

**GREAT BRITISH EYEWEAR**  
WILLIAM MORRIS | **LONDON**

AW/17 TREND SHEET



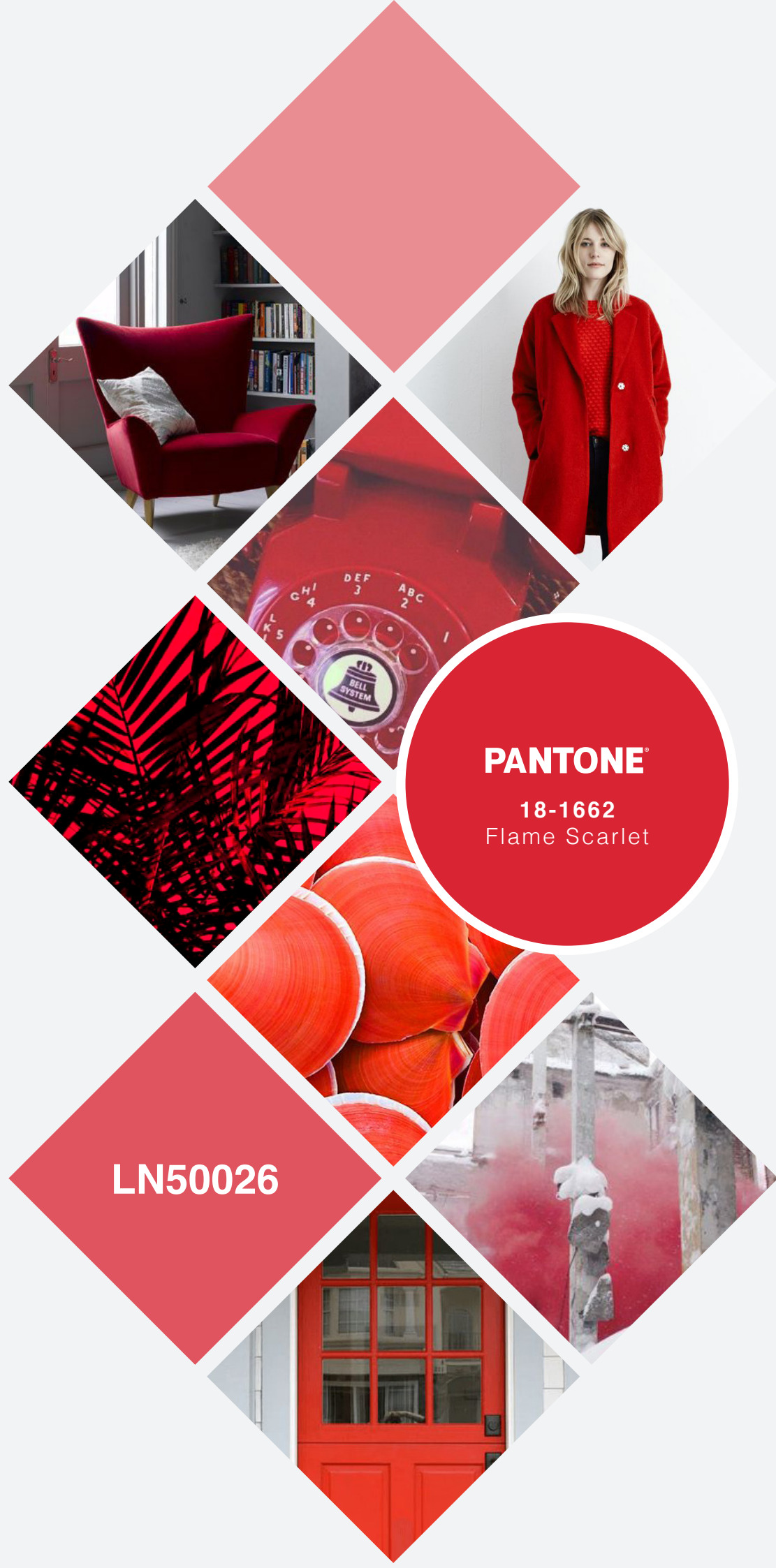
# AW/17 TREND REPORT

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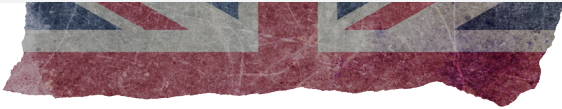
Led by a vivid Flame Scarlet, the colour palette for London this Autumn/Winter 2017 is comprised of strong classics colours complemented by a few unpredictable shades for the autumn and winter seasons. Unexpected combinations such as Royal Lilac and Otter Brown or Lemon Curry with Bluebell are eye-arresting and create unusual but playful colours for the season.





**PANTONE**  
18-1662  
Flame Scarlet

**LN50026**



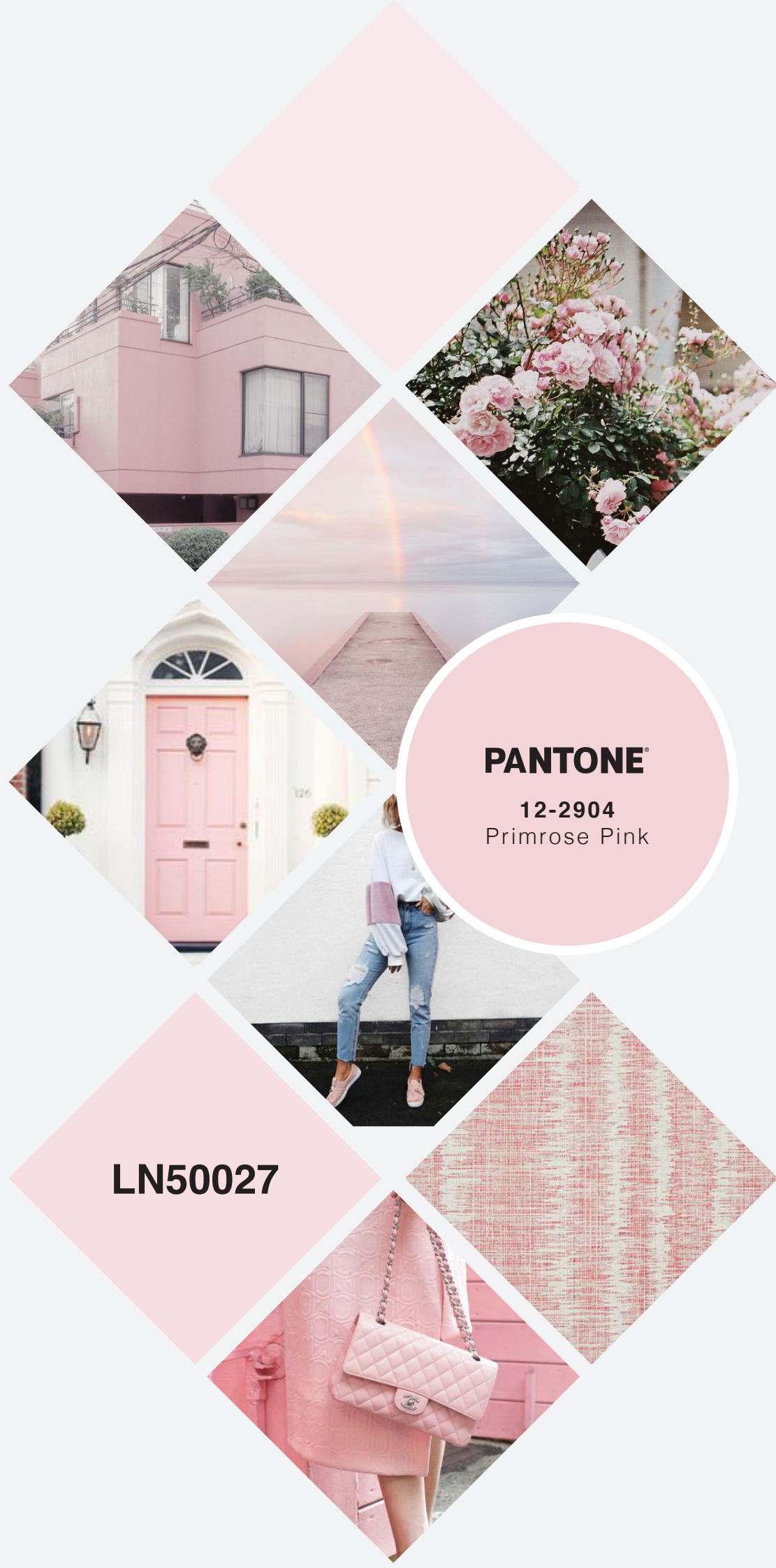
# FLAME SCARLET



A vivid, powerful red, this strong shade leads the way in for Fall in London. Think London Phone Box and Post Box inspiration.

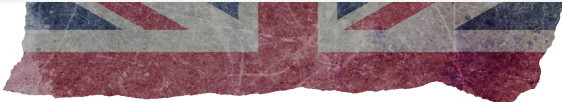






**PANTONE®**  
12-2904  
Primrose Pink

**LN50027**

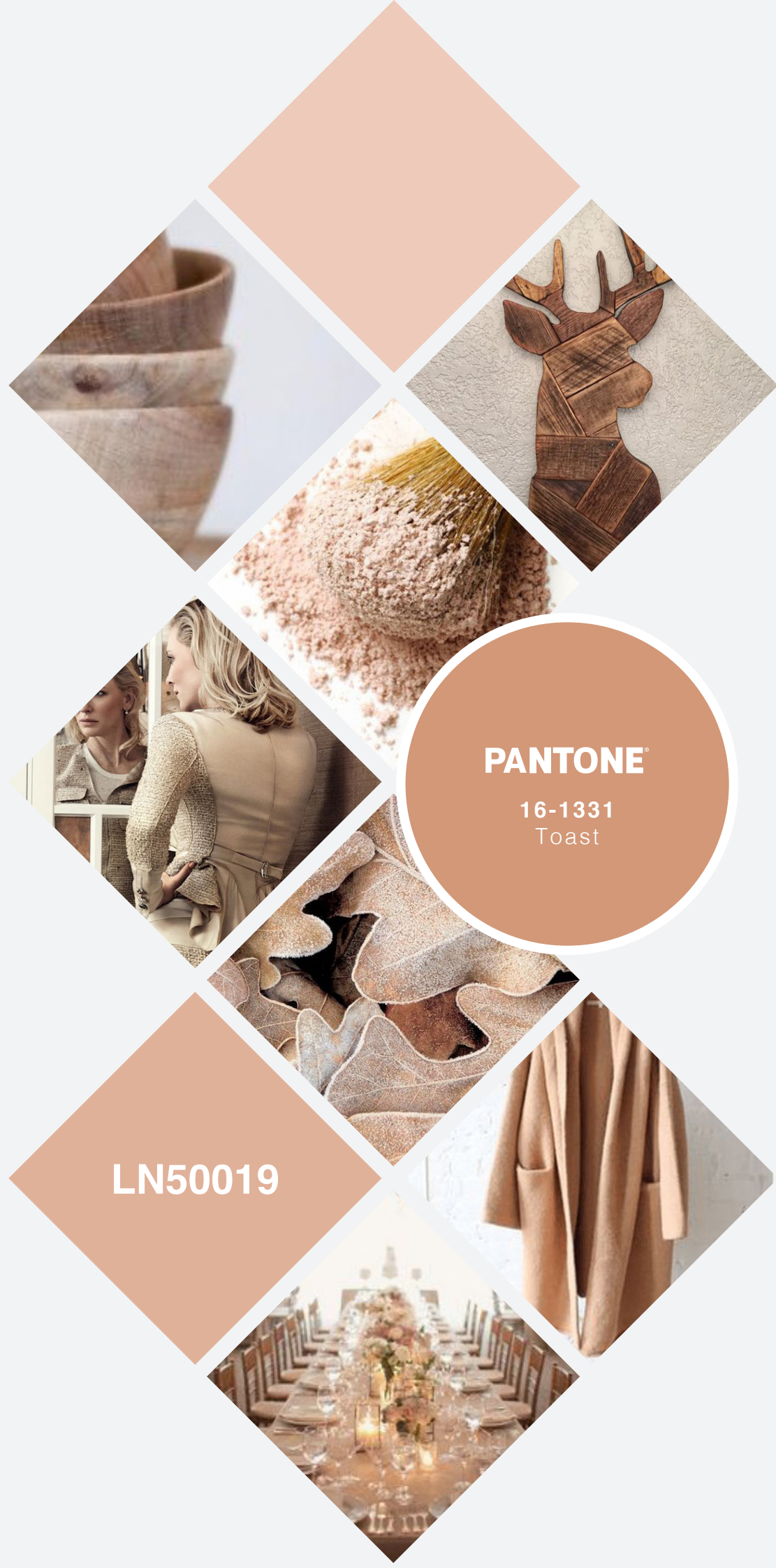


# PRIMROSE PINK

An embracing and gentle pale pink shade to soften complexions falling under the spell of Wintery London days.

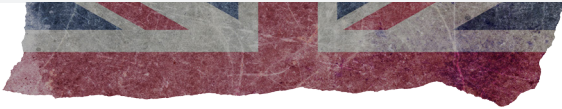






**PANTONE®**  
16-1331  
Toast

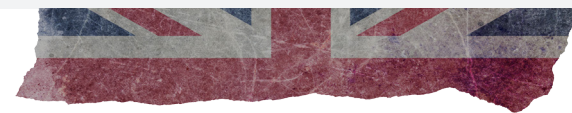
**LN50019**



# TOAST

Toast brings a comforting, warmhearted presence to the autumn winter season. Perfect for both ladies and gents this season.





# BLUE BELL

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This tranquil blue reflects connection and a soothing sense of peace. Cool wintry days are clear blue snowy skies lift the mood of Winter.

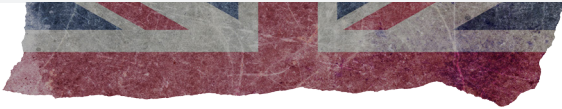






**PANTONE**  
18-3531  
Royal Lilac

**LN50029**

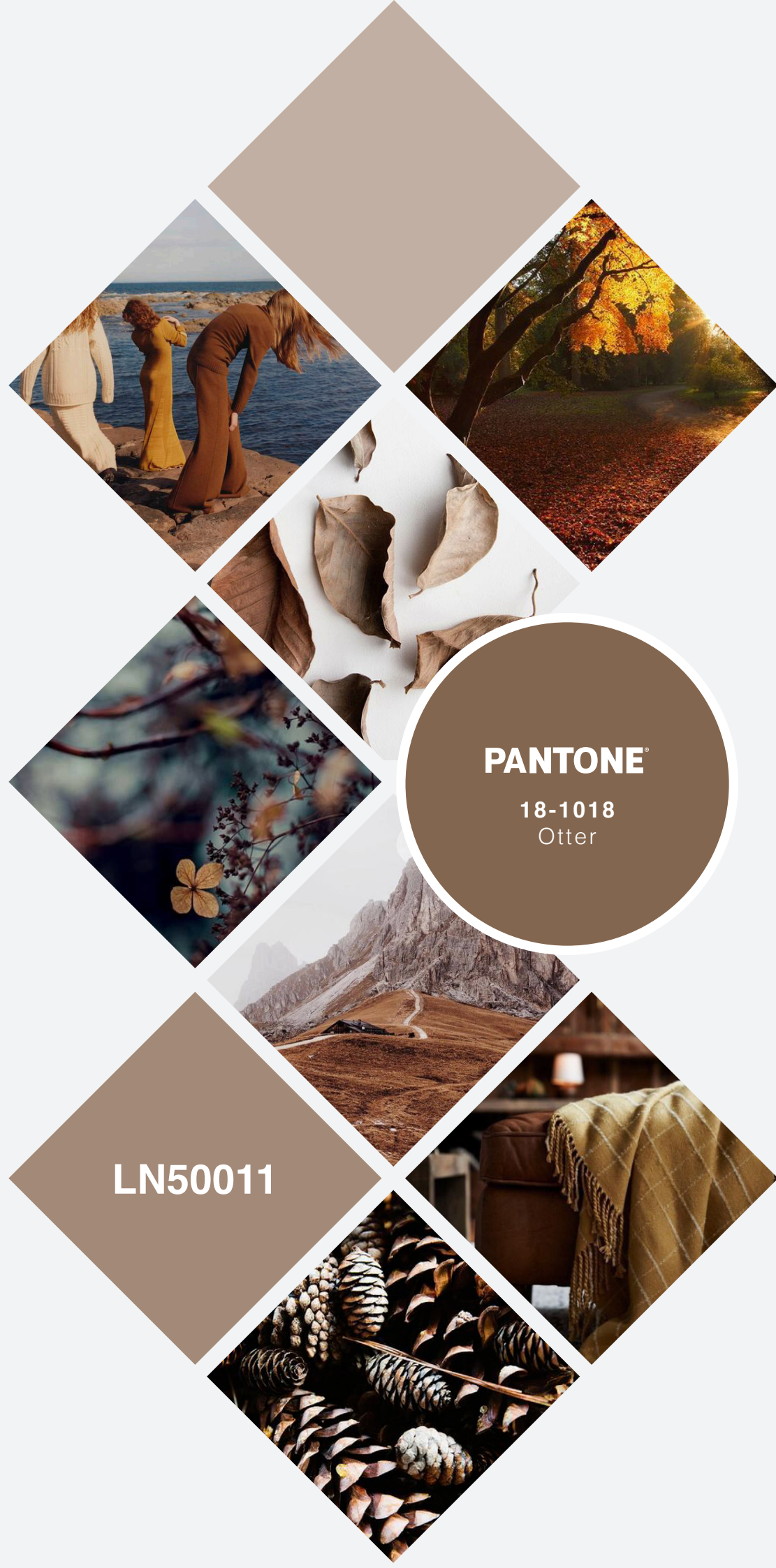


# ROYAL LILAC

An enchanting purple, Royal Lilac provides a theatrical linkage to the other colours in the palette. Inspired by our true British Royal spirit.

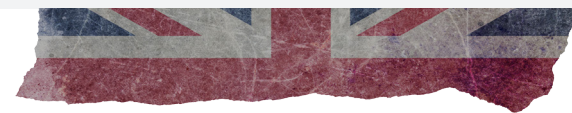






LN50011

**PANTONE**  
18-1018  
Otter

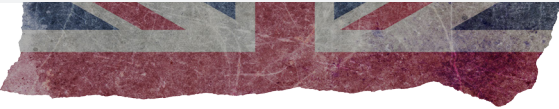
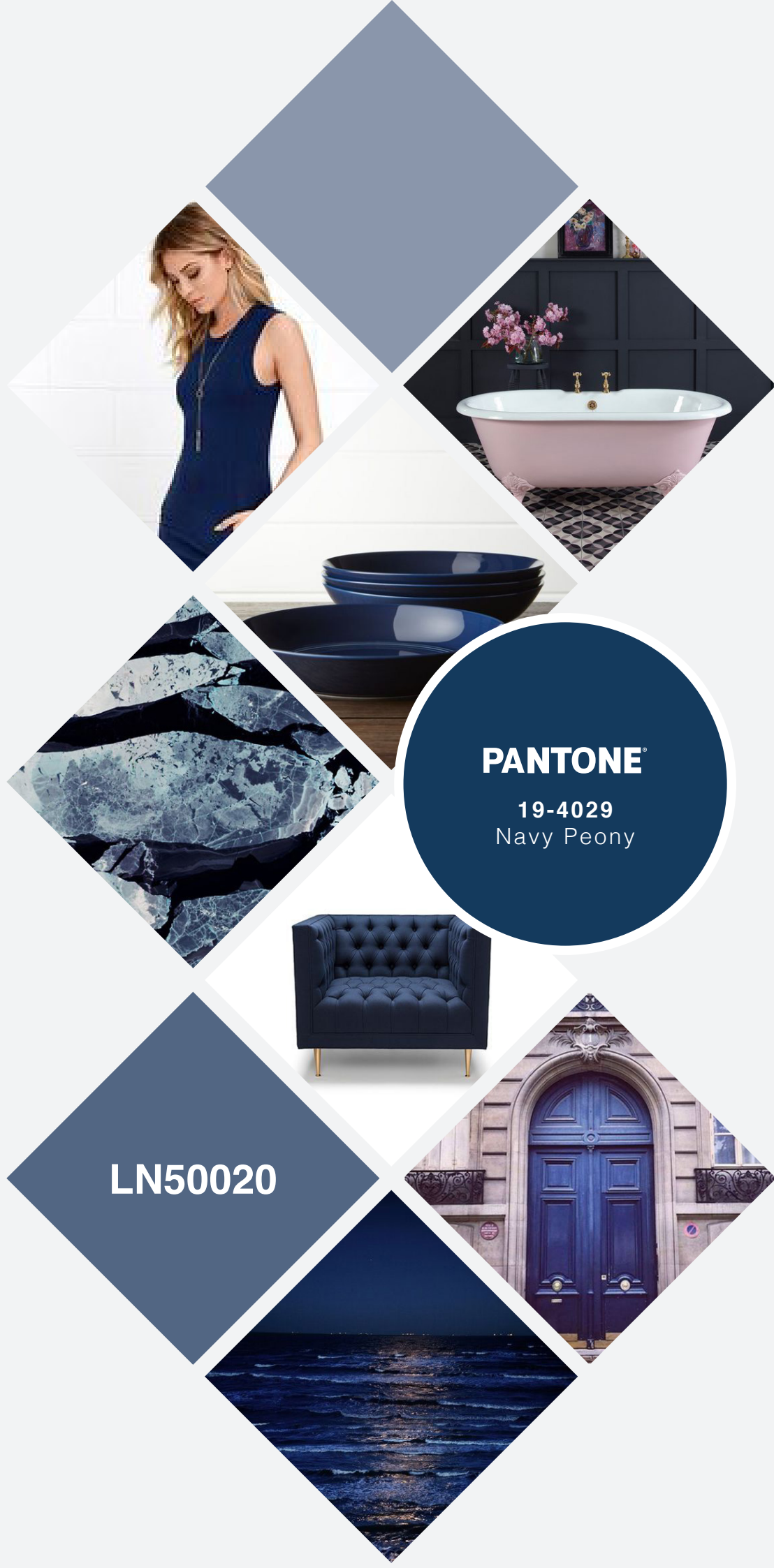


# OTTER

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A country colour that comes to the city, Otter adds an earthy grounding and a sense of rootedness with its Autumnal shades.





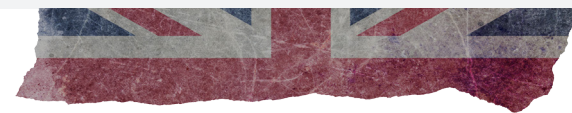
# NAVY PEONY

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The dependable Navy Peony is a mainstay for the season. Solid and stable, the hue takes some of the load off of black as a go-to neutral.







# COPPER TAN

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Copper Tan, a burnished shade known for its welcoming warmth. Muted and understated, it can be paired with deeper shades for contrast.



LN50017

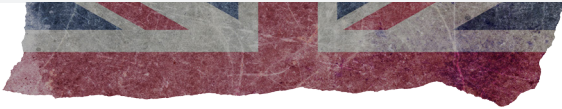
**PANTONE**  
16-1338  
Copper Tan





**PANTONE**  
15-0751  
Lemon Curry

LN50024

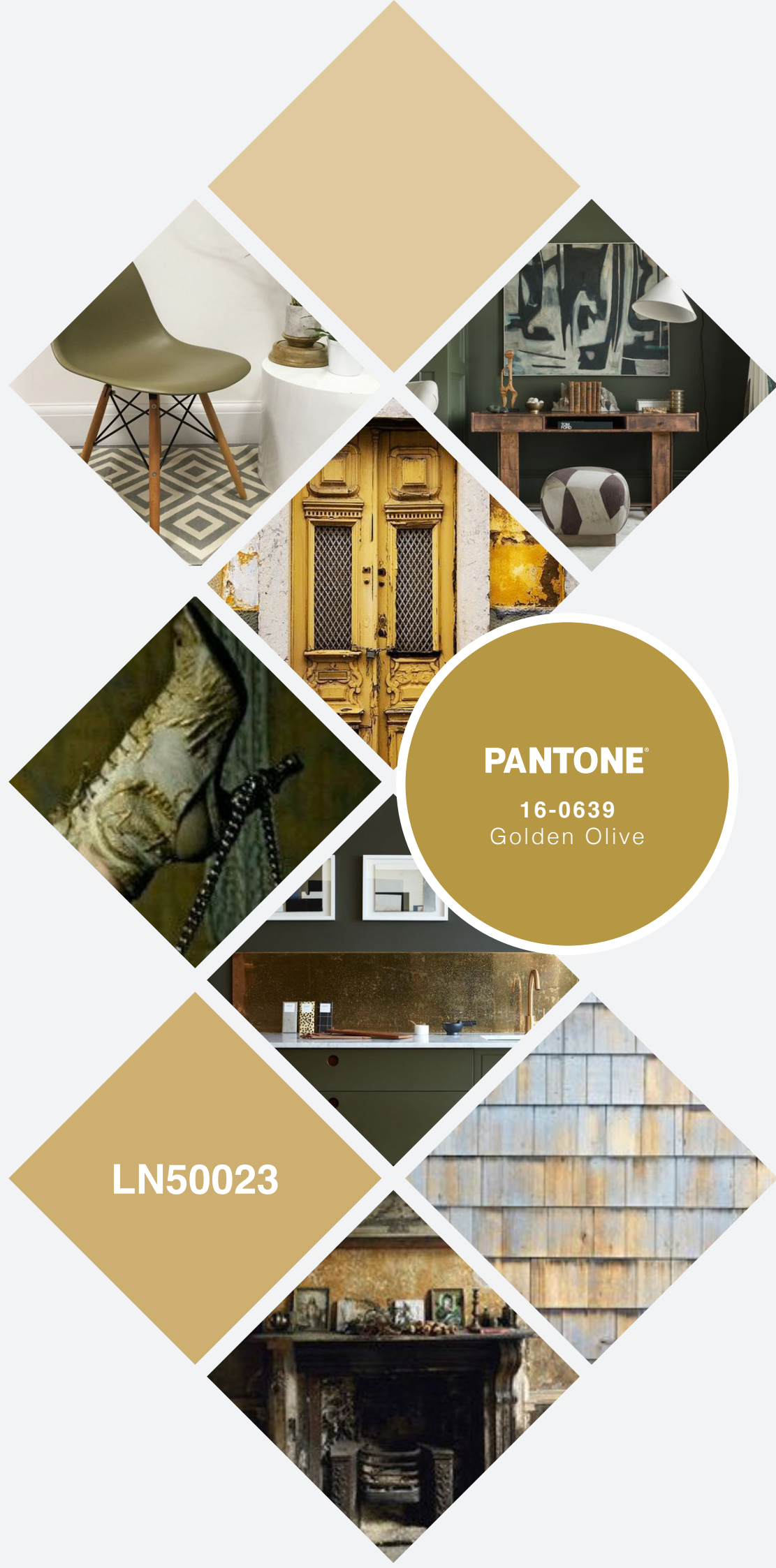


# LEMON CURRY

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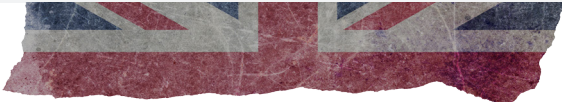
Exotic and spicy, Lemon Curry adds a touch of piquancy to the seasonal colour story. It's a perfect mustardy shade for both men and women.





**PANTONE®**  
16-0639  
Golden Olive

**LN50023**






# GOLDEN OLIVE

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A staunch yet stately green Golden Olive provides sturdiness. Paired with contrasting colours, golden olive provides a metallic touch.



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WILLIAM MORRIS | **LONDON**

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