

Introducing True Winter



INTRODUCTION:

The True Winter palette is clear, bold, unambiguous, and powerful.

THE FEELING:

Imagine slicing through snow-covered pines, led by a team of eager Alaskan Huskies in crimson harnesses, until the narrow trail breaks open to reveal a glimmering frozen lake and softly falling snow; or the captivation of viewing an elite crown jewel collection overflowing with illuminated diamonds, rubies, sapphires, and emeralds within a palace setting steeped in history and luxury; or an evening under the bunting-style Christmas lights twinkling on Main Street, Park City as you look forward to star-spotting, art-crawling, downhill skiing, and the Sundance Film Festival.

COLOUR CHARACTERISTICS:

Hue: All colour families are represented in all seasons. Your best versions of red, yellow, green, blue, and purple are determined by the temperature, value, saturation, and intensity as follows.

Temperature: Cool; blue undertone

Value: Icy Light to Dark

Saturation: Medium to High

Intensity: Clear, Medium-Bright, and Saturated

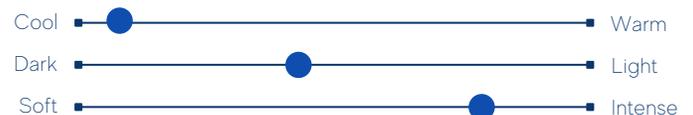


IMAGE:

High intensity, high contrast, striking, intense, bold, dramatic, and vibrant

COLOUR CHARACTERISTICS TO AVOID:

Muted; Warm

JEWELLERY:

Metals in silver, white gold, platinum

Pearls in white, grey

Gemstones in sparkling stones that blend with your colour palette