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GREAT BRITISH EYEWEAR

WILLIAM MORRIS | LONDON

AW/16 TREND SHEET



AW16 TRENDS

Along with anchoring earth tones, exuberant pops of vibrant colours also appear throughout the collections. Transcending gender, these unexpectedly vivacious colours in the season's palette act as playful but structured departures from typical fall shades.

Blue skies represent constancy as they are always above us. Grays give a feeling of stability, Red tones invite confidence and warmth, while the hot Pinkish Purples and Spicy Mustard Yellows suggest a touch of the exotic.





PANTONE 14-4122

AIRY BLUE

Airy Blue's lofty nature evokes feelings of lightness and freedom. With a nod to serenity and calm, pair airy blue with lush greens, taupes or dusty cedar reds for a fresh approach.



7601



PANTONE 18-1550



AURORA RED

Aurora Red adds a welcome punch to the stable colours coming through for Autumn 2016. Aurora Red is bold, warm, sensual and immediately pleasing to the eye; a tone that offers an unmistakable confidence.



6980



PANTONE 17-3240



BODACIOUS

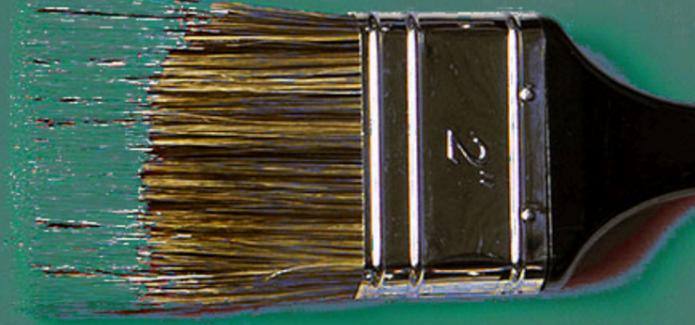
Bodacious lends itself to vibrant and unexpected colour combinations for Winter. It offers great versatility that be used with pinks and reds. Bodacious turns fashion accents into fashion statements.



6982



PANTONE 18-5845



LUSH MEADOW

Lush meadow is rich and elegant, vibrant and sophisticated. Woven into this season, it offers a shade that displays a brightness, panache and depth of colour that elevates it from more natural greens.



9953



PANTONE 18-1630

DUSTY CEDAR

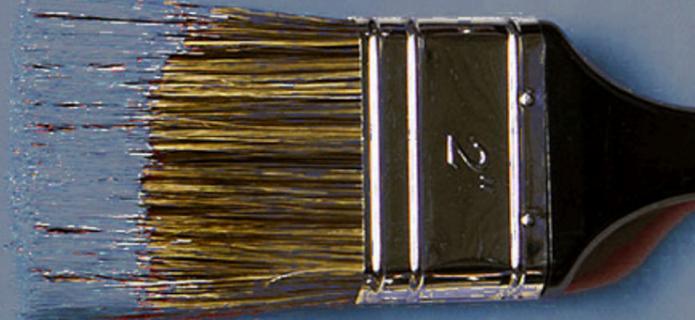
Dusty Cedar offers an Autumn/Winter version of the spring pinks we're used to seeing. It is a dustier rose toned pink shade that adds complexity and exudes a warmth and a welcome muted tone of colour.



7601



PANTONE 17-4028



RIVERSIDE

Riverside highlights the importance of blue for the season. It is cool and calming, stable and strong and displays a subtle vibrancy and sophistication. It borders on exciting but maintains a consistency.



5710



PANTONE 14-0952

SPICY MUSTARD

Spicy mustard bounces elegantly off other colours featured in this season's palette. It adds a splash of uplifting vibrancy in a zestier yellow than seen before. Unexpected and unusual, it comes through in this seasons designs.



BL116



PANTONE 18-1340



POTTERS CLAY

Potters Clay has an added degree of sophistication and layering. Elements of russet orange are found in its undertones, giving a grounded feeling that's anything but flat. It's a neutral earth tone that adds a strong foundation.



9921



PANTONE 17-3914



SHARKSKIN



There's an edge to Sharkskin and yet it manages to remain neutral. This is pair-able with almost any other Autumn colour, bright or muted. It's a colour that through its practicality, the rest of the season's palette can rest on.

5911





PANTONE 16-1318



WARM TAUPE

Warm Taupe is a hearty, pleasing and approachable neutral that pairs well with each of the top shades for Autumn. It suggests a reassurance and stability that is organic and grounded and above all else - timeless.



9922



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