

2014 COLOR FORECAST

AS THE NEW YEAR BLOSSOMS, so, too, does Radiant Orchid, the “2014 Color of the Year.” Chosen by the Pantone Color Institute, it’s surely one of the freshest shades of the chromatic spectrum—“a dazzling attention-getter,” says Leatrice Eiseman, Pantone’s Executive

Director, often called “the international color guru.” In an exclusive interview for AGTA, Eiseman expounded on Pantone’s radiant color choice, especially its prominence in jewelry and fashion for Twenty-Fourteen.

THE PANACHE OF PURPLE

What’s very important, she points out, “Though you may not think so at first, Radiant Orchid is a surprisingly versatile shade. Because it has both cool and warm undertones, it’s flattering to many different hair, eye, and skin colors.” Surely, that’s at least one reason behind the push for purple this spring by fashion leaders on both sides of the Atlantic. From Blumarine’s bright violet to Gucci’s gotta-have-it grape and Burberry’s loving-everything-lavender, fashion is positively passionate about purple. “Certainly, for the first half of this year, you want to bring into your jewelry and fashion wardrobe a second purple. A good option might be Violet Tulip, one of the top ten colors we’ve named for spring in women’s fashions. While Radiant Orchid is vivid, Violet Tulip is more Downton Abbey—as romantic and nostalgic as lavender water itself. It’s one of the pale purples that we expect you’ll also see a lot of, especially for the warm-weather seasons.”

She further explains, “So when choosing clothing and accessories—and that always includes jewelry—this is the year to look at all purples—orchid, obviously, but also lavender, mauve, periwinkle. The whole purple palette.” The bridal market, in fact, has had a bond to the smorgasbord of delicious wines, plums, and berries long before Pantone named its current Color of the Year. According to a recent post on TulleAndChantilly.com, “Purple still reigns supreme as the number-one bridesmaid dress color in shades as dark and rich as eggplant to the palest soft lavender.”

The same is true of the trendsetters in fine jewelry. Nearly a year before Pantone announced Radiant Orchid’s reign for 2014, some of the best brands began premiering collections centered on purply beauties—notably amethyst, fancy sapphire, and lavender spinel. But, as this is the year of purple’s prominence, you also want to look at designs with eggplant Tahitian pearls, lavender quartz, and specialty pieces by designers making out-of-the-ordinary works of art using mauvy-magenta agate, ametrine, lavender jade, sugilite, and even purple turquoise.



Jane Taylor earrings from the “Rosebud Collection” in 14K rose gold with lavender Amethyst and Diamonds.



Bayco 18K black gold ring, spotlighting a 9 ct. cushion-cut natural purple Sapphire accented with pave natural purple Sapphires (10 ctw.).



Mark Schneider Design “Bubble Ametrine Pendant” in 14K yellow gold, featuring a 24.64 ct. fancy-cut Ametrine, 4.50mm round Amethyst, and accented with fancy yellow Diamonds (.21 ctw.).



Zaffiro one-of-a-kind “Coral Bells” pin with a 96.04 ct. carved Tourmaline leaf, chrome Tourmalines (.74 ctw.), cognac Diamonds (.10 ctw.), and white Diamonds (.48 ctw.); granulated 22K yellow gold on front, hand-engraved 18K yellow gold framework on reverse.



Pamela Huizenga Jewelry 18K yellow gold earrings with natural green Tourmaline drops, and natural color black rose-cut Diamonds and white Diamonds.



Katie Decker “Coat of Arms” ring in 18K yellow gold with a 12.1 ct. Amethyst, and Diamonds (1.2 ctw.).

NEWS ON THE BLUES

As the year unfolds, blue, too, will become a must-have in both jewelry and fashion. And it’s an expanded palette of blue, spanning from icy sky pastels to rich, saturated indigos. “That’s because, if you look at a color wheel, the hue on the left of purple is a deep blue, and Radiant Orchid has a lot of blue in it. So it’s a shade that can very easily be mixed with purple,” notes Eiseman. Tanzanite, especially, is one of those purply-blues that’s already begun to trend again. According to a Tanzanite Foundation blog post, written soon after the Pantone 2014 Color of the Year was announced: “Tanzanite is certainly a Radiant Orchid tone.” Even if the tanzanite jewelry you choose isn’t one-of-a-kind, because of this gem’s limited availability, it will have that specialty allure. Another vivid blue, lapis-lazuli, is also having a rebirth. While tanzanite is typically transparent, lapis is opaque. The lapis gems with natural golden pyrite flecks are being used in yellow gold settings by a growing number of designers color-matching some of the natural gem material to the precious metal.

As for blue sapphire, it’s a perennially popular stone, as you know, but this year, it’s a gem designers can’t seem to get enough of. The same is true of lucid and lustrous aquamarine. Other “best in blues” include: moonstone, blue topaz, labradorite, and turquoise—as well as sodalite that we’re seeing more of these days in arty sterling silver collections.

A RED ALERT

“Still, although Radiant Orchid has blue in it, rose is its strongest undertone,” says Eiseman. And accordingly, “Reds and pinks are probably the most important complements to our Color of the Year. Personally, I’ve always loved the combination of purple and red. The reason the two look so good together is because they’re right next to each other on the color wheel. It’s hard to do anything wrong when you have your ‘cousin’ right next to you!”

In gemstone jewelry, monochromatic mien has been trending for several years. So, for Twenty-Fourteen, red, pink, and purple gems look oh-so-right in rose gold,” Eiseman says, adding, “Because the jewelry is tone-on-tone, it kind of becomes a neutral and, therefore, very easy to wear.” Watch for lots of tonal harmonies of pave-set gems, too, for example, reds, blues, purples, and pinks altogether on a big cocktail ring.

Hot red gems this year—most started to catch fire in 2013—will include: ruby, rubellite, raspberry quartz, red garnet, spinel, and pink tourmaline. And among the most fashionable pinks? Fancy sapphire, pink chalcedony, pink moonstone, morganite, kunzite, and pink pearls.

OLIVES & APPLES—& AVOCADOES, TOO?

If you’re wondering about the greens—given that Emerald was Pantone’s pick for the 2013 Color of the Year—

Eiseman has some positive news. “When trying to figure out complementary colors to wear, you not only look at those close to each other on the color wheel, you also look at those across from each other. And this year, with Radiant Orchid and other purples so hot, mixing them with green is important—the greens are across from the purples and reds on the color wheel. When you wear them like that, either in your clothing or with a piece of jewelry or some other accessory, you get an exciting dramatic contrast!”

She continues, “Think about it: In nature, you often see a green leaf behind a flower. And so when you see a purple orchid behind a green leaf, it’s a beautiful juxtaposition in nature. And, in the same way, it will be a beautiful contrast when you wear the two colors together.”

But if you do a green with red, “Don’t do the Christmas green-and-red combination. That’s a holiday look, not for year round.” The important greens for 2014 are different, she says. “Concentrate on mustardy colors, the olives . . . I dare not say avocado, right!”

“In my own home, I’m always putting yellow-greens together with different purples. To me, it’s so complementary—a combination you often see in craftwork, for example, in some of the beautiful arts and crafts in the markets in South Africa.”

Has she seen such color combinations in contemporary fashion and home décor? “Not yet, but I suspect we will. It’s a confident combination, after all,” she admits, “and something that someone just trying purple for the first time may not be ready for. If you’re new to Radiant Orchid, you could start by combining it with a softer green, if that makes you most comfortable. That will be fashionable, too.” According to Pantone’s “Spring Top Colors for Women” report, more than a few global fashion leaders in ready-to-wear have brought to market collections that include a color Pantone calls Hemlock. It’s a kind of soft, almost grayish, neutral green.

Important green gems this year will include: mint chalcedony, green amethyst, cake-frost-colored green tourmaline, green moonstone, light to medium jade, peridot, green Tahitians, opals; chrome diopside, chrysoprase, green onyx; tsavorite (aka green garnet), green chalcedony, and emerald.

FINALLY, TWO COLOR-CHANGERS, A to Z

In case you haven’t thought about Alexandrite and Zultanite for this year, you definitely need to. Not only are both gemstones conversation-starters, but the colors they change to are spot-on for this year of Radiant Orchid. The chrysoberyl, Alexandrite, is a cool bluish mossy green in natural daylight, but a red with warm raspberry shade when seen inside under incandescent lighting. And the rare diaspore, Zultanite, found only in Turkey, turns from kiwi green to champagne brown to raspberry pink, as you look at it under different light sources.

On that note, while color-changing gems will liven up everything you wear, Pantone’s 2014 Color of the Year itself “is sure to liven up neutrals, including gray, beige, and taupe,” says Eiseman. “It’s uplifting and bold, without being overpowering.” Spring, of course, will also be blooming with more-than-usual crème-de-la-crème and not-quite-white. Will the same be true for Fall? Eiseman says Pantone plans its announcement of the “Top Ten Women’s and Men’s Colors for Fall 2014” around the time of the New York runway shows, during Mercedes-Benz Fashion Week (February 6-13).

Speaking of Fall, that’s when her latest book for Pantone is scheduled for release. “It’s based on the 50 color families, and it will also feature the 14 Colors of the Year.” (The color forecasting agency has been naming one each year since the turn of this century.)

By Lorraine DePasque



Jane Taylor stacking horizontal bar ring from the “Rosebud Collection” with lavender Amethyst rounds in 14K rose gold.



Pamela Huizenga Jewelry sterling silver pendant with natural Amethyst stalactite slice pendant, and smoky Quartz accent stones.