - CH 4

Coming back in all colors, shapes, and sizes!

A trend that catches my attention right now is the color blocking one which is a way of wearing multiple solid colors in an outfit to create bold and special effects. There are three ways to color block: Three-way which is using three colors of the color wheel to create a balance between them, Analogous which is using colors that in the wheel are next to each other to create a blend, and Complementary that are usually colors in the opposite side of the color wheel, contrasting one to the other. Even though this trend was introduced in 1965 by Yves St. Laurent who was inspired by Piet Mondrian's Neoplasticism painting, it is a trend that is constantly resurfacing. We see this trend in high end and contemporary stores such as ASOS, Zara, Coach and even Gucci. The target market of this trend are youth people between 18-35 years who are joyful, fun and trendy. Therefore, the theory I used to identify this trend was the trickle-down because it was initiated by Yves Saint Laurent in his autumn/ winter haute couture collection and nowadays we can see how designers have been adopting this trend in their different collections.



