

SPRING 2023



# Trend Report



## Colors & Fashions

Pantone is the fashion color authority and each season reports the top colors seen at Fashion Week.

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.

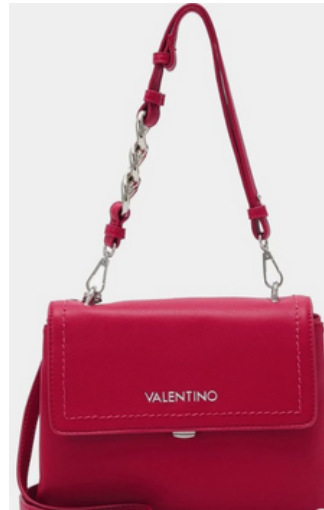


To determine your Color Code and be sure you are wearing the best colors that really make you shine, schedule a Personal Style Appointment today.

Call Lola at 308.641.2068 or email [lola@style311.com](mailto:lola@style311.com)

COLOR OF THE YEAR

*Viva Magenta*



The 2023 Color of the Year is **Viva Magenta** a versatile red pink in shades that can flatter all.



Find it in light to dark and soft to bright variations.

Go with a bold head-to-toe look or try small doses of Viva Magenta through accessories.

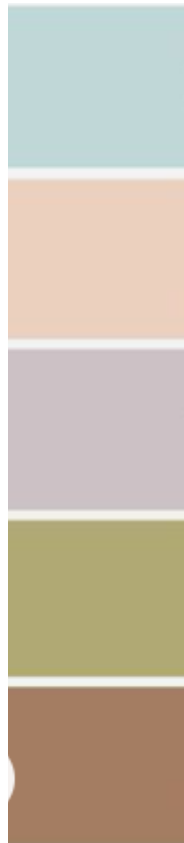


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# Color Notes

## SURPRISES

Who knew shades like Tangelo and Fiery Red would be in the spring palate? They will make interesting color combinations this season.



## COLOR & INTENSITY

The key to making the spring 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 and 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

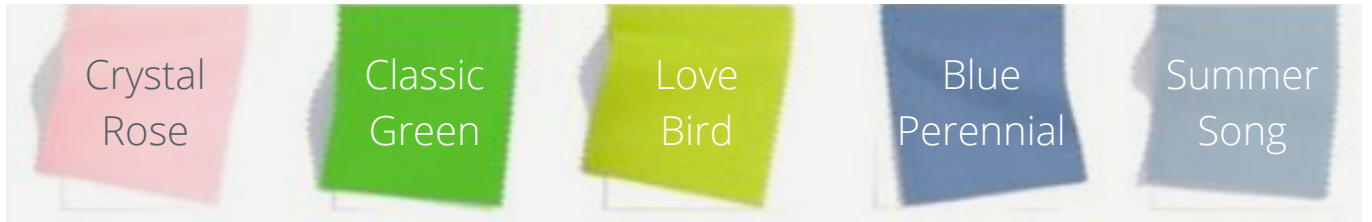
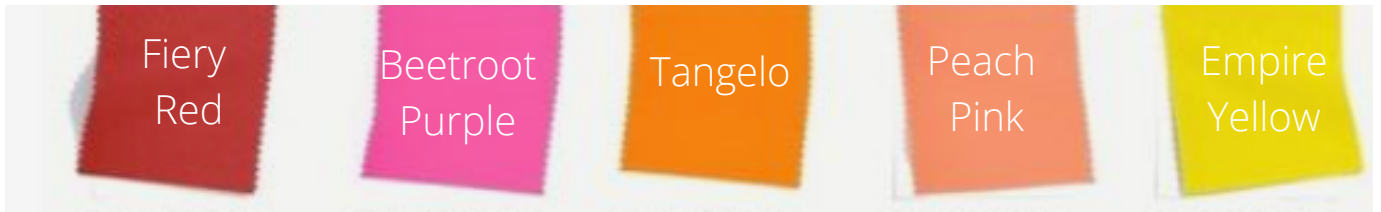
**Soft:** Medium blonde to medium brown hair, light to medium skin tone and light to medium eye color

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

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



SPRING 2023  
*Color Class*



**Listed below are the colors that work for each Color Code**

**Soft**

*Blue Perennial*  
*Crystal Rose*  
*Gray Lilac*  
*Leek Green*  
*Love Bird*  
*Macchiato*  
*Peach Pink*  
*Skylight*  
*Summer Song*  
*Vanilla Cream*  
*Viva Magenta*

**Clear**

*Beetroot Purple*  
*Classic Green*  
*Empire Yellow*  
*Fiery Red*  
*Skylight*  
*Tangelo*  
*Viva Magenta*

**Deep**

*Beetroot Purple*  
*Blue Perennial*  
*Classic Green*  
*Empire Yellow*  
*Fiery Red*  
*Leek Green*  
*Love Bird*  
*Macchiato*  
*Tangelo*  
*Viva Magenta*

**Light**

*Beetroot Purple*  
*Blue Perennial*  
*Classic Green*  
*Crystal Rose*  
*Fiery Red*  
*Gray Lilac*  
*Skylight*  
*Summer Song*  
*Vanilla Cream*  
*Viva Magenta*

**Warm**

*Blue Perennial*  
*Classic Green*  
*Empire Yellow*  
*Leek Green*  
*Love Bird*  
*Macchiato*  
*Peach Pink*  
*Tangelo*  
*Viva Magenta*

**Cool**

*Beetroot Purple*  
*Blue Perennial*  
*Crystal Rose*  
*Gray Lilac*  
*Skylight*  
*Summer Song*  
*Viva Magenta*

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## Color Codes Continued

Understanding your best colors is the first key to looking and feeling your best every day. A Personal Style Appointment is key.

### The Personal Style Appointment Process

#### 1. Face the Frustration

- You have closets stuffed full, but have nothing to wear
- You spend lots of time, energy and money, but you still don't know how to put outfits together

#### 2. Find a Solution

- What if you could learn your best colors, how to dress your shape and accessorize the right way?
- Lola is a certified Christian image consultant ready to help!

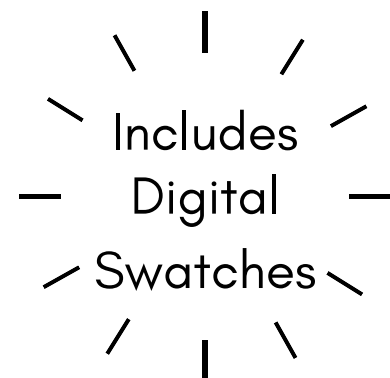
#### 3. Have your Personal Style Appointment

- Virtual Personal Style Appointments are done through email and phone
- You and I will cover the three keys to dressing your best every day, trends and more

#### 4. Style Tools for Success

- Now you have your completed Personal Style Analysis & digital color swatches right on your phone!
- Stress is reduced & you look & feel great knowing what to wear each day

### See the Difference?



**Virtual Personal Style Appointments are done via email and phone for \$75.**

**Call or email me today to schedule yours.**



SPRING 2023  
*Fashion Trends*



Digital Prints

Shoulder-Skimming

Asymmetrical Hems

Cropped Pants

Sheer Details



SPRING 2023  
*Fashion Trends*



Wildflower Floral

Artisan Prints

Two-Piece Suiting

60's & 70's Vibes

Loud Patterns





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*Fashion Trends*

Polka Dots

Wide Stripes

Utilitarian Details

Blazers

Patterned Pants





SPRING 2023

*Accessory Trends*

Large Bangles



Long Earrings



Pearls



Citrus Shades



Shoulder Bags



Chunky Loafers



Metallics

Slingbacks

Lace Up Florals



# SPRING 2023

## Notable Mentions

Bold Floral Jewelry

Metallic Bags

Lace

Sport Luxe

Embroidered Detail

Orange Everything

Big Bags



### 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!

Not all trends work for everyone. The trick is to match all your choices to your Color Code, body type and frame size. To learn more about these important topics, schedule your Personal Style Appointment today.

**Schedule today! Call 308.641.2068 or email [lola@style311.com](mailto:lola@style311.com)**

All My Best As You Dress Your Best,

*Lola*

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