

01 STORY PROMPTS

Pantone® Fashion Colour Trend Report Spring 2024 For London Fashion Week

This season's report features the top ten standout colours, as well as the five new core classics we can expect to see as fashion designers introduce their new Spring/Summer collections. #LONDONFW #FashionWeek #ReadySetGlam



Laurie Pressman
Pantone® Color Institute
15 September 2023

PANTONE® 11-4005 TCX
Brilliant White

Clean, crisp, and precise, Brilliant White is suggestive of simplicity and modernity.

PANTONE® 18-3906 TCX
Boulevard

Powerful, a weathered grey found in rock and gravel.

PANTONE® 13-0611 TCX
Moth

A new taupe, Moth is both upscale and low key.

PANTONE® 19-3713 TCX
Deep Well

Vast and cavernous, Well signifies strength and security.

PANTONE® 19-5408 TCX
Siro Green

Siro Green, a hearty deep green tone with a substantial presence.

PANTONE® 14-0952 TCX
Spicy Mustard

Pungent Spicy Mustard is strikingly exotic.

PANTONE® 17-1564 TCX
Fiesta

A fiery and impassioned red, Fiesta conveys a celebration of life.

PANTONE® 12-0530 TCX
Charlock

Charlock, an eye-arresting yellow emblematic of the free-ranging wildflower.

PANTONE® 15-1905 TCX
Burnished Lilac

Burnished Lilac, a tinged and smoky lavender tone with a new sophistication.

PANTONE® 15-0326 TCX
Tarragon

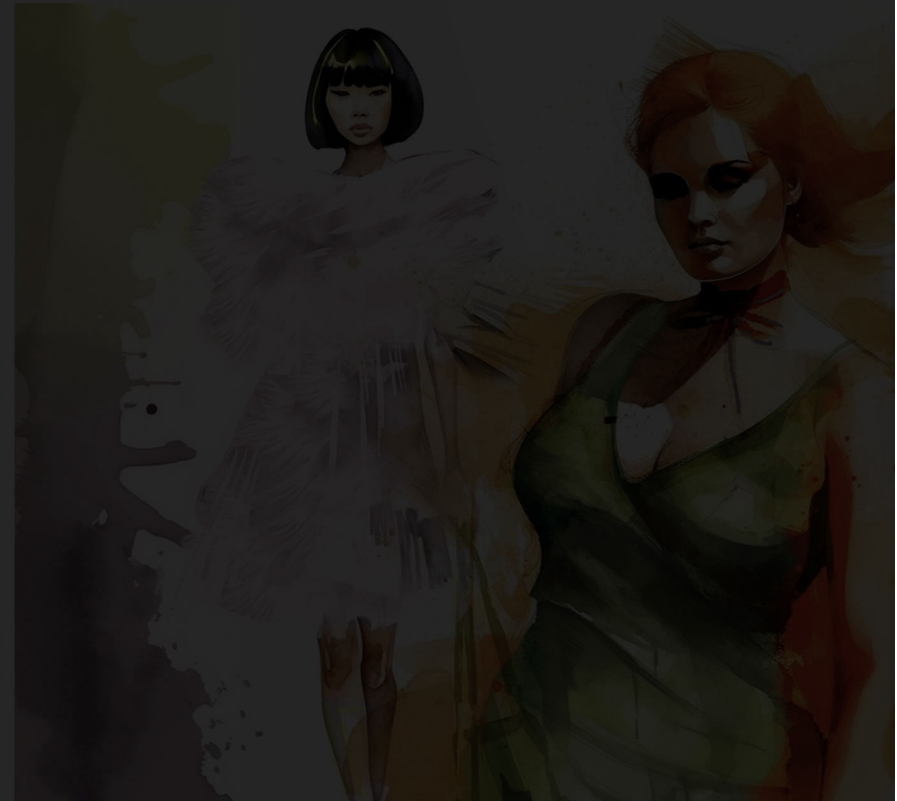
A fresh green infused with notes of citrus, Tarragon displays a delicate piquancy.

PANTONE® 16-4427 TCX
Horizon Blue

Horizon Blue, an atmospheric blue hue denoting where the sea meets the sky.

PANTONE® 16-4939 TCX
Strong Blue

A boundless blue, Strong Blue urges to look beyond the horizon.



JEREMY CONNELL-WAITE

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11-4001 TCX Brilliant White

18-3906 TCX Boulevard

13-0611 TCX Moth

19-3713 TCX Deep Well

14-4804 TCX Blue Fox

16-4427 TCX Horizon Blue

18-4051 TCX Street Blue

19-5408 TCX Siro Green

14-0952 TCX Spicy Mustard

18-1433 TCX Chutney

16-1257 TCX Sun Orange

17-1664 TCX Fiesta

12-0530 TCX Charlock

WHY DO YOU CARE
SO MUCH ABOUT
THIS STORY?

WHY SHOULD WE CARE
AS MUCH AS YOU DO
ABOUT THIS STORY?

HOW WOULD YOU
DESCRIBE THIS STORY
IN ONE SENTENCE?

IS THIS STORY ABOUT
WHAT YOU WANT TO SAY,
OR
WHAT WE NEED TO HEAR?

WHAT IMPORTANT TRUTH
DO VERY FEW PEOPLE
AGREE WITH YOU ON?

WHICH STORY DOES YOUR
BEST FRIEND ALWAYS ASK
YOU TO REPEAT?

WHY IS THIS STORY
SO IMPORTANT THAT
YOU MUST TELL IT NOW?

WHY ARE YOU THE
ONLY PERSON WHO
CAN TELL THIS STORY?

WHAT HAVE YOU DONE
THAT YOU NEVER
THOUGHT YOU'D DO?

WHAT HAPPENED WHEN
YOU LOST SOMETHING
THAT MATTERED TO YOU?

WHY ARE YOU SO
EXCITED TO SHARE
THIS STORY?

WHY HAVE YOU NEVER
TOLD THIS STORY BEFORE?

WHEN DID YOU LAST
STAND FOR SOMETHING
THAT MATTERED TO YOU?

CAN YOU REMEMBER
A MOMENT WHEN IT ALL
WENT HORRIBLY WRONG?

WHICH “QUOTE” HAVE
YOU SHARED THE
MOST TIMES?

WHAT WAS THE INCITING
MOMENT THAT SET
EVERYTHING IN MOTION?

WHEN WAS THE LAST TIME
SOMETHING HAPPENED
TO YOU THAT YOU
CAN'T EXPLAIN?

WHAT MAKES YOU LAUGH
SO HARD THAT YOU CRY?

WHAT WAS THE FIRST
THING THAT EVER
CHANGED YOUR LIFE?

WHEN WAS THE LAST TIME
YOU FOLLOWED YOUR HEART,
EVEN THOUGH OTHERS
TOLD YOU NOT TO?

HAVE YOU EVER BEEN
REUNITED WITH SOMETHING
YOU TREASURE?

WHICH PICTURE (OR SCENE)
TAKES YOUR BREATH AWAY?

WHAT IS THIS STORY
ULTIMATELY ABOUT
FOR YOU?

HOW WILL THIS STORY
GET EVERYONE'S ATTENTION
IN THE FIRST MINUTE?

DOES THIS STORY
REALLY GO BEYOND
THE ANECDOTE?

WHAT ELSE CAN YOU
REMOVE FROM THIS STORY
TO GIVE IT MORE IMPACT?

WHO TAUGHT YOU HOW
TO SEE SOMETHING IN A
TOTALLY DIFFERENT WAY?

WHAT CHANGED YOUR
MIND ABOUT THE WAY
YOU SEE THIS TOPIC?

WHAT COULD YOU DO TO
MAKE THIS STORY EVEN
MORE MEMORABLE?

HOW CAN YOU HELP
YOUR AUDIENCE TO
THINK ABOUT THIS TOPIC
IN A DIFFERENT WAY?

CAN YOU TELL THIS STORY
IN HALF THE TIME THAT
YOU'VE BEEN GIVEN?

WHAT KEEPS YOU UP AT NIGHT?

WHAT GETS YOU
OUT OF BED
IN THE MORNING?

HOW WILL THIS
SURPRISE
YOUR AUDIENCE?

WHY DO YOU HATE
THIS TOPIC SO MUCH?

WHAT FRUSTRATES
YOU THE MOST
ABOUT THIS STORY?

WHAT DO YOU DAYDREAM
ABOUT MORE THAN
3 TIMES A WEEK?

WHAT DID YOU LOVE
TO DO THE MOST WHEN
YOU WERE AGE 9-12?

CAN YOU ADD EVEN MORE
CONFLICT OR TENSION
TO MAKE THIS STORY
MORE DRAMATIC?

WHAT BRINGS YOU
THE MOST JOY?

WHERE DO YOU GET
YOUR ENERGY FROM?

WHAT'S THE BIGGEST
OBSTACLE YOU'VE
EVER OVERCOME?

WHAT ONE THING ARE
YOU MOST SCARED OF?

WHAT DO YOU WANT
MORE THAN ANYTHING?

WHAT VALUES AND IDEA(L)S
ARE YOU DEVOTED TO?

HOW HAS YOUR IMPOSTER
SYNDROME HELPED YOU
TO INSPIRE OTHERS?

WHY DOES THE OBSTACLE
STANDING BEFORE YOU
SEEM INSURMOUNTABLE?

WHAT'S THE WORST THING
THAT COULD HAPPEN IF
WE DIDN'T DO ANYTHING?

WHICH COMMUNITY ARE
YOU MOST PROUD
TO BE A PART OF?

WHAT'S THE BEST PIECE
OF ADVICE YOU'VE
EVER RECEIVED?

WHAT UNCONSCIOUS BIAS
IS PREVENTING YOU
FROM MAKING THIS
STORY EVEN BETTER?

WHAT IS THE
EMOTIONAL JOURNEY
THAT THIS STORY WILL
TAKE THE AUDIENCE ON?

WHY IS THIS STORY
SO RELEVANT TO WHAT
IS HAPPENING TODAY?

WHO HAS INSPIRED
YOU THE MOST TO
DO WHAT YOU DO?

CAN YOU TALK ABOUT
SOMETHING OTHERS
ARE TRYING TO AVOID?

WHERE IS THE
SUSPENCE & SURPRISE
IN THIS STORY?

IS THERE A MEANINGFUL
OBJECT THAT COULD BE
USED AS A PROP TO BRING
THIS STORY TO LIFE?

HOW CAN YOU MAKE THE
VENUE/STAGE A CHARACTER
IN YOUR STORY?

WHAT OTHER SIGNIFICANT
EVENTS HAVE HAPPENED
IN THIS PLACE?

WHAT ONE THING WOULD
YOU LIKE YOUR AUDIENCE
TO DO AS SOON AS YOU'VE
TOLD THEM YOUR STORY?

WHY DOES THIS MATTER
MORE THAN WE THINK?



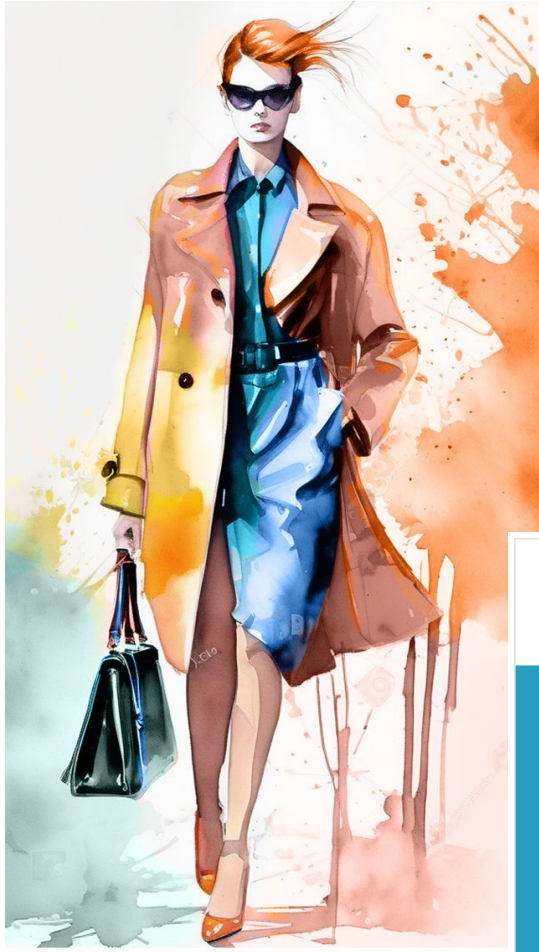
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| PANTONE® 19-5408 TCX Bistro Green Bistro Green, a hearty deep green tone with a substantial presence. | PANTONE® 14-0952 TCX Spicy Mustard Pungent Spicy Mustard is strikingly exotic. | PANTONE® 17-1564 TCX Fiesta A fiery and impassioned red, Fiesta conveys a celebration of life. | PANTONE® 12-0530 TCX Charlock Charlock, an eye arresting yellow emblematic of the free ranging wildflower. | PANTONE® 15-1905 TCX Burnished Lilac Burnished Lilac, a tinged and smoky lavender tone with a new sophistication. | PANTONE® 15-0326 TCX Tarragon A fresh green infused with notes of citrus, Tarragon displays a delicate piquancy. | PANTONE® 16-4427 TCX Horizon Blue Horizon Blue, an atmospheric blue hue denoting where the sea meets the sky. | PANTONE® 18-4051 TCX Strong Blue A boundless blue hue, Strong Blue encourages us to look beyond the obvious. | PANTONE® 14-4804 TCX Blue Fox Blue Fox, a smooth and sleek cool blue grey. |
| PANTONE® 18-1433 TCX Chutney Chutney, a savoury and enticing earthy brown. | PANTONE® 16-1257 TCX Sun Orange Sun Orange, an enveloping orange reflective of a brilliant sunset. | | | | | | | |

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| PANTONE® 13-0611 TCX Moth A new camouflage greige, Moth is both upscale and low key. | PANTONE® 19-3713 TCX Deep Well Vast and cavernous, Deep Well signifies strength and security. |



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| 16-4427 TCX Horizon Blue | 18-4051 TCX Strong Blue | 19-5408 TCX Bistro Green | 14-0952 TCX Spicy Mustard | 15-1905 TCX Burnished Lilac | 18-1433 TCX Chutney | 16-1257 TCX Sun Orange | 17-1564 TCX Fiesta | 12-0530 TCX Charlock | 15-0326 TCX Tarragon | 15-0326 TCX Tarragon |

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