



TREND REPORT

*Fall-Winter
2020/21*

Pantone is the fashion color authority & each season reports the top colors seen at New York Fashion Week. There are 14 trend colors this season.

COLOR COUNTS

Not all colors work for everyone

Wearing the correct colors is the first key to looking your best. Each of us is in a certain Color Code based on our hair color, skin tone and eye color.

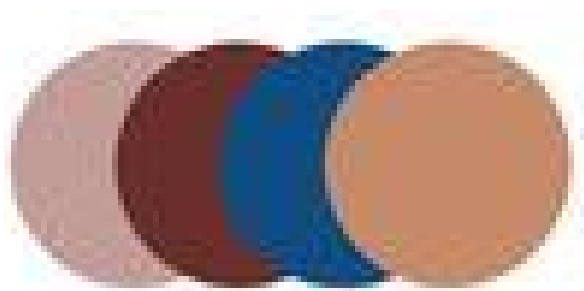
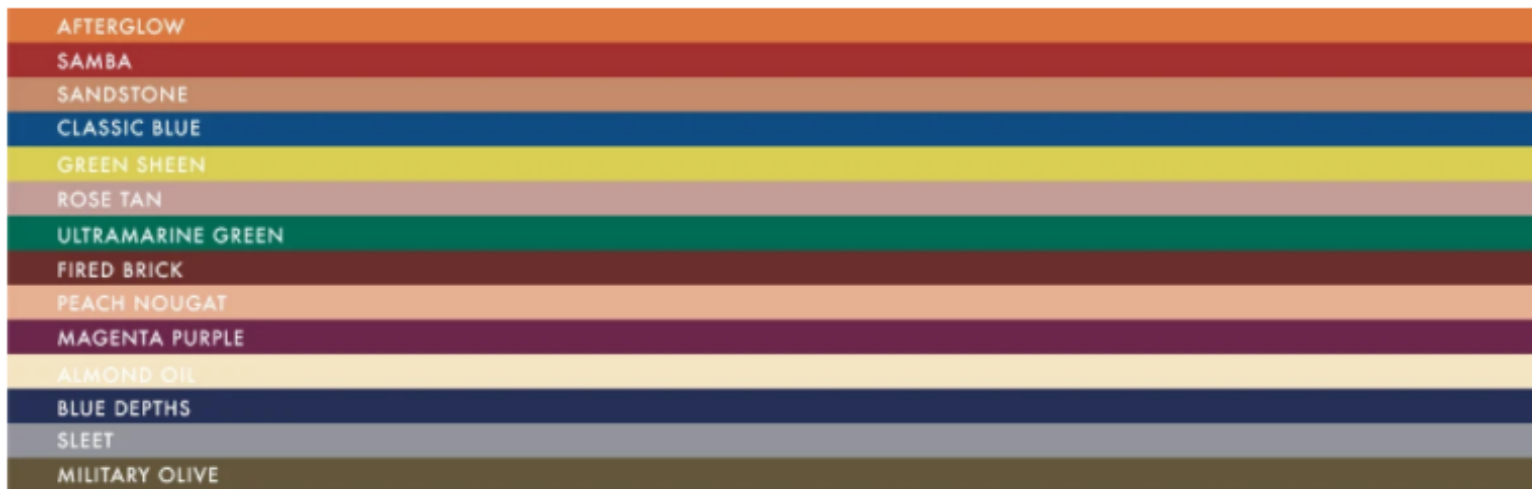
To determine your Color Code and be sure you are wearing the best colors that really make you shine, schedule a Personal Style Appointment today.

Call Lola at 308.641.2068 or email lola@style311.com

PANTONE Autumn-Winter 2020/2021



COLOR *Notes*



COLOR & INTENSITY

The key to making the fall-winter trend colors work for you is to wear the right colors in the right intensity.

Your best color intensity is determined by your Color Code which is based on your hair color, skin tone & eye color.

COLOR CODES

There are six Color Codes:

Deep: Dark hair, medium to dark skin tone & dark eyes

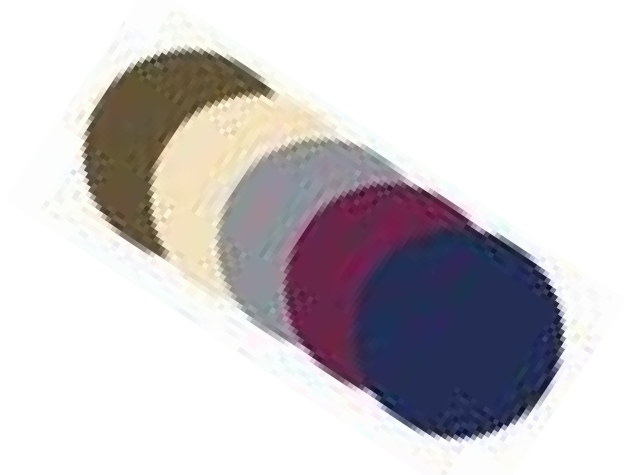
Clear: Dark hair, fair skin & bright eyes

Warm: Red hair, any skin tone & eye color

Soft: Dark blonde to medium brown hair, light to medium skin tone & light to medium eye color

Light: Light blonde hair, fair skin & light to medium eye color

Cool: Silver or white hair, any skin tone & eye color



COLOR Codes

<p>Warm</p> <p>PANTONE 18-1069 Amberglow</p>	<p>Light Deep Warm Cool</p> <p>PANTONE 19-1662 Bamba</p>	<p>Soft Warm Light</p> <p>PANTONE 19-1030 Sandstone</p>	<p>All</p> <p>PANTONE 19-4052 Classic Blue</p>	<p>Clear</p> <p>PANTONE 13-0048 Green Green</p>
<p>Cool Soft Light</p> <p>PANTONE 18-1117 Hazy Taupe</p>	<p>Clear Cool Deep Light</p> <p>PANTONE 19-1338 Ultramarine Green</p>	<p>Warm Deep</p> <p>PANTONE 19-1337 Fired Brick</p>	<p>Soft Light Warm</p> <p>PANTONE 19-1222 Peach Nectar</p>	<p>Light Clear Cool Deep</p> <p>PANTONE 19-2428 Magenta Purple</p>
<p>Classics</p>	<p>Warm Deep Soft</p> <p>PANTONE 19-1119 Yellow</p>	<p>All</p> <p>PANTONE 19-3940 Blue Depths</p>	<p>All</p> <p>PANTONE 18-3916 Steel</p>	<p>Soft Deep Warm</p> <p>PANTONE 19-0422 Military Olive</p>

Each color is shown with their corresponding Color Codes

**Classic Blue
Blue Depths
&
Steel
are great for all**

Color is the first thing people notice in an outfit & wearing the right ones is the first key to dressing your best every day.

FASHION TRENDS

Fall-Winter 2019/20

Statement Sleeves



Shimmer & Sparkle



**All
Things
Floral**



Tweed



Shearling



FASHION TRENDS

Fall-Winter 2020/21

Plaid



Houndstooth



**Animal
Print**



Camo



Stripes



FASHION TRENDS

Moto Jackets *Fall-Winter 2020/21*

Fur



Leopard



Joggers



Distressed Denim



Capes



ACCESSORY TRENDS

Fall-Winter 2020/21

Gold Hoops



Unique Pearls



Chain Jewelry



Brown Purses

Oversize Clutch



Ankle Booties



Lug Sole Boots



Fancy Heels

Colorful Boots



NOTABLE MENTIONS

Fall-Winter 2020/21

Raw Hem Jeans

Velvet Blazers

Fringe

Geometric Patterns

Neutral Logo Totes

Rib Knit Dresses

Leather

Over the Knee Boots



TREND *Tips*

- Choose trends that work with your current wardrobe
- Don't overdo it - chose one or two per outfit
- Make sure to style trends in an age appropriate way
- Don't overspend on trends since they come and go quickly
- Find something new, be creative and have fun!
- Remember: not all trends work for everyone - choose the trends that compliment your personal style

Be sure to check out
Style 311 on Pinterest
and follow us on Facebook



THE BEST TREND TIP

Fall-Winter 2020/21

Style & Trends can be Frustrating

Let Lola teach You how to dress your best every day

The Personal Style Appointment Process



STAGE 1: FRUSTRATION

Your closet is stuffed full but you feel like you have nothing to wear; you spend time and money but you don't know how to put together outfits you love.

STAGE 2: FINDING A SOLUTION

What if you could learn how to dress your best & wear what you love? Lola is a certified Christian Image Consultant ready to show you how to dress your best every day.



STAGE 3: HAVE YOUR PERSONAL STYLE APPOINTMENT

Over a 2 hour phone call you and Lola will go over your personal style analysis covering the 3 keys to dressing your best every day, trends and more.

STAGE 4: STYLE TOOLS FOR SUCCESS

Now you've got your completed style profile and a set of virtual color swatches to access right from your smartphone. You can start saving time & money today!



style311.com lola@style311.com 308-641-2068

If you are ready to move from frustration over a closet full of clothes you don't love, wasted time and money and every day stress over what to wear, book a Personal Style Appointment today.

Virtual Personal Style Appointments are done via email and phone for \$60 & include a set of digital color swatches.

Call or email Lola today to book your Personal Style Appointment.

All My Best As You Dress Your Best,

Lola

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