

Trend forecaster mintmoda and color leader Archroma partner to advance the *impact of color in fashion

The unprecedented effects of social media and direct-to-consumer commerce drive the need for highly-visual apparel through the artful use of color.



Fashion forecaster MintModa and Archroma, a global leader in color and specialty chemicals, announce a new strategic partnership leveraging the respective strengths of both companies in color creativity. Combining Archroma's scientific color expertise with MintModa's clear, narrative-driven color forecasts provides fashion and design-related industries with an actionable and trend-right color resource.

Launched last year, Color Atlas by Archroma offers 4320 new shades, extending their custom color business with a readily available, time-efficient color management system. MintModa's ColoRevolution offers highly-curated color analysis and direction on its cloud-

based subscription trend service. Because color plays a starring role in the visual language of social media, carefully chosen palettes are essential for capturing a new generation of connected consumers.

"People today are constantly exposed to a barrage of vibrant media on multiple devices. The customer is now visually sophisticated, a voracious consumer of ever-changing images depicting highly-styled products, places and people," states MintModa founder and creative director Sharon Graubard. "The emotional draw of color, hardwired into humans, becomes an ever-more powerful marketing tool."

"The Color Atlas by Archroma represents a true labor of love," said Chris Hipps, Global Director, Archroma Color Management. "The idea is to offer our customers options they never dreamed of. We resonate with MintModa's progressive, focused approach. In fact, we met because they were searching for a specific shade of blue and couldn't find it elsewhere. This level of color curation dovetails with our passionate drive and relentless commitment towards excellence."

"We were looking for a truly advanced color service that would offer the widest possible range of color so that we could capture those nuances in our trend forecasts, and Archroma is that," added Graubard. ♦