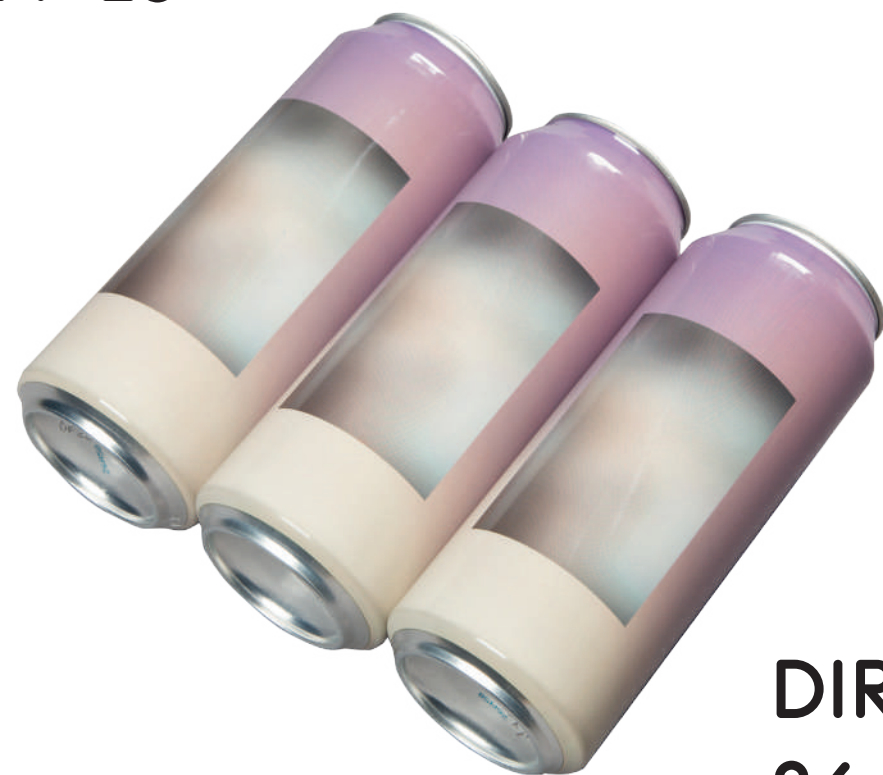


# COLOUR FUTURES 2023+

COLOUR STATEMENT 2023+  
24–25



DIRTY PASTELS  
26–35

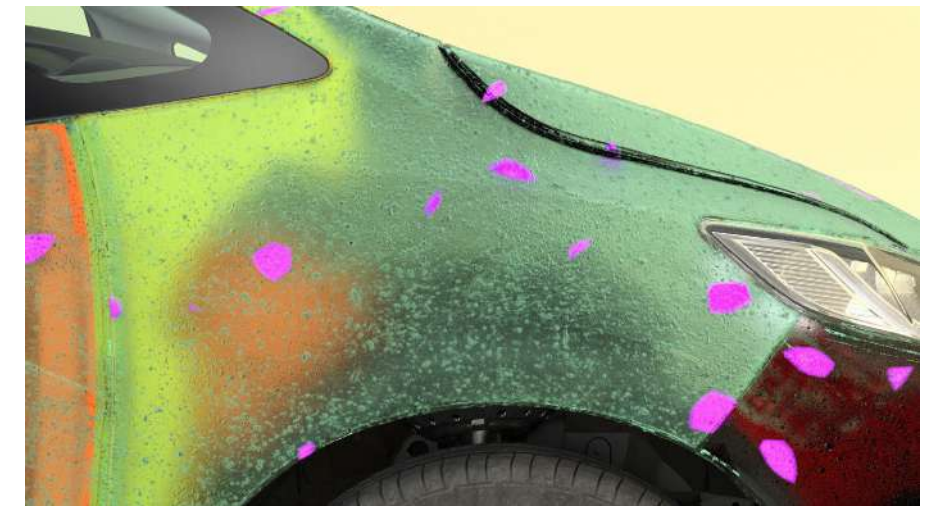


EARTH RÉBEL  
36–45



CREATIVE GRUNGE  
56–65

KEY COLOUR MESSAGES  
66–71



NEW WAVE (Y2K)  
46–55





# COLOUR STATEMENT

Adopting a trans-seasonal approach to colour, an ongoing, fundamental theme at FranklinTill, has never been more important. The current environmental crisis offers us the vital opportunity to explore colour, not in terms of seasonal palettes or marketing tools, but as directional and enduring; to rediscover how different shades can work together to create exciting new combinations; and, amid all the uncertainty, to find joy.

Longevity and endurance do not need to come at the expense of creativity and fun. We believe that colour can be riotous yet balanced, offering strong foundational hues that will last for years to come. Building on our work in previous editions and demonstrating our move away from seasonal colour, we are proud to introduce our new Colour Futures section. Here we explore the unbridled creativity of making, not only in the physical world with hands-on crafts, but also in the digital realm – a space which Gen Z are making their own.

By bringing our innate playfulness to self-expression and making, we can add even more joy to the creative process and find greater pleasure alongside purpose; method in our own unique, joyful human madness.

In our analysis of key colours, we highlight the season's prominent long-term and directional colours. As real life merges with digital identity, these key colours embrace both earthy tones and vibrant, high-tech hues, as super-brights sit alongside subtly developing browns and greys, influenced by renewable material processes.

There's no doubt that colour trends will always evolve in line with changes in consumer mindsets, and it is crucial now for us all to rediscover the joy and power that lie in our own hands to shape the future of colour. We invite you to find your own joy in how you use these colours – and we dare you to be bold and playful.





Childlike, playful and rooted in a joyful approach to making, Dirty Pastels showcases the infinite creative possibilities of working with material waste. Remaking plastic and textiles into something completely new creates an exciting mixed and remixed appearance: think oozy orbicular plasma, softly structured surfaces and pleasingly pliable textures. Unpretentious, idiosyncratic, but not entirely naive, there is underlying method to the madness. Recycled colours blend into one another to create subtle organic ombrés, not slick digital concoctions. A sweetly sumptuous synthesis of dirtied lilac, mint and peach pastels accented with bold warm colours, atop a predominantly pale grey background.

1

# DIRTY PASTELS



The Ode To from the Cream Decay series by Sara Regal



# MERCEDES BONZAI

cargocollective.com/nhacker



The digital alter ego of German ceramicist Nadine Hacker, Mercedes Bonzai, inhabits a hybrid visual language that fuses the digital and physical world. Overcoming the restrictions of analogue craftsmanship and offering complete freedom of expression, drawings and handmade objects take on a quirky cyber character. There's a soft playfulness to the rounded shapes and organic graphics, the clever use of iridescent digital colours and soft pastels giving 3D textiles an extra dimension.

# JAMES SHAW

London-based designer and maker James Shaw's playful approach to design challenges the concept of waste, creating curiously child-like, unconventional furniture and homewares. Working with recycled plastics, Shaw celebrates the origin of each material, recreating it in sculptural forms reminiscent of piped buttercream icing or baroque cornicing. A confection of dirty pastels - lilac, mint and peach - creates a delicate, delectable colour palette we wouldn't usually associate with waste, again playing with our perceptions of circular design.



jamesmichaelschow.co.uk @jamesmshaw

# LUCKY TRY

luckytry.co.kr @luckytry\_official



Korean premium kidswear brand Lucky Try celebrates the joy of childhood, teaming French sensibility with a bold streetwear aesthetic. Kidult-style cartoonish prints include conversational repeats and clashing stripes, overlaid with naive graffiti fonts and symbols, including the iconic smiley face. Teaming sweetie pastels, utility-style neutrals and a flash of neon, this is pure, simple, unadulteratedly fun fashion that just makes you smile.

# SARA REGAL

Working from a studio in the Mallorcan countryside, set and interior designer Sara Regal creates contemporary craft objects from recycled waste materials. Resembling cartoonish geological fossils or children's science kit crystals, her abstract sculptures exude a palpable sense of fun. Entitled "Cream Decay", bubbly, undulating surfaces are submerged in gooey, oozing plastic, like clumps of popcorn under melting gelato. A plethora of saccharine pastels trickle and blend into one other, taking on a subdued, dirty tinge as they congeal and harden.

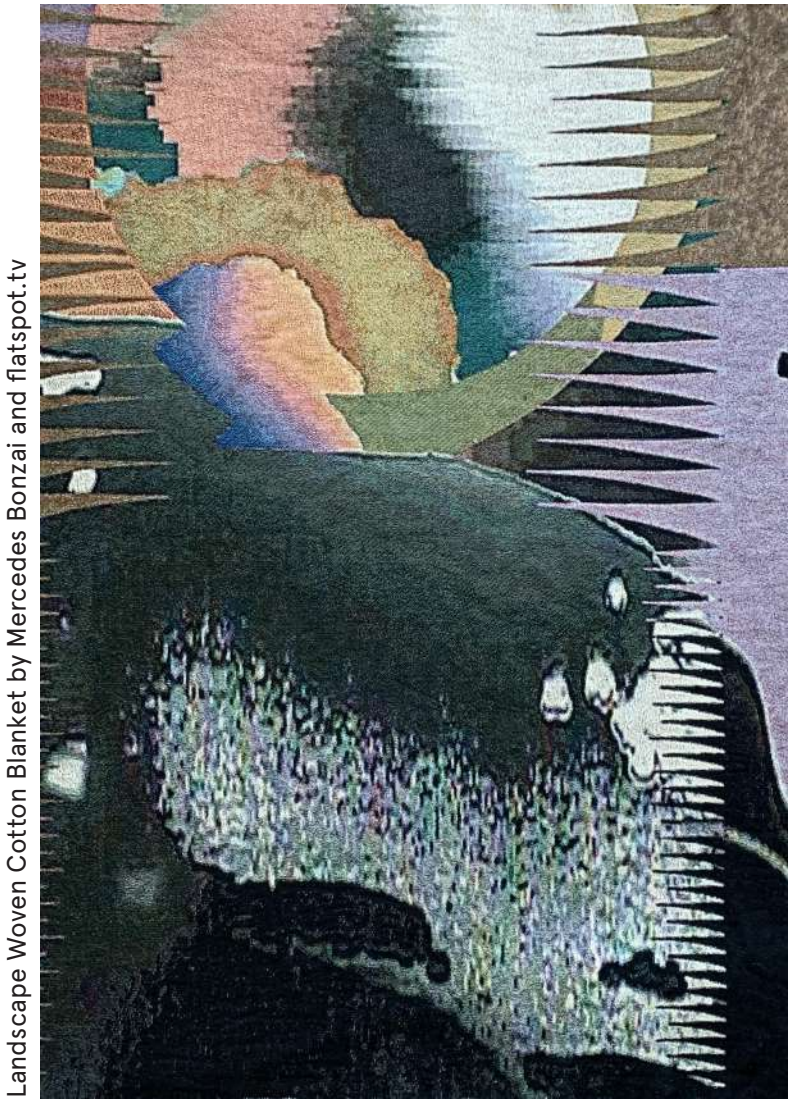
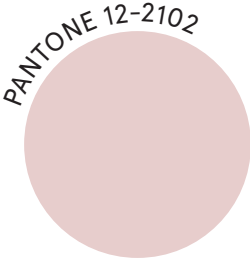
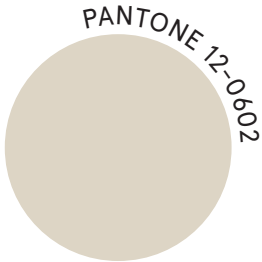


sararegal.com @sararegalalonso





The Ode To from the Cream Decay series by Sara Regal



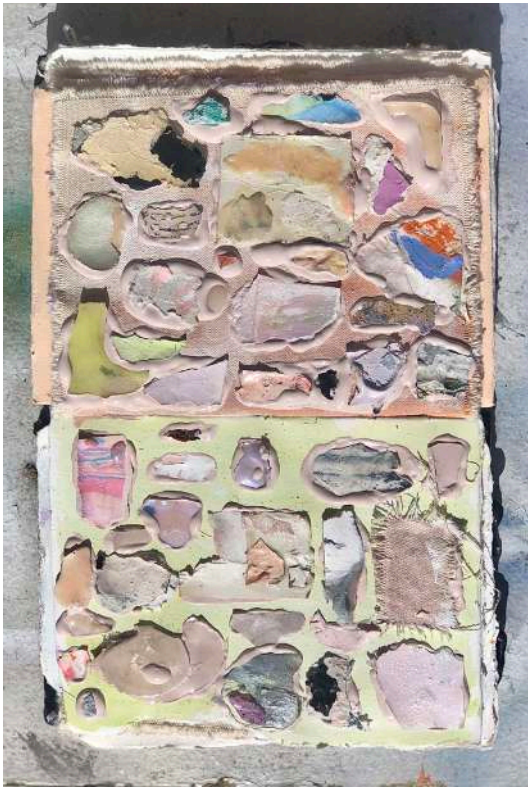
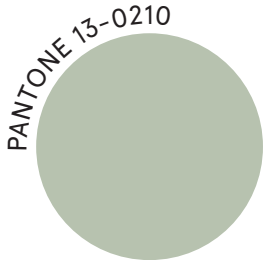
Landscape Woven Cotton Blanket by Mercedes Bonzai and flatspot.tv



Collina Strada Pre-Fall 2021



Hat by Superpoly at Etage Projects



Sketchbook Pieces by Laura Soto



Superpoly.fr



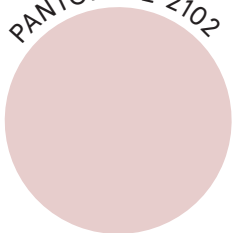
Sisters-Sisters by Léa Mestres



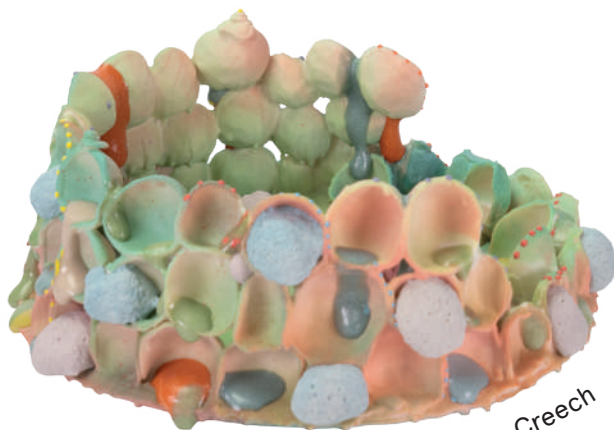
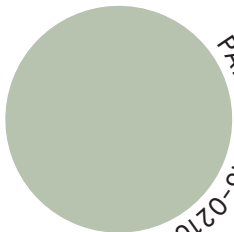


Rainbow Marshmallow by Stephen Creech

PANTONE 12-2102

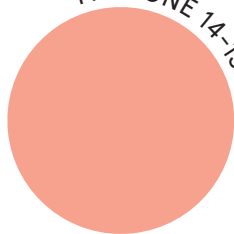


PANTONE 13-0210



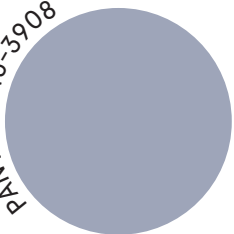
Colosseum by Stephen Creech

PANTONE 14-1323



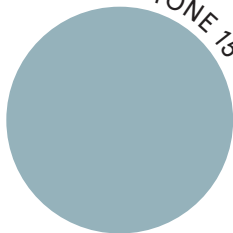
Plastic Baroque Candle Holder by James Shaw

PANTONE 15-3908

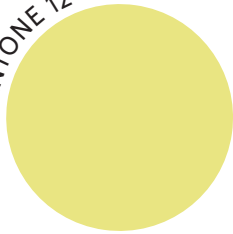


Kissed Into Translucence by Emma Stone-Johnson

PANTONE 15-4309



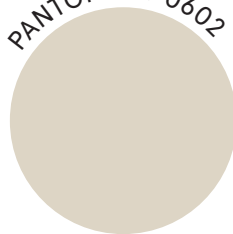
PANTONE 12-0740



The Ode To from the Cream Decay series by Sara Regal 2021



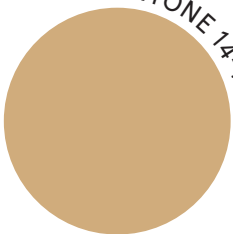
PANTONE 12-0602



Imagination Cures Surveillance by Irina Gusakova and Bram Rokes



PANTONE 14-1038



Lucky Try FW20



Terra Sigillata by Mercedes Bonzai





# COLOUR FUTURES 2023+

## DIRTY PASTELS

PANTONE 14-1323

PANTONE 12-0602

PANTONE 14-1038

PANTONE 12-0740

PANTONE 15-3908

PANTONE 13-0210

PANTONE 15-4309

PANTONE 12-2102



The Ode To from the Cream Decay series by Sara Regal



Resourceful, intuitive and unplanned, Earth Rebel celebrates the joy of digital scavenging, a hybrid direction that merges humans, nature and technology. In this world, waste does not exist, because everything is used. A thrown-together, ad-hoc aesthetic sees disparate forms melted into mystical liquids, or smashed and pressed together to become rough textural, geological matter. Found objects are dismantled, reassembled and reassigned with other components to serve a new purpose. Ever changing, evolving and adapting to our surroundings, we create new value in unused and forgotten things. An unthreatening, positive vision of dystopia, earthy natural browns, clay-toned pinks and lush greens merge with a variety of digital greys, from ethereal lilac-tinted to shiny, heavy metals.

2

# EARTH REBEL



Dae by Anke Sondi for Objects for a New Kind of Society, exhibition by Dutch Intervtuals



# JAN MICHA GAMER

Berlin-based social designer Jan Micha Gamer is an urban scavenger, questioning the concept of waste and reutilising defunct electronic devices. Combining engineering e-waste and raw natural materials, Gamer's refined yet ad-hoc aesthetic weaves circuit boards into traditional basketry or amalgamates home appliance components and windfall timber. Stripped-back and non-ornamental, in a pleasing colour palette of earthy naturals, muted greens and mechanical metallics, Gamer's work showcases our new "natural" resources and the relationship between humans and nature.



jam-michagamer.de @janmichagamer

# DUTCH INVERTUALS

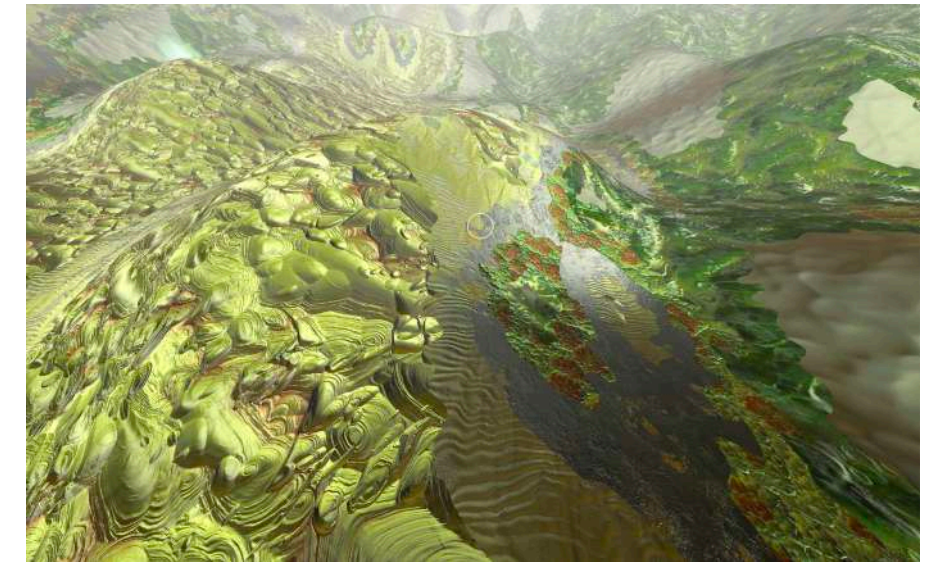
dutchinvertuals.nl @dutch\_invertuals



Eindhoven design studio Dutch Invertuals' digital exhibition Objects for a New Kind of Society explores how design and technology will shape the cities of the future. Created in collaboration with The Future Laboratory for Dutch Design Week, 3D scan collaging and cut-and-paste crafting creates virtual vistas that merge natural and synthetic forms, real and fantastical environments. Rich organic textures become glitchy, imperfect, and earthy colours take on an otherworldly, digitised aura, coming together to create an extraordinary new cyber realm.

# THE SKIN OF RUINS

A digital collaboration between artist Fabien Léaustic, creative direction duo DVTK and arts collective Cyber Super, The Skin of Ruins invites viewers to explore and interact with a constantly evolving virtual ecosystem. Based on the study of phytoplankton, an infinite undulating landscape of synthetic green and brown cellular clusters features ominous patches of dark shadow to indicate decline and destruction, while orbs of light offer regenerative properties. Designed to create awareness of our impact on the natural world, this is digital collaging at its immersive best.



theskinofruins.art

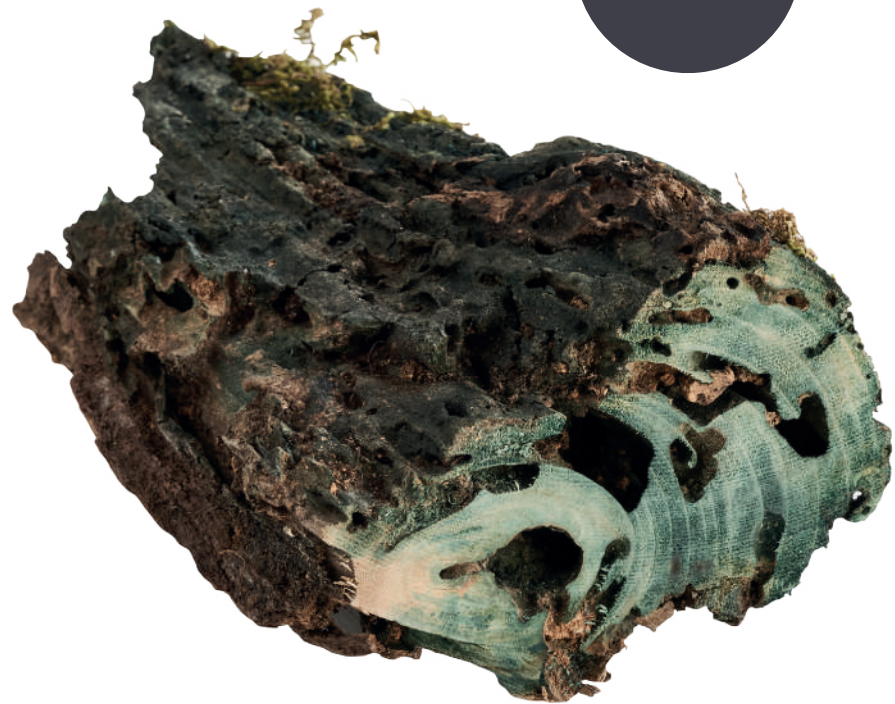
# POLINA KRICHKO

@polina.krichko



Experimental Russian designer Polina Krichko's Future Fossils footwear collection imagines how sneakers might look after hundreds of years languishing in landfill. Working with upcycled silicone rubber moulds, Krichko replicates deadstock and reclaimed sneaker factory samples, transforming unrecyclable thermoplastic components into a sculptural 'clay' to cast futuristic 3D collages. Through the act of breaking down, making and remaking shoes, she creates unexpected textural and colour combinations, the character of the original materials dictating the final outcome.





PANTONE 19-3918



Kasia Kucharska, photography  
by Steffen Koll

PANTONE 15-1523



Forest Crayons by Playfool

PANTONE 14-4106

PANTONE 18-1314



Supreme SS22



Matters of Reassembly by Jan-Micha Gamer



Packmantel by Jan-Micha Gamer

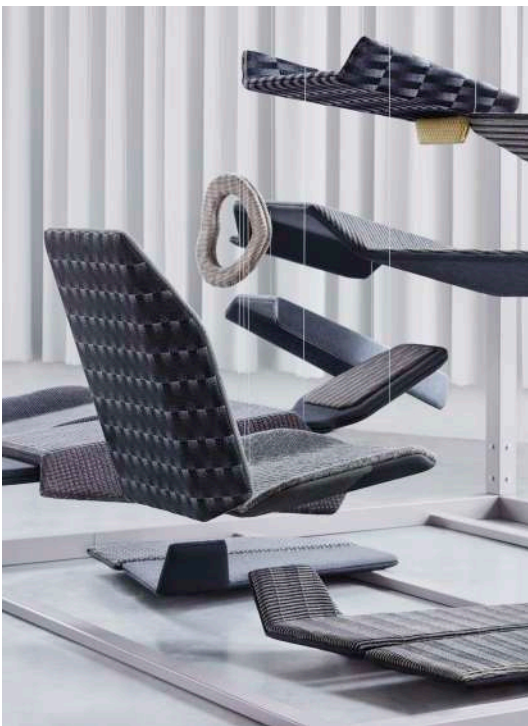
PANTONE 14-6408



Future Fossils by Polina Krichkoby Geray Mena

PANTONE 17-1605

Ronald Smits



Fibers Unsorted by Envisions for imat, photography

Chen Chen and Kai Williams



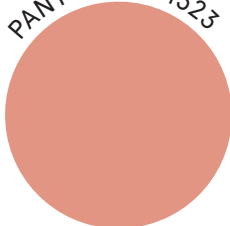
for Extraperlo Madrid, photography by Geray Mena





James Shaw for Project Zele

PANTONE 15-1523



Skins of Ruins by DVTK

PANTONE 14-4106



Future Fossils by Polina Krichko



Imagination Cures Surveillance by Irina Gusakova and Bram Rokes



PANTONE 16-0531



Illusion Bloom by Moio Studio

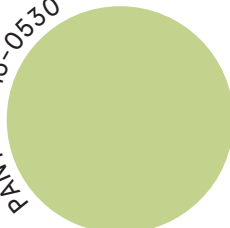


Viver Mori No.2 by La Double Clique

PANTONE 19-3918



PANTONE 13-0530



Matters of Reassembly by Jan-Micha Gamer



Dae by Anke Sondl

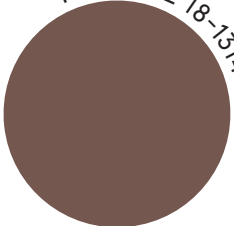


for Objects for a New Kind of Society, exhibition by Dutch Invertuals

PANTONE 14-6408



PANTONE 18-1314



Landscape Vase by Coleton Lunt





# COLOUR FUTURES 2023+

## EARTH REBEL

PANTONE 13-0530

PANTONE 16-0531

PANTONE 17-1605

PANTONE 14-4106

PANTONE 18-1314

PANTONE 14-6408

PANTONE 15-1523

PANTONE 19-3918



Fizzing with acid colour and youthful energy, New Wave (Y2K) embodies the rave-fuelled 90s. Celebrating the joy of movement and dancing, digital cut-and-paste-inspired splices of colour, pattern and typography come together to create a contemporary take on patchwork crafting. Less textural, and more about flat colour application, fluorescent accents are used to create outlines, glitches, marks and shapes. Tie-dye and graffiti techniques offer a diffused, dreamlike aesthetic to offset the graphic edge. A euphoric showcase of uplifting zingy colour, soft sweetie pastels and neon brights are set against cold concrete grey for maximum impact.

3

# NEW WAVE(Y2K)





# 'THE HOUSE OF QUEER JOY' BY CLODAGH READ

@thehouseofqueerjoy



Conceived by Design Academy Eindhoven graduate Clodagh Read during lockdown, 'The House of Queer Joy' is a tactile patchwork tent that celebrates the queer community. Bold, acid colour is lit with neon to create an energetic environment that taps into club culture and drag houses. Championing diversity, activism and collaboration, the hand-made patches are printed and embroidered with quotes and thoughts from voices within the queer community, a constantly evolving visual conversation filled with joy, plus little melancholia.

## NIKE X AGR

A collaboration between the global sports giant and London-based knitwear brand, Nike X AGR is a purposeful project driven by upcycling culture. Combining reclaimed Nike store banners and deadstock with left-over yarns, fabric off-cuts and hardware from the AGR studio, the youth-driven streetwear pieces feature bold acid colour, mismatched pattern and brilliantly brazen logos. Showcased at a NikeTown Oxford Circus pop-up, the capsule collection sold out fast, part of Nike's Move to Zero carbon and waste initiative.



agrknit.co.uk @agrknit

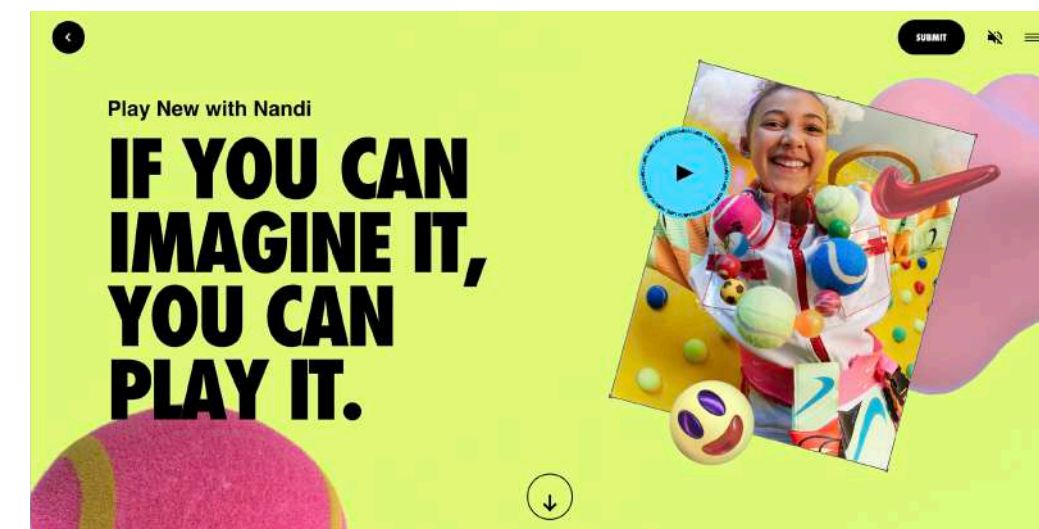
# PIXEL SHOE BY TIDHAR ZAGAGI

@tidhar\_zagagi



Israeli designer Tidhar Zagagi's mobile Pixel Shoe project creates fun, affordable made-to-measure footwear in minutes. Setting up shop on street corners with his trusty wooden cart, (or "one-man shoe factory"), Zagagi uses a speedy PU foam casting method to mould and fuse an ergonomic, custom-fit shoe to the sole of passing customers' socks. Showcasing a playful, convivial and egalitarian approach to craft, the unfinished DIY aesthetic and fun fluoro colour possibilities all add to the charm.

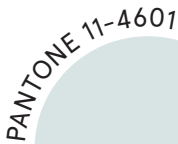
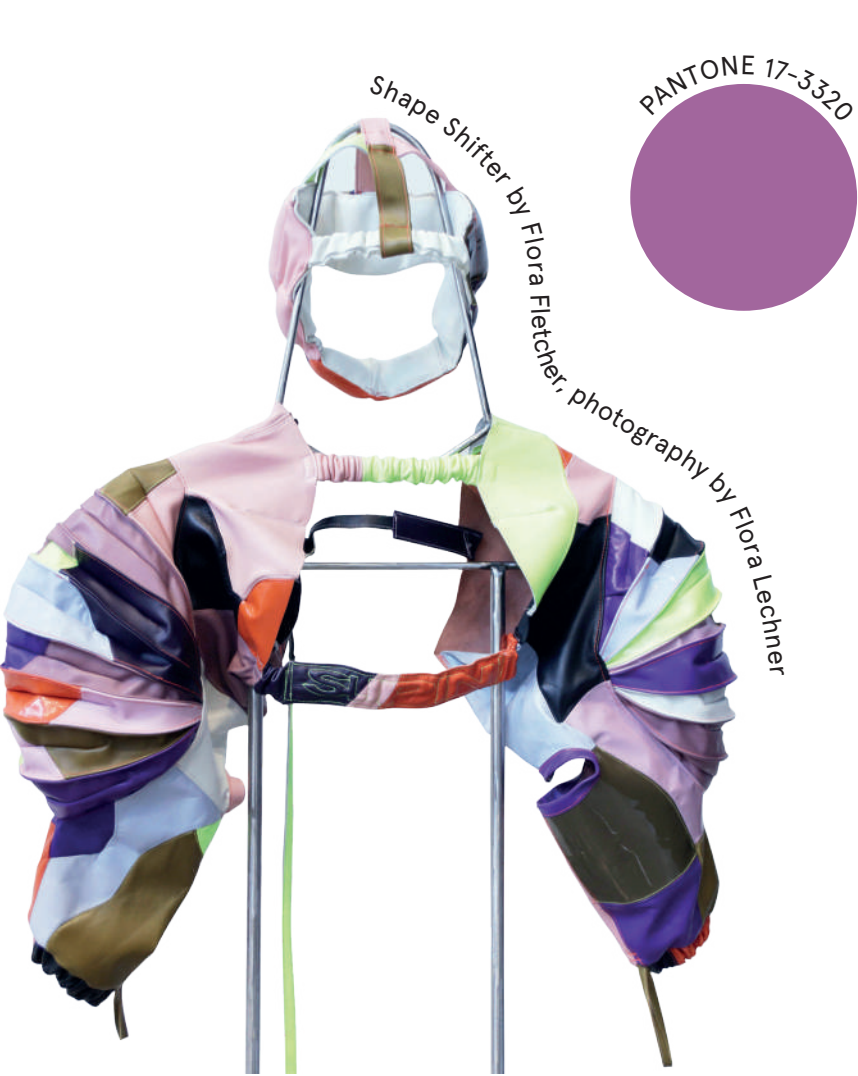
## NIKE PLAYLAB



Nike's interactive PLAYlab platform invites kids to get involved with experiential sports and games, challenging them to submit and share their ideas with others. Dynamic and visually exciting, the immersive playground is a digital collage of vibrant colour, playful fonts, floating 3D renders and stickers. 'Encouraging a new generation to think outside of the box', Nike hopes it will empower children to tap into their self-expression and creativity via fun physical activities.

nikeplaylab.com/en

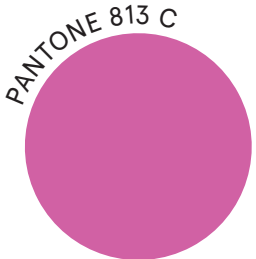
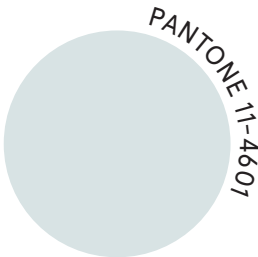




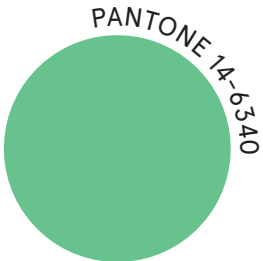




Lucky Try FW20



Air by UV Zhu



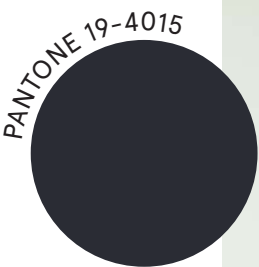
Art Cars by Zeitguised Studio, Model based on POLESTAR 2 courtesy of Polestar



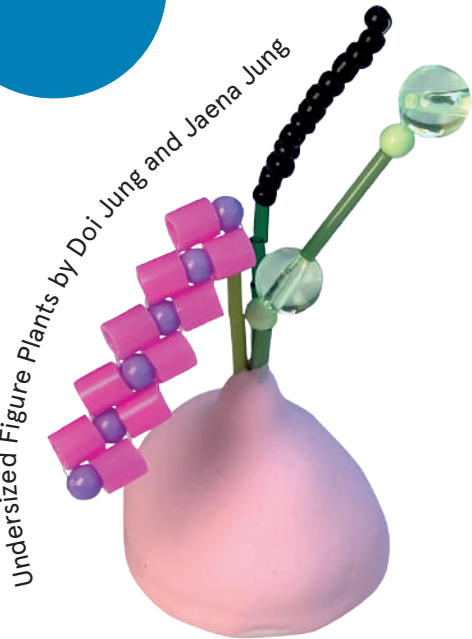
Niver Mori No.2 by La Double Clique



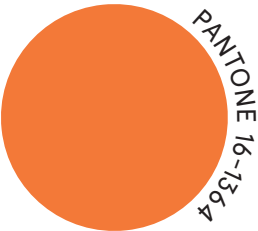
House of Queer Joy by Clodagh Read



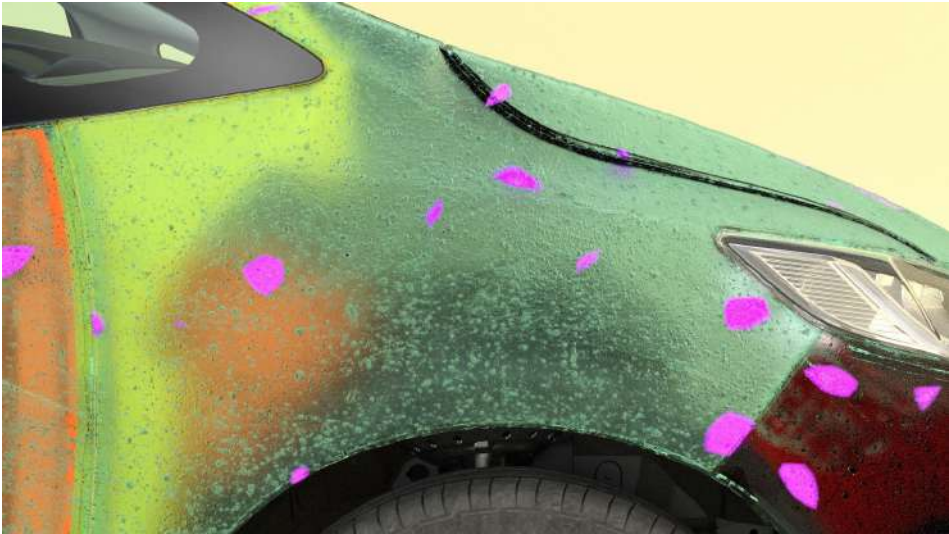
AGRKNIT x Nike



Undersized Figure Plants by Doi Jung and Jaena Jung



Art Cars by Zeitguised Studio, Model based on POLESTAR 2 courtesy of Polestar





# COLOUR FUTURES 2023+ NEW WAVE (2K)

PANTONE 17-3320

PANTONE 11-4601

PANTONE 17-4247

PANTONE 14-0443

PANTONE 19-4015

PANTONE 14-6340

PANTONE 813 C

PANTONE 16-1364





Rebellious, anarchic and unashamedly badass, Creative Grunge invites us to embrace our inner weird. A riot of painterly graffiti, nebulous blobs, chunky metal and shiny fluid surfaces come together to create a triumphant trainwreck of discombobulated texture. A kind of dirty digital archaeology in which physical objects become unreal and simulated, the mundane becomes magical, and vice versa. Unapologetically grotesque, this is deliberately provocative creativity that raises a defiant middle finger to the mainstream. A dark, murky colour palette of dingy browns and inky blues is accented with brazen neon brights to create an eerily synthetic, cybernatural glow.

## 4

# CREATIVE GRUNGE





# FACULTATIVE WORKS

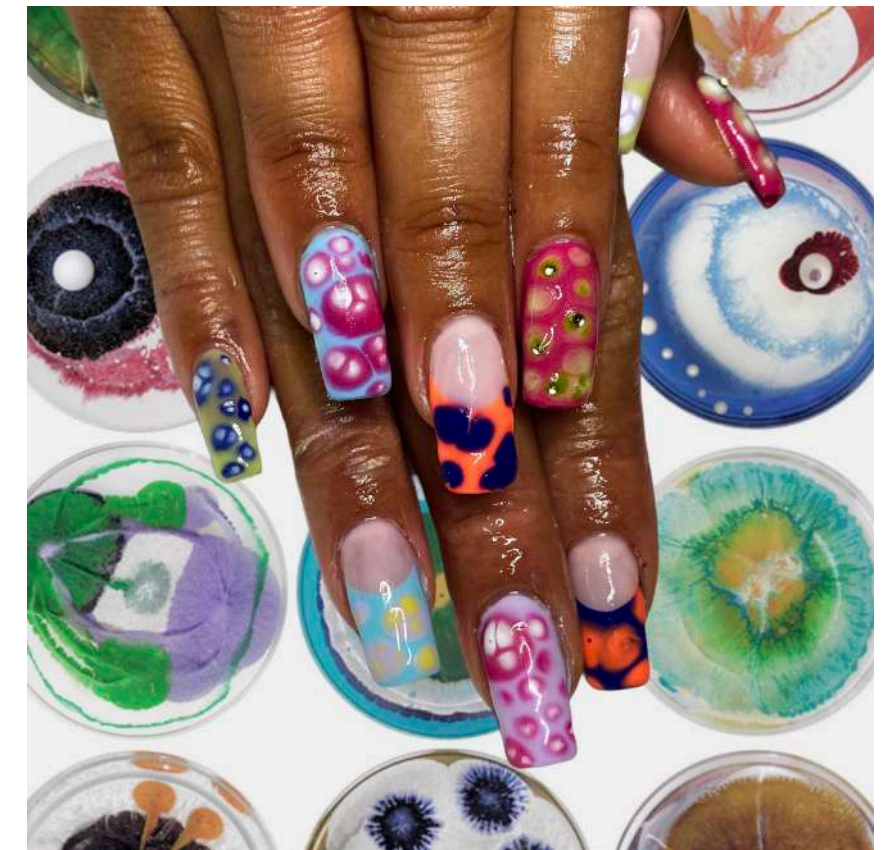
Fascinated by biology and the natural world, St. Petersburg design studio Facultative Works delights in digital collaging techniques with a deliberately dirty, grungy aesthetic. Slimy, oozing textures drip and disperse like melted candle wax or underwater coral polyps, forming crude but recognisable organic forms and abstract lettering. A murky colour palette of blacks, greys and browns plays host to subdued oranges and yellows and the occasional flash of bioluminescent lilac: a digitally-rendered reimagining of the gloomy ocean floor.



facultative.works @facultative.works

# GOOD FOR HER NAILS

Self-taught Vancouver-based nail artist Alexa Dony creates hand-painted, one-of-a-kind manicures and press-on sets. Her visually-arresting, verging-on-revolting aesthetic fuses globular, oozing texture and unconventional clashing colour. Trypophobics-beware, chaotic clusters of glossy glowing blobs sit on ombré washes of dirty colour, seemingly multiplying on the nail surface. Unapologetically unique and wildly experimental, this is Disney-on-drugs styling, a fantastical collage of boundary-pushing anti-design.



@goodforher.nails

# JUAN VG



With a tagline of "Don't wait for the change, make it yourself", Spanish genderless fashion collective Juan VG specialises in upcycling and circular design. A celebration of youth, rebellious anarchy and the environment, apparel and jewellery pieces are showcased via playful, grungy collaging techniques. Neon brights signal the contour of images via a psychedelic aura, with distorted overlaid visuals creating a delightfully disordered feel. Deadstock silver chunky chains become contemporary kitsch charm bracelets, hung with handpainted graffiti tag-style motifs.

juanvgdesigner.com @juanvgdesigner

# ELIZAVETA FEDERMESSE



Offering a gruesome take on digital collaging, Amsterdam-based multimedia artist Elizaveta Federmesser creates mysterious, macabre automated landscapes and characters. Subverting the uniform with a digitally-rendered, hyperreal aesthetic, amorphous shapes, murky colour and disturbing textures create chaotically unconventional montages. Imbued with darkness, dirty browns, bruised purple-blues and sickly simulated greens in slimy, greasy, dripping textures create a disturbing vision of digital decay.

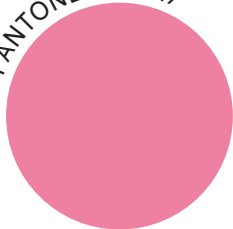
federmess.com @federmess



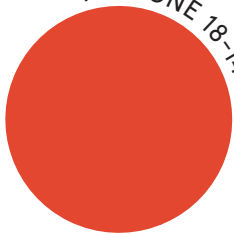
Collage by Laura Levin



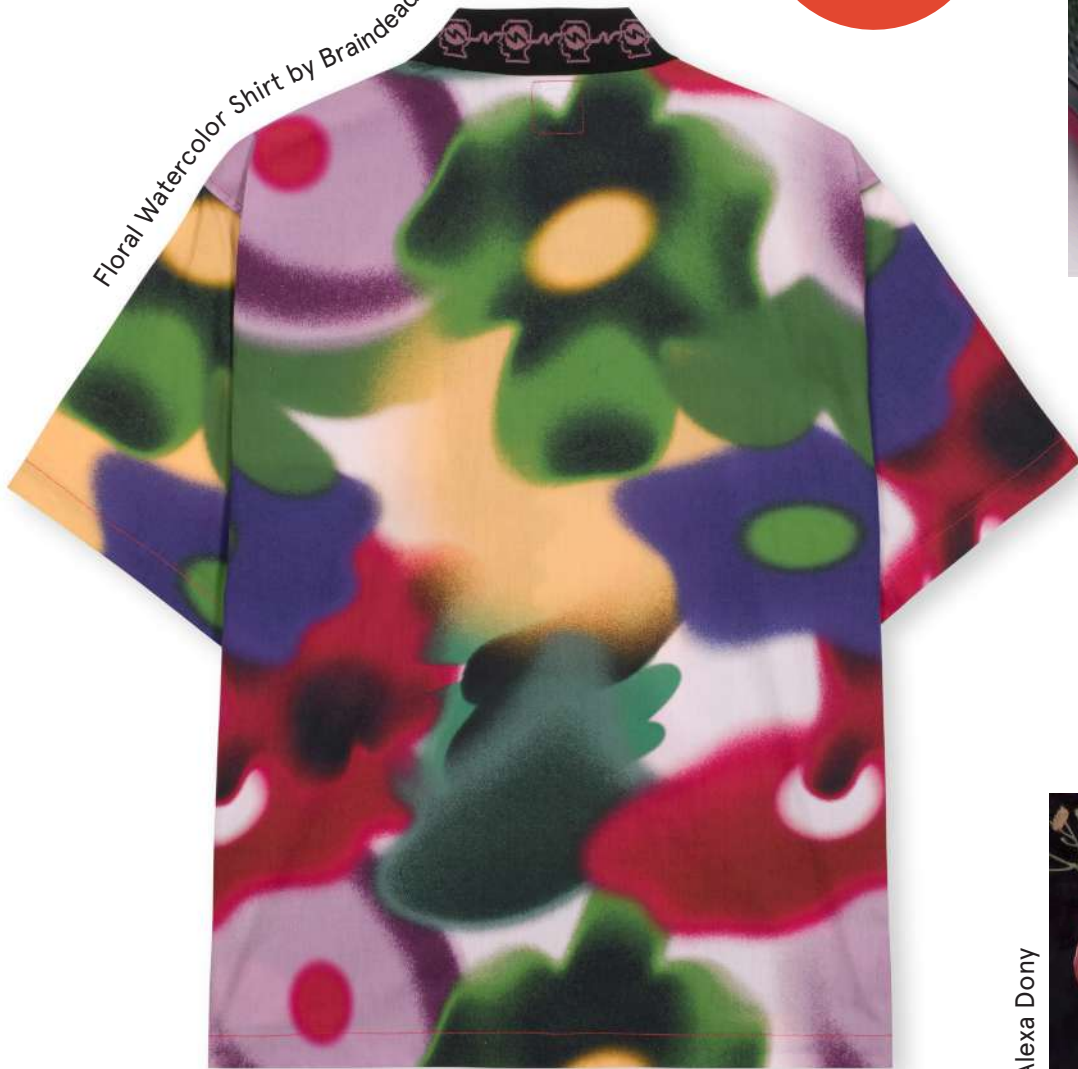
PANTONE 15-2217



PANTONE 18-1445



Floral Watercolor Shirt by Braindead



Classic Hiker Peace Out Crocs

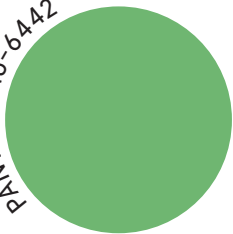
PANTONE 13-0922



Good For Her Nails by Alexa Dony



PANTONE 15-6442



A Secret between Us by Gerrit Jacob

PANTONE 19-2524

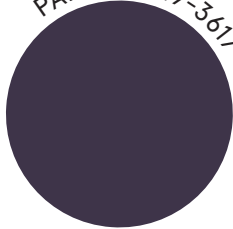


Cantaro by Allan Villavicencio

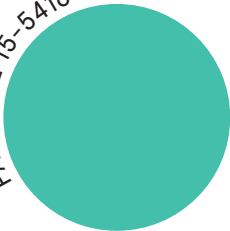
Kari Cholrsky



PANTONE 19-3617



PANTONE 15-5416



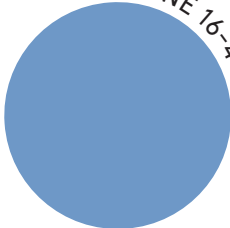
Humus by Superpoly at Etage Projects



Good For Her Nails by Alexa Dony



PANTONE 16-4020

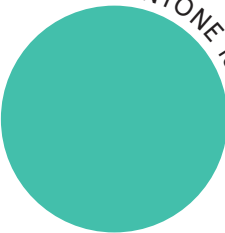




Some Vibrant Things by Audrey Large



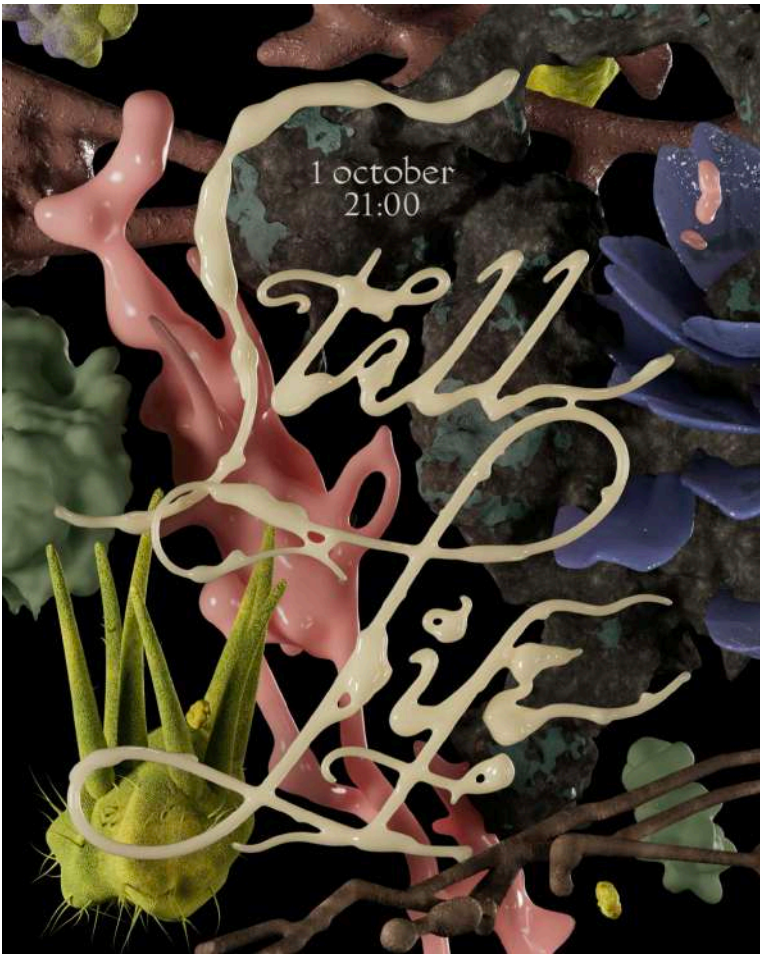
PANTONE 15-5416



PANTONE 13-0922



Visual by Facultative Works



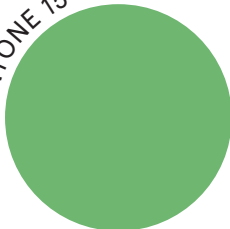
Label design by Kasper Ledet for "Engine of Progression" 50 cl can brewed by To Øl



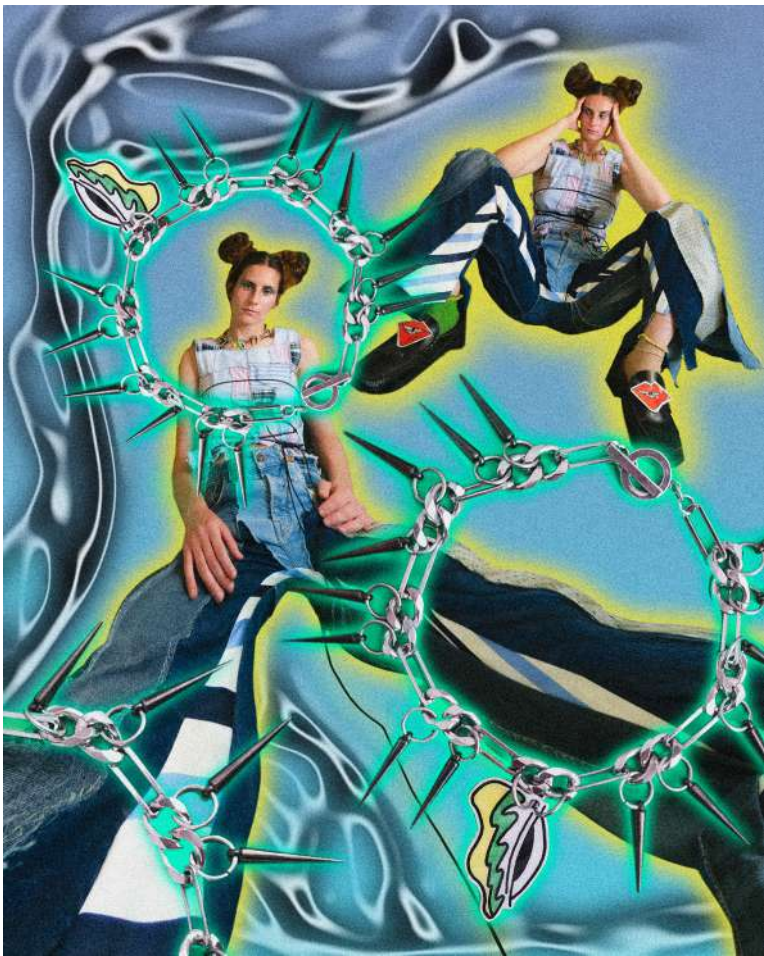
PANTONE 16-4020



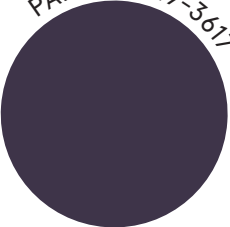
PANTONE 15-6442



Jewellery by Juan VG



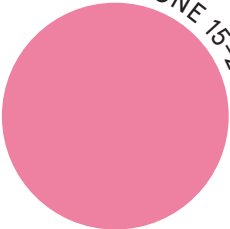
PANTONE 19-3617



A Secret between Us by Gerrit Jacob



PANTONE 15-2217



To Øl by Kasper Ledet



Offerings by Elizaveta Federmesser





# COLOUR FUTURES 2023+

# CREATIVE GRUNGE

PANTONE 18-1445

PANTONE 13-0922

PANTONE 15-6442

PANTONE 19-3617

PANTONE 15-2217

PANTONE 15-5416

PANTONE 19-2524

PANTONE 16-4020

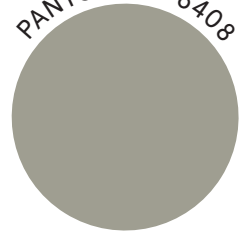


# SHADES OF GREY

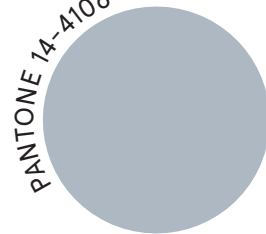
## LONG-TERM COLOUR

A returning force and a dominant colour over the past few years, grey is taking over from beige as a key long-term colour. From cool, light tones and not-so-bright whites to washed-out blacks and dark, mineral almost-black, these shades are synonymous with material processes, where colour is reused, recycled and upcycled.

PANTONE 14-6408



PANTONE 14-4106



PANTONE 19-3918

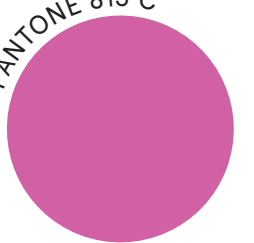


# BRIGHT HYPE

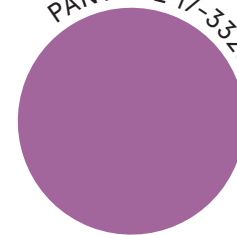
## DIRECTIONAL COLOUR

These super-brights are more important than ever, whether used as accents or combined together for the ultimate bold colour statement. Bright, joyful and experimental, they represent an inherently Gen Z approach to colour. Their digitally inspired vibrancy is the perfect complement to the cool greys and beiges – especially the bright pink.

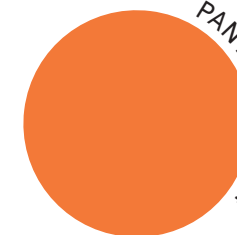
PANTONE 813 C



PANTONE 17-3320



PANTONE 16-1364



PANTONE 12-0740





# POSITIVE PURPLES

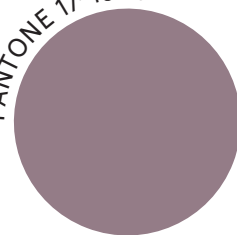
## LONG-TERM COLOUR

Conveying romance and a dreamlike sensibility, as well as encompassing Gen Z lilac and more metaverse-inspired applications, purple feels both nostalgically analogue and boldly digital. It's been a key colour for many seasons and that doesn't seem set to change any time soon. Vibrant hues are key for creating statement combinations, while paler lilacs are becoming trans-seasonal staples.

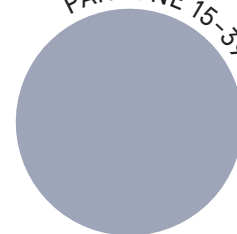
PANTONE 19-2524



PANTONE 17-1605



PANTONE 15-3908



# SUPER-GREENS

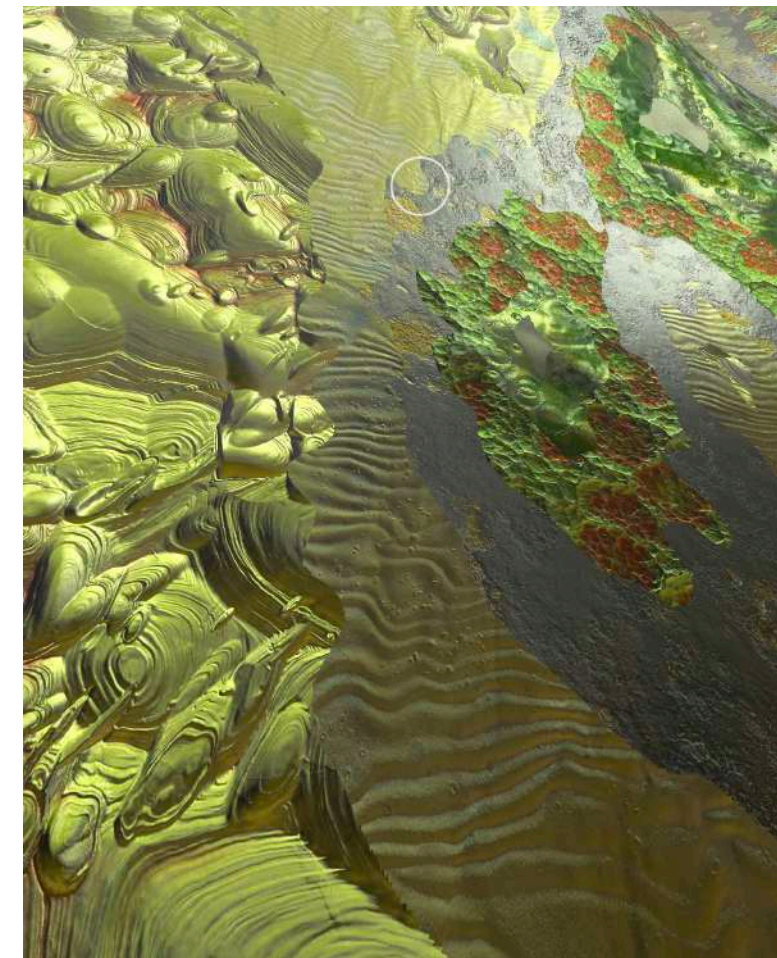
## DIRECTIONAL COLOUR

Green has become increasingly important as a key colour and this status shows no sign of waning. A key shade in the digital sphere, super-greens have a technical, sporty appeal, with grungier shades seeming more screen-inspired than organic when used as an accent colour. Super-greens are seen alongside more foundational colours, such as greys and browns.

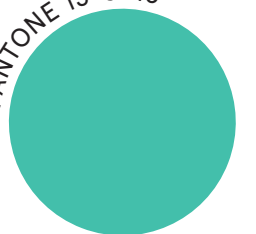
PANTONE 13-0530



PANTONE 14-0443



PANTONE 15-5416



PANTONE 15-6442



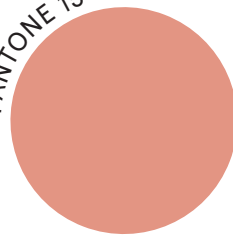


# EARTH BROWNS

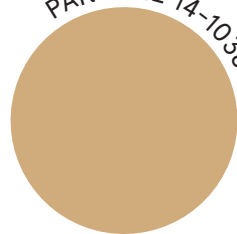
## LONG-TERM COLOUR

While beige has been a dominant long-term colour, darker shades of brown are now coming to the fore, and are a reminder that we are all connected to the Earth. With a slightly grungier aesthetic than that of past seasons, these natural browns continue the trend of broadening our perceptions of natural colour. Earth Browns work well as a sophisticated pairing with the darker Shades of Grey, or with the purples for more youthful, vibrant colour.

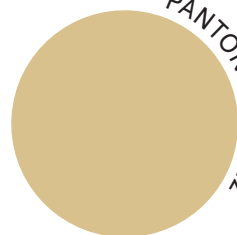
PANTONE 15-1523



PANTONE 14-1038



PANTONE 13-0922



PANTONE 18-1314

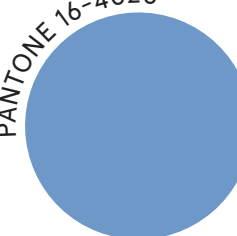


# BOLD BLUES

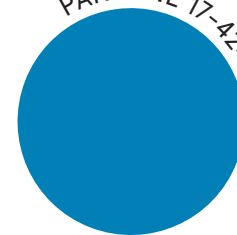
## DIRECTIONAL COLOUR

As we explored in the Coexist issue, blues are shaking off their classic connotations to become directional, younger and more playful. From the bright and bold to the soft and chalky, blues embody a joyful aesthetic.

PANTONE 16-4020



PANTONE 17-4247



PANTONE 15-4309

