



Colour Forecasting for Fashion (Portfolio Skills)

By Kate Scully

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Colour is a powerful selling tool. It is the first thing to catch the consumer's eye in the shop window. Get the colour choice wrong and an entire range can stay on the racks. So, how do colours arrive on the catwalk or the sales floor and why do different companies choose similar colours each season? In this book, Kate Scully and Debra Johnston Cobb look at how the industry has developed and how it works. They look at the skills a colour forecaster employs to draw a colour palette together, as well as colour theory and other factors. With informative timelines and illustrated examples, this book breaks down the forecasting process and explains the combination of research and intuitive skills that a successful designer or forecaster needs.

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Editorial Review

About the Author

Kate Scully is a color forecasting consultant and Senior Lecturer in Fashion Promotion at the University of the Creative Arts at Rochester. She has worked as the color and fabric editor of several forecast publications. Debra Cobb has researched trends and developed products for fiber, fabric, and apparel manufacturers in the US, including Guilford Mills, Ge-Ray Fabrics, Unifi Inc., and Hanesbrands. She is a regular contributor to textile trade journals on both sides of the Atlantic.

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