

Fall/Winter 2020 Trend Preview



# Color of the Year

Classic Blue

Color of the Year  
2020  
**PANTONE®**  
™  
**Classic Blue**  
19-4052



# Color of the Year

Classic Blue

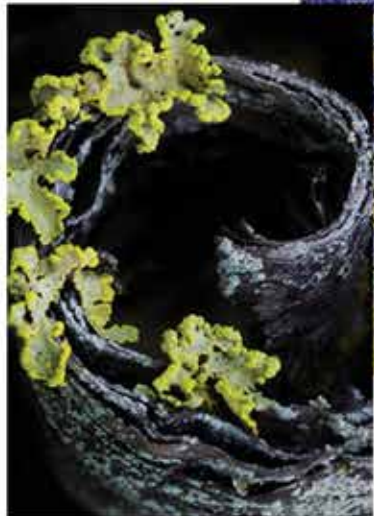


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## Color

primary: classic blue, green, orange  
secondary: neutrals, black, white, tan



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Print

*geometric, florals, tiled mosaics*



Print

*geometric, florals, tiled mosaics*



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## Eco-Friendly Materials



Bamboo

Strong, rigid, and durable.  
 Hearty and easy-to-grow, it helps promote healthy soil and does not require replanting after harvesting.  
 Renewable- grows faster than hard wood trees.  
 Biodegradable and compostable.



Vegan Leather

Can be produced from a variety of materials, including PVC, PU, cork, wine, mushroom, pineapple and more.  
 Level of sustainability and biodegradability depends on the base materials.



Grape Skin Paper

Made from leftover grape skins from Veuve Clicquot's winemaking process.  
 Dried skins are milled, then combined with water and natural fibers- saves 25% of virgin pulp.  
 Fully biodegradable and recyclable.



Bagasse

## Eco-Friendly Materials



Tinplate

Eco-friendly and can be recycled.  
 Easy to cut and bend, can transform into a wide variety of shapes and sizes.  
 Can be recycled over and over.  
 Lightweight- package more product with less material.



Seaweed

Zero waste- biodegradable, compostable and edible.  
 Renewable resource- rows quickly and can be harvested right away.



Corn Starch Film



Multi Layer Paper Pulp Insert



Paper Pulp

Made from a variety of fibrous materials, such as recycled paper, cardboard or other natural fibers.  
 No chemicals added during the pulping process.  
 100% recyclable- made from recycled materials and can also be easily recycled again after its useful life-cycle.  
 No waste water and all scraps are returned to the pulp for zero manufacturing waste.

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