



THE A TO Z OF COLOURS ON THE RUNWAY

TAGWALK
THE FASHION SEARCH ENGINE

INTRODUCTION

COLOUR HAS ALWAYS HAD A STRONG SIGNIFICANCE IN THE FASHION INDUSTRY AND MANY CLOTHES ARE CODIFIED BY A COLOUR TO WHICH THEY ARE ATTACHED:

“THE LITTLE BLACK DRESS”

“THE WHITE SHIRT”

“THE BLUE JEANS”

EACH COLOUR HAS SPECIFIC SINGULARITIES AND THEMES, HOWEVER A THEME MAY INCLUDE EVERY COLOUR.

EVERY LOOK ON TAGWALK IS REFERENCED BY ITS COLOUR(S), AND CURRENTLY FEATURES **82** DIFFERENT COLOURS AND VARIATIONS.

AGENDA

- **MAIN COLOUR TRENDS**

TOP 10 COLOURS OF THE LAST 4 SEASONS

EMERGING COLOURS

DECREASING COLOURS

- **FOCUS ON COLOUR THEMES**

BOLD COLOURS

BLACK AND WHITE

COLOUR BLOCK

TOTAL BLACK

NEUTRAL TONES

- **MENSWEAR STATEMENT**





CHAPTER I
MAIN COLOUR
TRENDS

TOP 10 COLOURS OF THE LAST 4 SEASONS



BLACK
25,1%



WHITE
13,1%



BLUE
6,8%



BEIGE
6,3%



GREY
6,2%



PASTEL-SORBET
5,6%



PINK
5,3%



RED
4,9%



NEUTRAL TONES
4,8%



GREEN
4,5%

EMERGING COLOURS

EARTHY TONES

COMPARED TO THE 3 PREVIOUS YEARS, EARTHY TONES HAS SEEN ITS USE RISE BY +156% IN 2020



BURBERRY

LEMAIRE

MISSONI

TOD'S

ACNE
STUDIOS

NEON COLOURS

COMPARED TO THE 3 PREVIOUS YEARS, NEON HAS SEEN ITS USE RISE BY +40,5% IN 2020



OFF-WHITE

BOSIDENG

COLLINA
STRADA

8 MONCLER
RICHARD QUINN

BOTTEGA
VENETA

DECREASING COLOURS OF THE LAST 4 SEASONS

-38,7%



MUSTARD

PRIVATE POLICY

-37,0%



BURGUNDY

ALTUZZARA

-31,1%



NAVY BLUE

BOSS

-28,1%



ORANGE

NINA RICCI

-26,7%



PURPLE

ROCHAS

A woman with short dark hair is centered in the frame, wearing a black sleeveless dress covered in small, reflective sequins. She is looking directly at the camera with a neutral expression. The background is solid black. Four vertical pink dotted lines are positioned on the left and right sides of the image, each with a solid pink dot at a different height. The text 'CHAPTER 2' is in a smaller font above 'FOCUS ON COLOUR THEMES', which is in a larger font. Both are in white, sans-serif, uppercase letters.

CHAPTER 2
FOCUS ON
COLOUR THEMES



SAINT LAURENT - F/W2020

FOCUS ON BOLD COLOURS

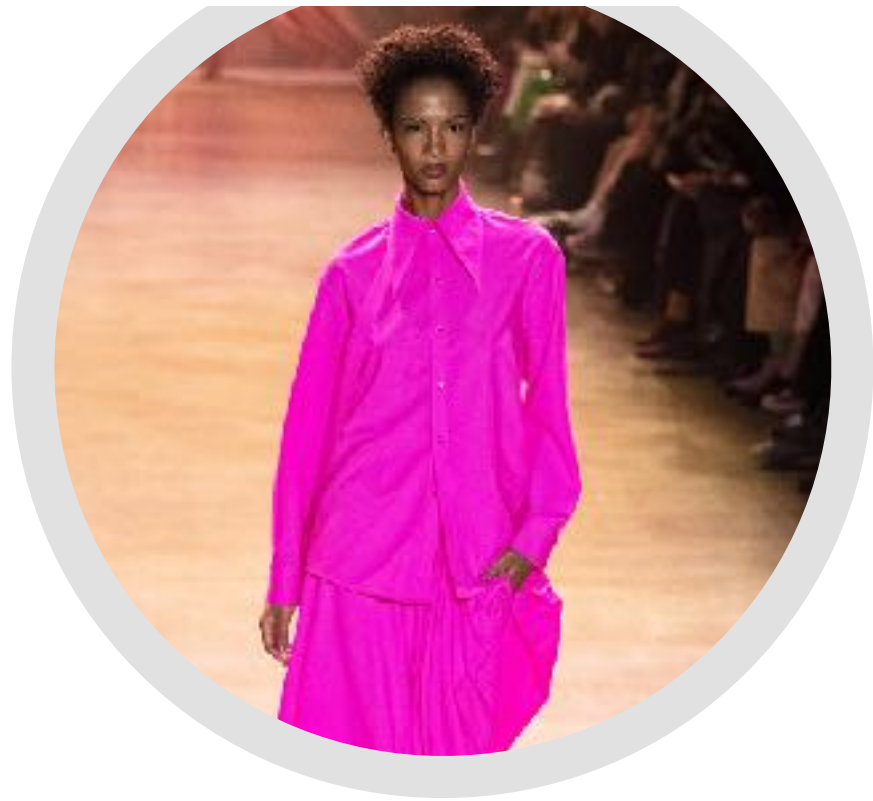
THE TAG IS USED FOR LOOKS WITH BRIGHT AND STRONG COLOURS - RED, BLUE, YELLOW, PINK.

11,5% SHARE OF LOOKS FOR THE PAST 4 SEASONS

BOLD COLOURS

TOP DESIGNERS

CHRISTOPHER JOHN ROGERS



COACH 1941



SAINT LAURENT



LACOSTE



MOSCHINO



TOP COLOURS

- #1 RED (22% SHARE OF LOOKS)
- #2 BLUE (14% SHARE OF LOOKS)
- #3 PINK (13% SHARE OF LOOKS)
- #4 GREEN (10% SHARE OF LOOKS)
- #5 YELLOW (9% SHARE OF LOOKS)

ASSOCIATED THEMES

- #1 EVENING WEAR (24% SHARE OF LOOKS)
- #2 GIRLY (8% SHARE OF LOOKS)
- #3 SPARKLING (7% SHARE OF LOOKS)
- #4 PARTY (6% SHARE OF LOOKS)
- #5 URBAN (6% SHARE OF LOOKS)

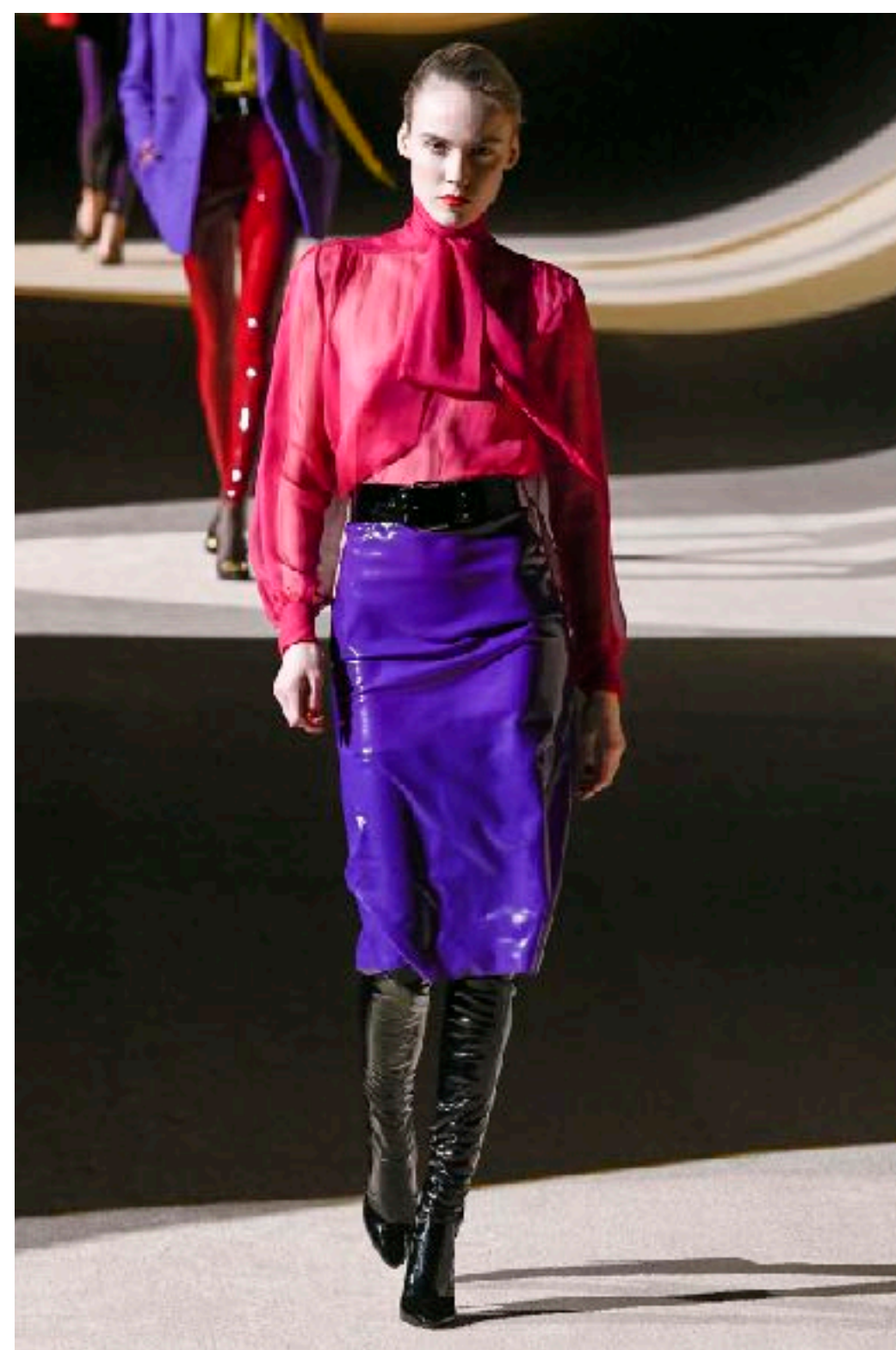
3 STYLES MOST ASSOCIATED WITH BOLD COLOURS

- #1 COAT (17% SHARE OF LOOKS)
- #2 TAILORING (15% SHARE OF LOOKS)
- #3 MIDI DRESS (14% SHARE OF LOOKS)

NOTABLE INITIATIVES

SAINT LAURENT

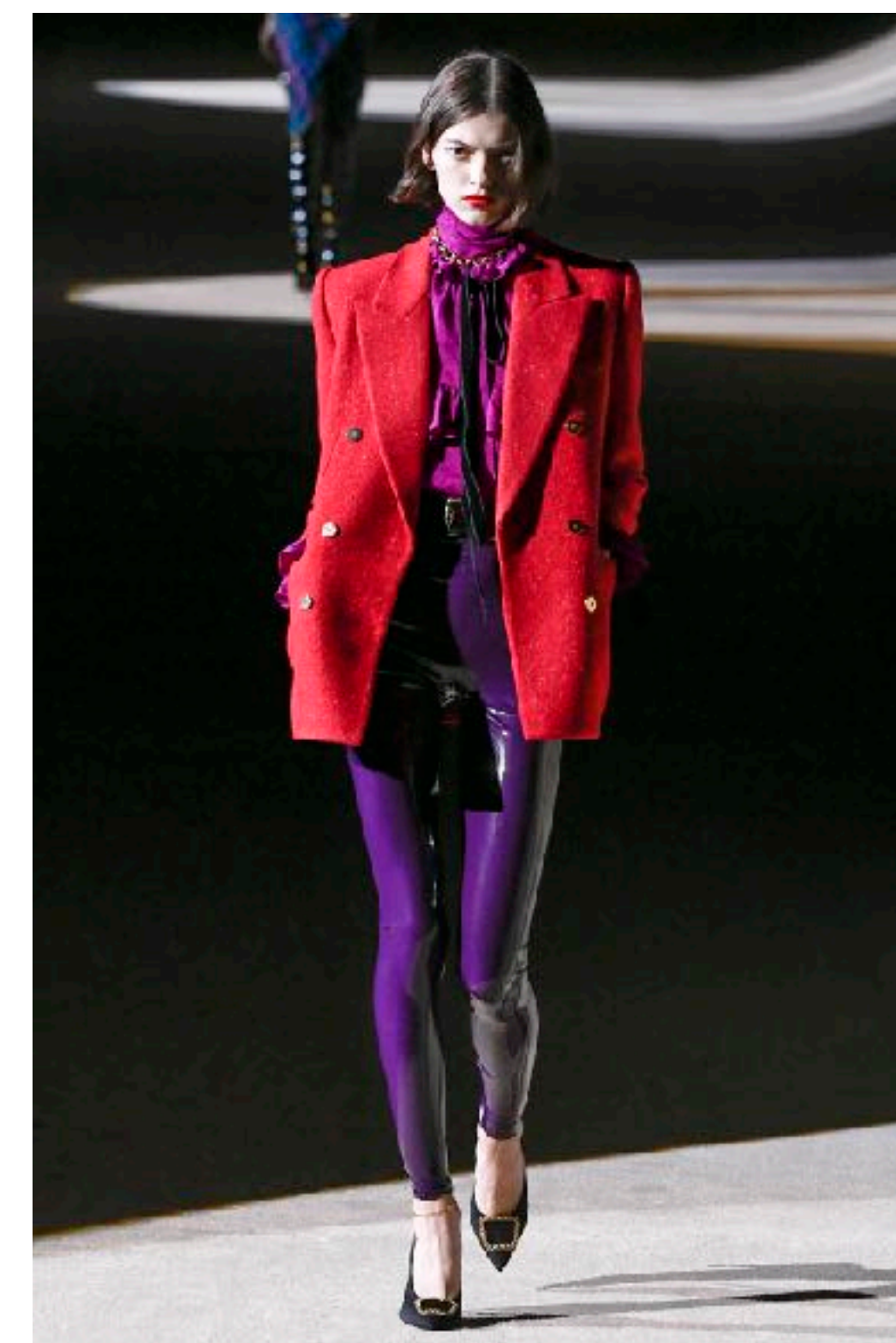
+168%
USE OF BOLD
COLOURS IN FW20



LOOK 34



LOOK 35



LOOK 36

BALENCIAGA - F/W2020



FOCUS ON TOTAL BLACK

THE TAG IS USED FOR A LOOK WITH ONE OR DIFFERENT ITEMS, ONLY IN BLACK COLOURS.

9,1%

SHARE OF LOOKS FOR THE
PAST 4 SEASONS

TOTAL BLACK

TOP DESIGNERS

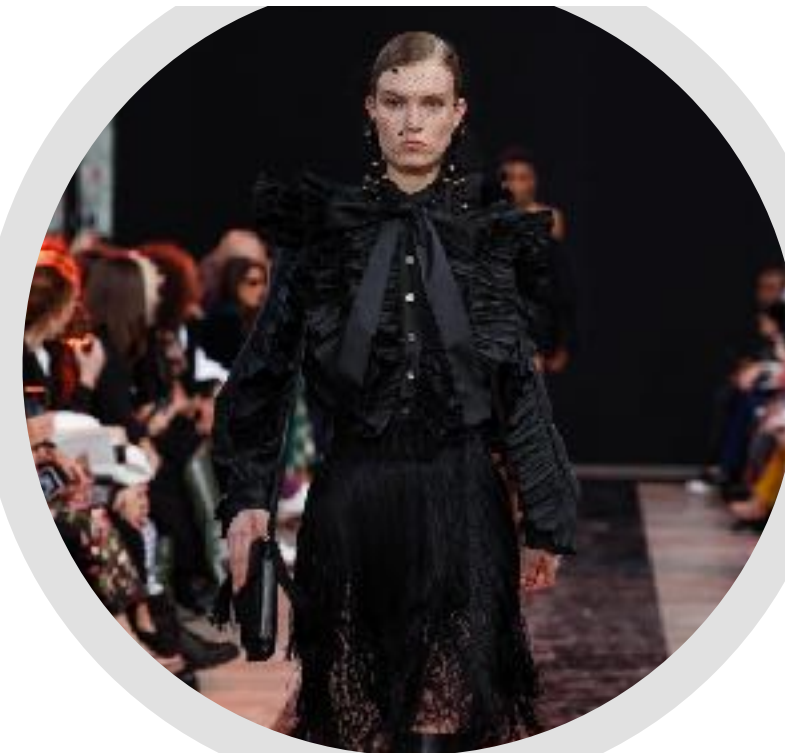
BALENCIAGA



VALENTINO



ELIE SAAB



DOLCE & GABBANA



CELINE



ASSOCIATED THEMES

#1 EVENING WEAR (32% SHARE OF LOOKS)

#2 MINIMAL (13% SHARE OF LOOKS)

#3 SPARKLING (11% SHARE OF LOOKS)

#4 DOMINATRIX (9% SHARE OF LOOKS)

#5 GOTHIC (9% SHARE OF LOOKS)

3 STYLES MOST ASSOCIATED WITH BOLD COLOURS

#1 TAILORING
20% SHARE OF LOOKS



ALEXANDER MCQUEEN

#2 COAT
20% SHARE OF LOOKS



BURBERRY

#3 MIDI DRESS
12% SHARE OF LOOKS



CHANEL

NOTABLE INITIATIVES

THE 14 FIRST LOOKS OF THE FW20 WERE BLACK HEAD TO TOE.
67 OUT OF 105 LOOKS FEATURE BLACK ITEMS - 56 ARE TOTAL BLACK.

BALENCIAGA

+104%

FEATURE OF BLACK
LOOKS SINCE SS20/FW20

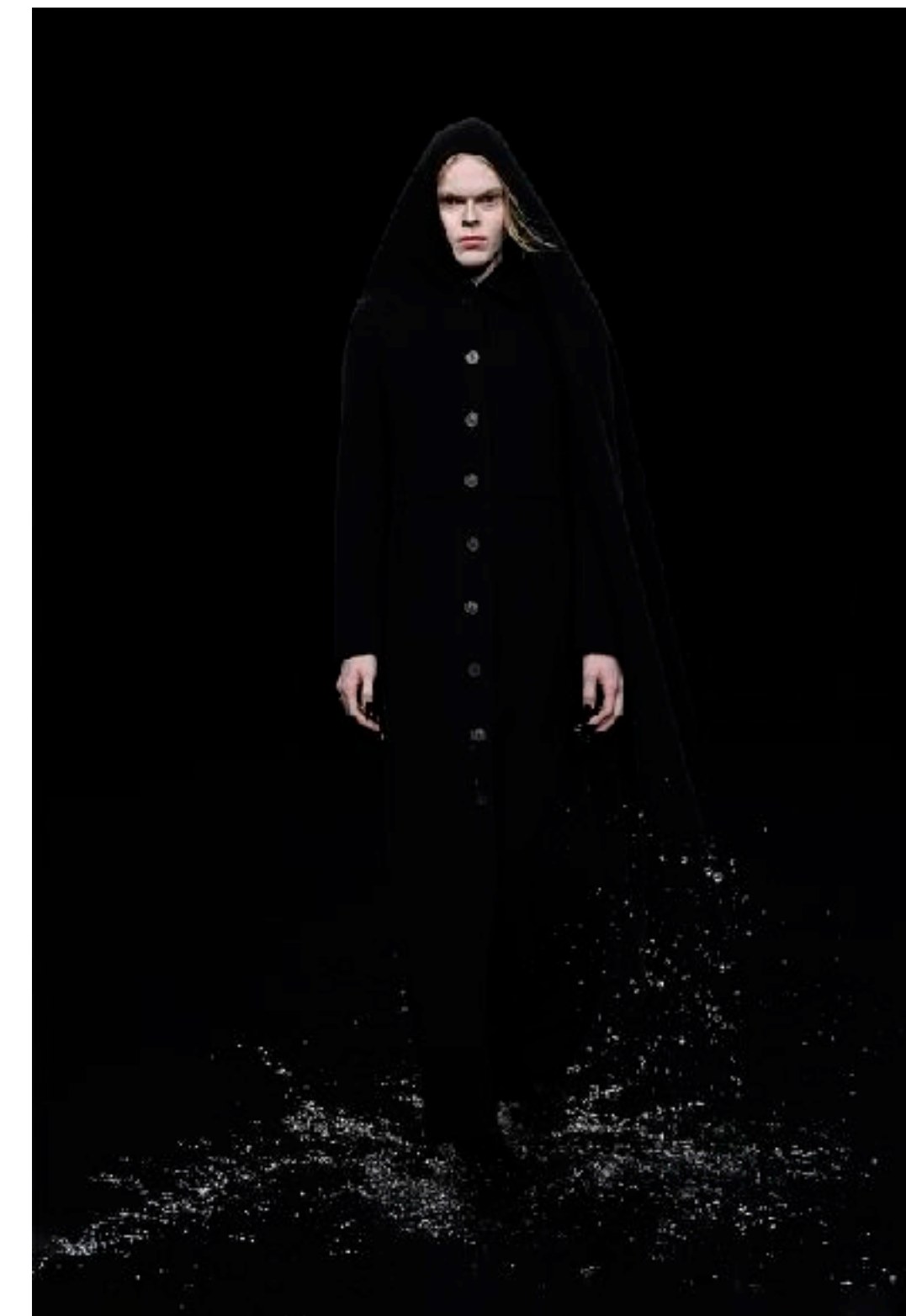
VS THE 3 PREVIOUS YEARS



LOOK 1



LOOK 2



LOOK 3

NOTABLE INITIATIVES

THE 25 FIRST LOOKS OF THE FW20 SHOW WERE BLACK.
59 OUT OF 80 LOOKS FEATURED BLACK ITEMS.

VALENTINO

+257%

FEATURE OF BLACK
LOOKS SINCE SS20/FW20

VS THE 3 PREVIOUS YEARS



LOOK 1



LOOK 2



LOOK 3

NOTABLE INITIATIVES

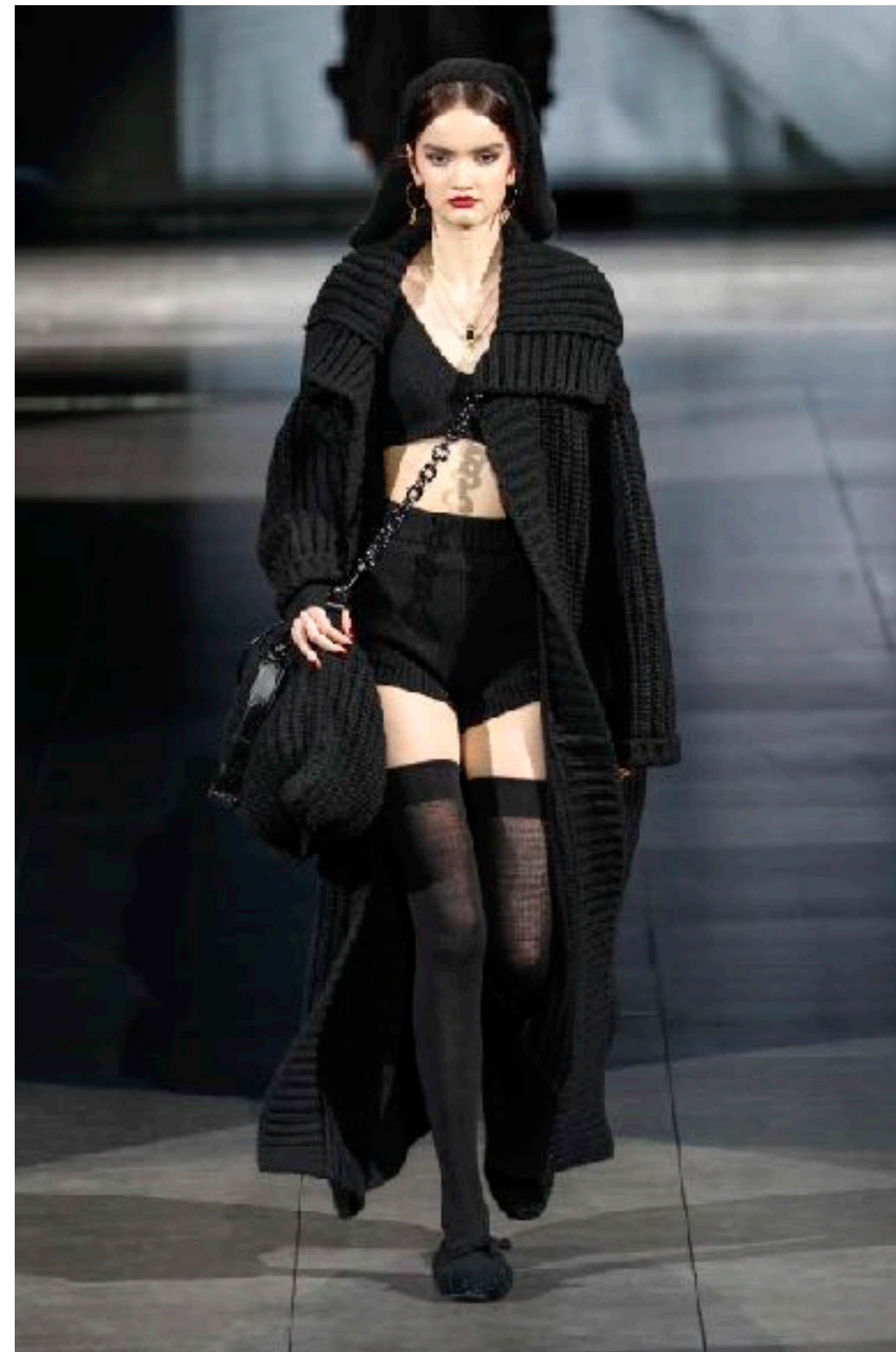
THE 20 FIRST LOOKS OF THE FW20 SHOW WERE **TOTAL BLACK**.
89 OUT OF 121 LOOKS FEATURED **BLACK ITEMS**.
HUGE RISE OF MONOCHROME LOOKS SINCE FW19.

DOLCE & GABBANA

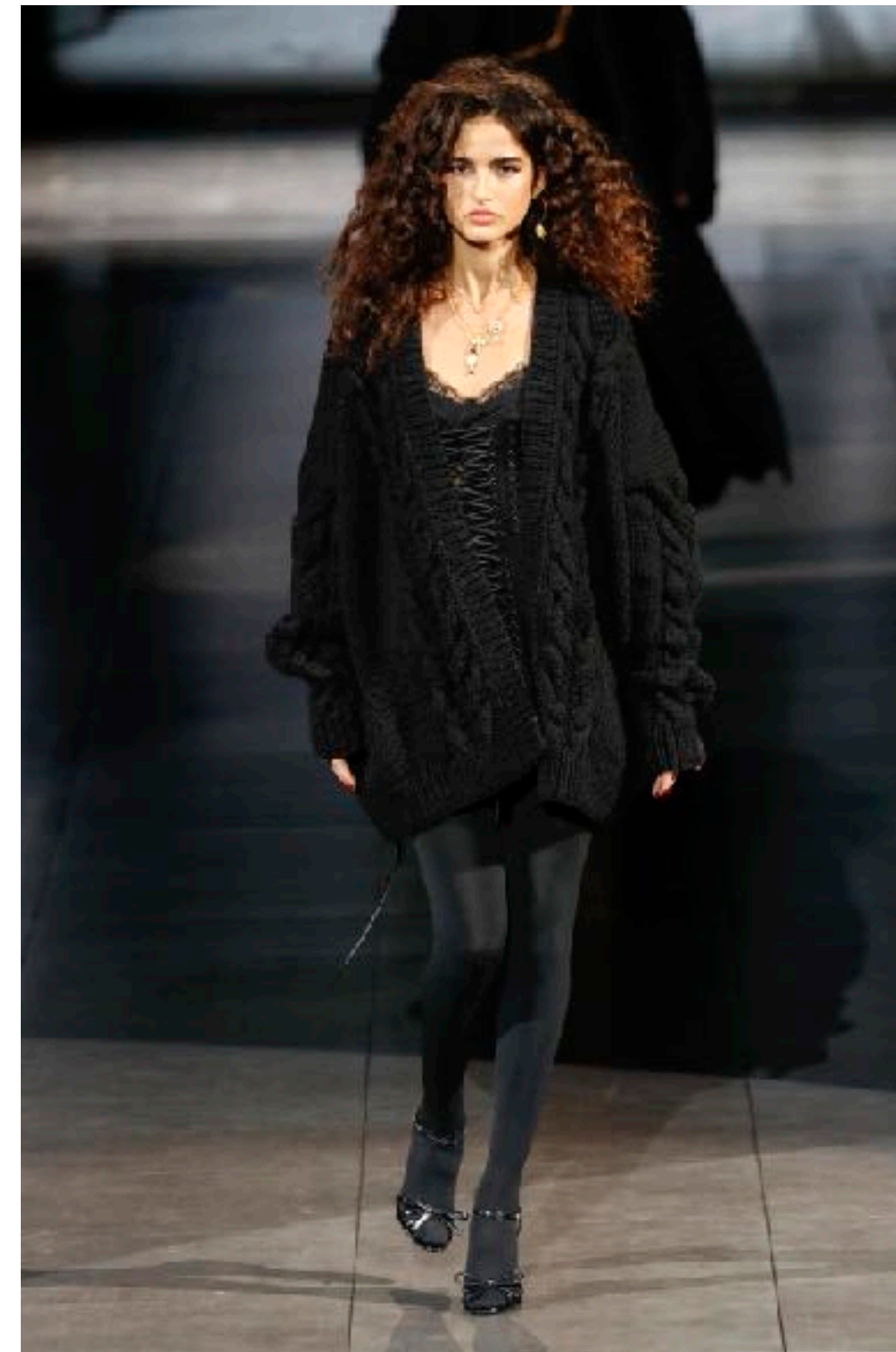
+101%

FEATURE OF MONOCHROME
LOOKS IN FW20 VS FW19

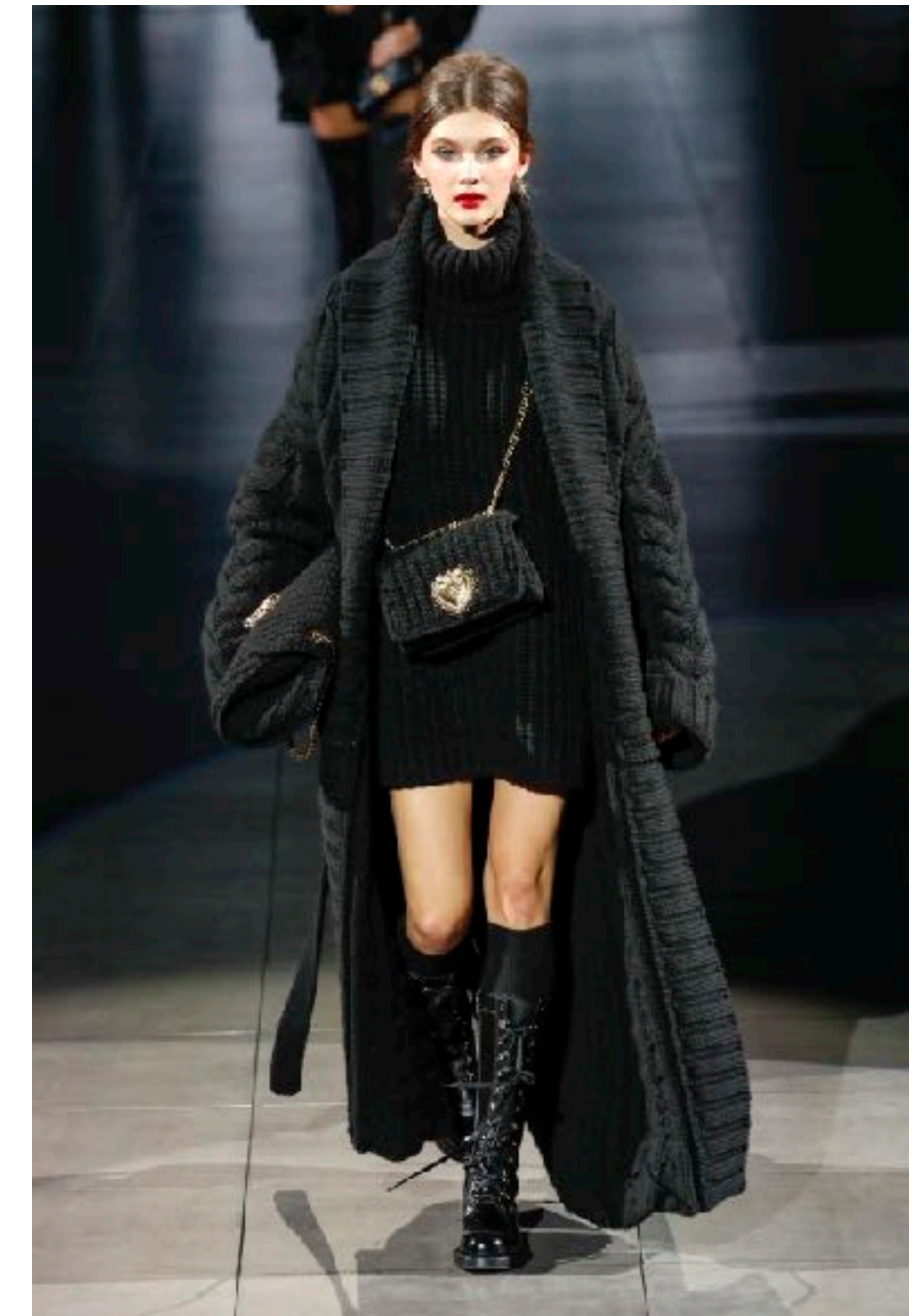
30% OF LOOKS DURING FW19
61% OF LOOKS DURING FW20



LOOK 1



LOOK 2



LOOK 3



ISSEY MIYAKE - F/W2020

FOCUS ON BLACK & WHITE

THE TAG IS USED FOR THE ASSOCIATION OF
BOTH COLOURS IN THE SAME ITEM.

6,8%

SHARE OF LOOKS FOR THE
PAST 4 SEASONS

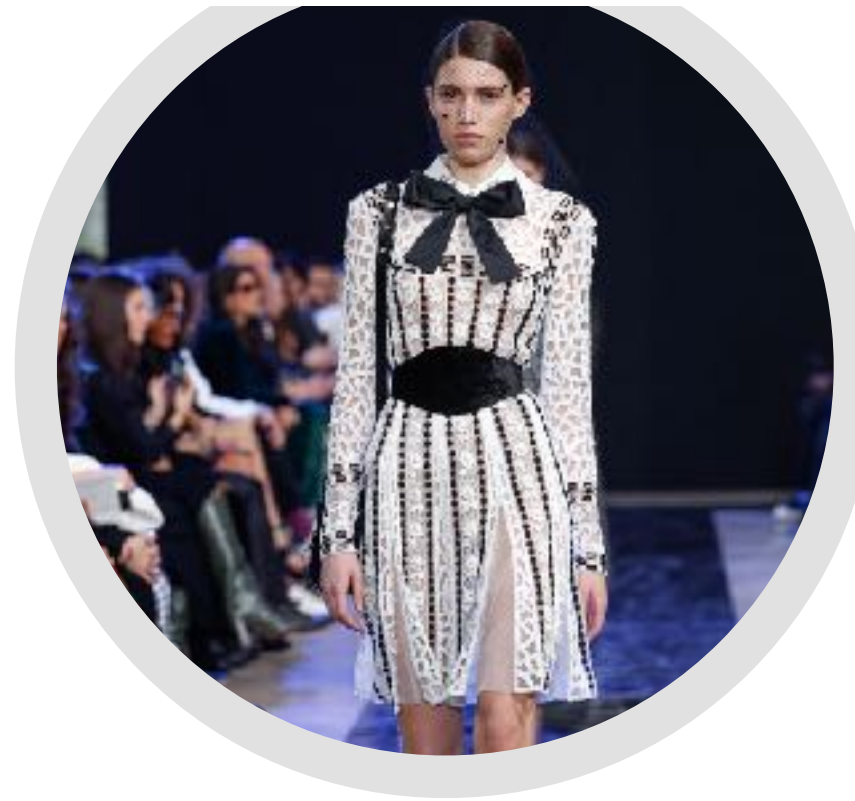
BLACK & WHITE

TOP DESIGNERS

JEFFREY DODD



ELIE SAAB



VERSACE



ISSEY MIYAKE



DOLCE & GABBANA



ASSOCIATED THEMES

#1 GRAPHIC (35% SHARE OF LOOKS)

#2 EVENING WEAR (15% SHARE OF LOOKS)

#3 ANIMAL (8% SHARE OF LOOKS)

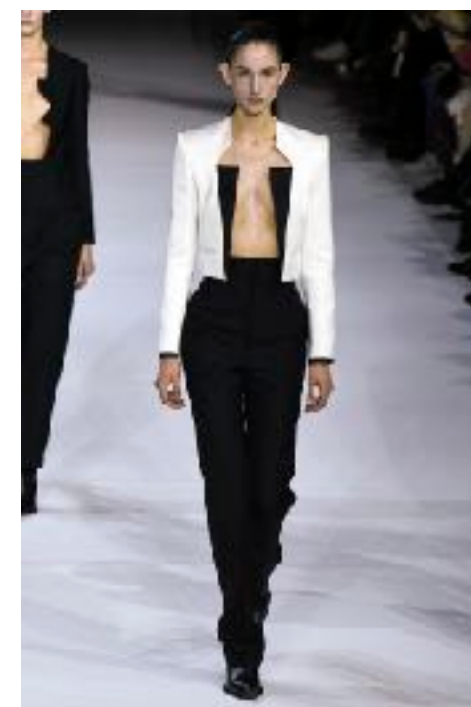
#4 LADYLIKE (6% SHARE OF LOOKS)

#5 LOGO (5% SHARE OF LOOKS)

3 STYLES MOST ASSOCIATED WITH BOLD COLOURS

#1 TAILORING

20% SHARE OF LOOKS



HAIDER ACKERMANN

#2 COAT

20% SHARE OF LOOKS



ALEXANDER MCQUEEN

#3 MIDI DRESS

13% SHARE OF LOOKS



PRADA



JW ANDERSON - F/W2020

FOCUS ON NEUTRAL TONES

THE TAG IS USED TO GROUP ALL COLOURS
LIKE IVORY, CREAM, BEIGE

4,8%

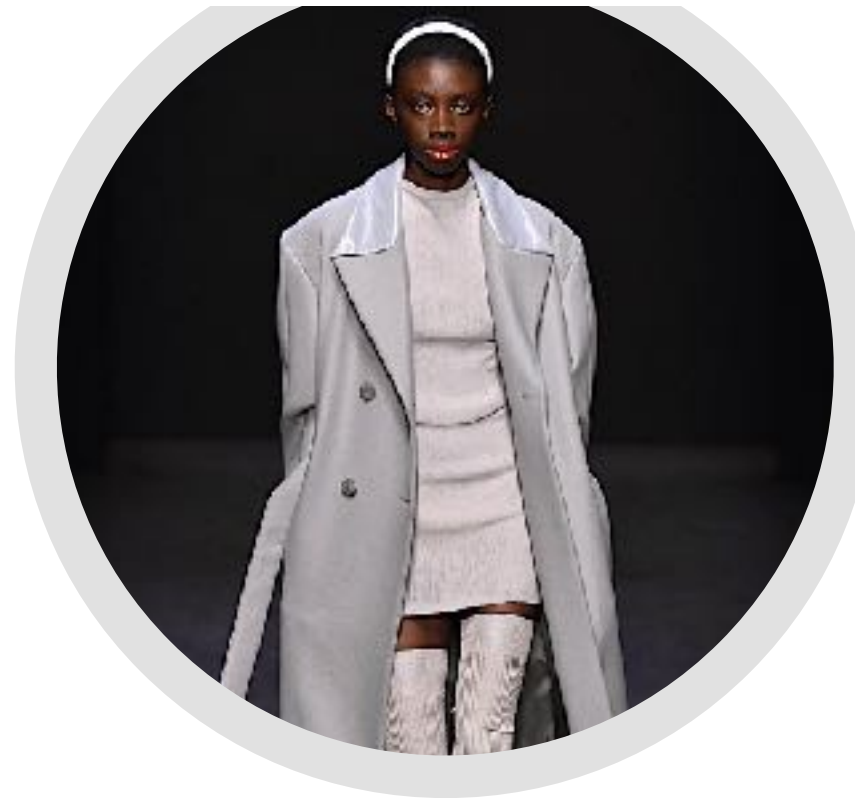
SHARE OF LOOKS FOR THE
PAST 4 SEASONS

NEUTRAL TONES

YEEZY



DROME



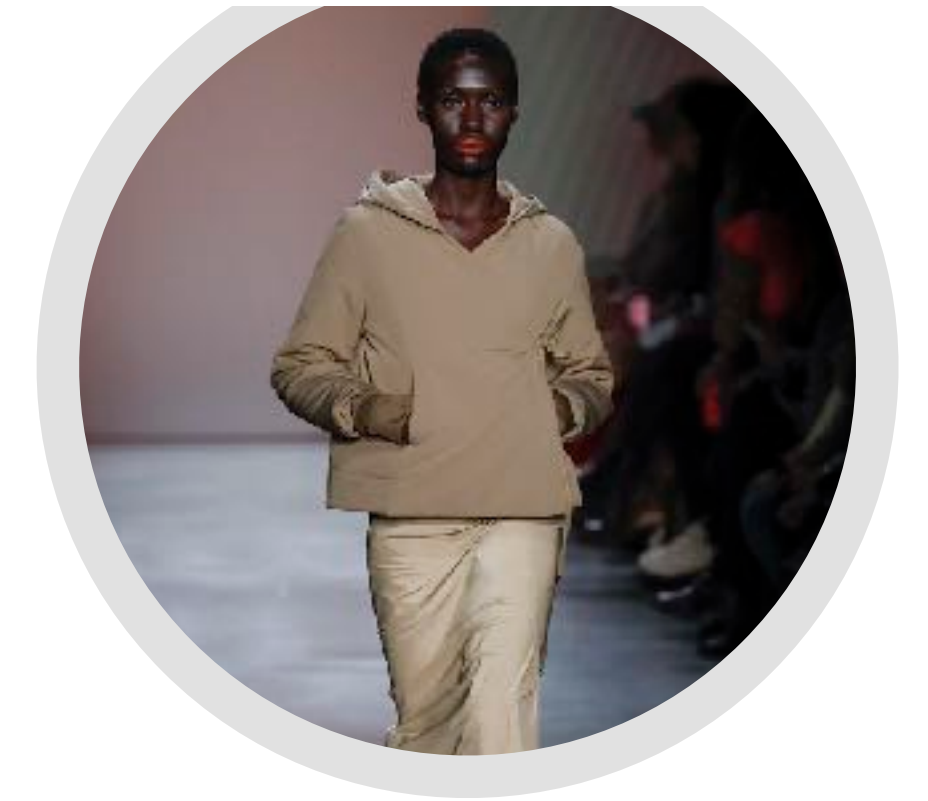
ISABEL MARANT



JIL SANDER



CONCEPT KOREA



ASSOCIATED THEMES

- #1 MINIMAL (15% SHARE OF LOOKS)
- #2 COCOON (13% SHARE OF LOOKS)
- #3 EVENING WEAR (9% SHARE OF LOOKS)
- #4 MASCULINE (8% SHARE OF LOOKS)
- #5 BOURGEOIS (6% SHARE OF LOOKS)

TOP DESIGNERS

3 STYLES MOST ASSOCIATED WITH BOLD COLOURS

- #1 COAT
30% SHARE OF LOOKS



- #2 TAILORING
22% SHARE OF LOOKS



- #3 WIDE LEG PANTS
17% SHARE OF LOOKS



ALBERTA FERRETTI - F/W2020



FOCUS ON COLOUR BLOCK

THE TAG IS USED FOR A LOOK OR PIECE COMPOSED
WITH SEVERAL BLOCKS OF DIFFERENT COLOURS.

2,2%

SHARE OF LOOKS FOR THE
PAST 4 SEASONS

COLOUR BLOCK

TOP DESIGNERS

ROKSANDA



COACH 1941



LACOSTE



MOLLY GODDARD



BOSS



ASSOCIATED THEMES

#1 EVENING WEAR (13% SHARE OF LOOKS)

#2 PREPPY (9% SHARE OF LOOKS)

#3 LOGO (9% SHARE OF LOOKS)

#4 GRAPHIC (7% SHARE OF LOOKS)

#5 BOURGEOIS (6% SHARE OF LOOKS)

3 STYLES MOST ASSOCIATED WITH BOLD COLOURS

#1 TAILORING
24% SHARE OF LOOKS



BERLUTI

#2 COAT
21% SHARE OF LOOKS



ALBERTA FERRETTI

#3 MIDI SKIRT
14% SHARE OF LOOKS



PRADA

CHAPTER 3
MENSWEAR
STATEMENTS



LILAC

+322%

RISE IN ITS
USE IN 2020

VS 3 PREVIOUS YEARS

TOP 3 DESIGNERS



ASTRID ANDERSEN



Y/PROJECT



DRIES VAN NOTEN

PASTEL

+191%

RISE IN ITS
USE IN 2020

VS 3 PREVIOUS YEARS

TOP 3 DESIGNERS



CHARLES JEFFREY LOVERBOY



JACQUEMUS



LANVIN

PINK

+23%

RISE IN ITS
USE IN 2020

VS 3 PREVIOUS YEARS

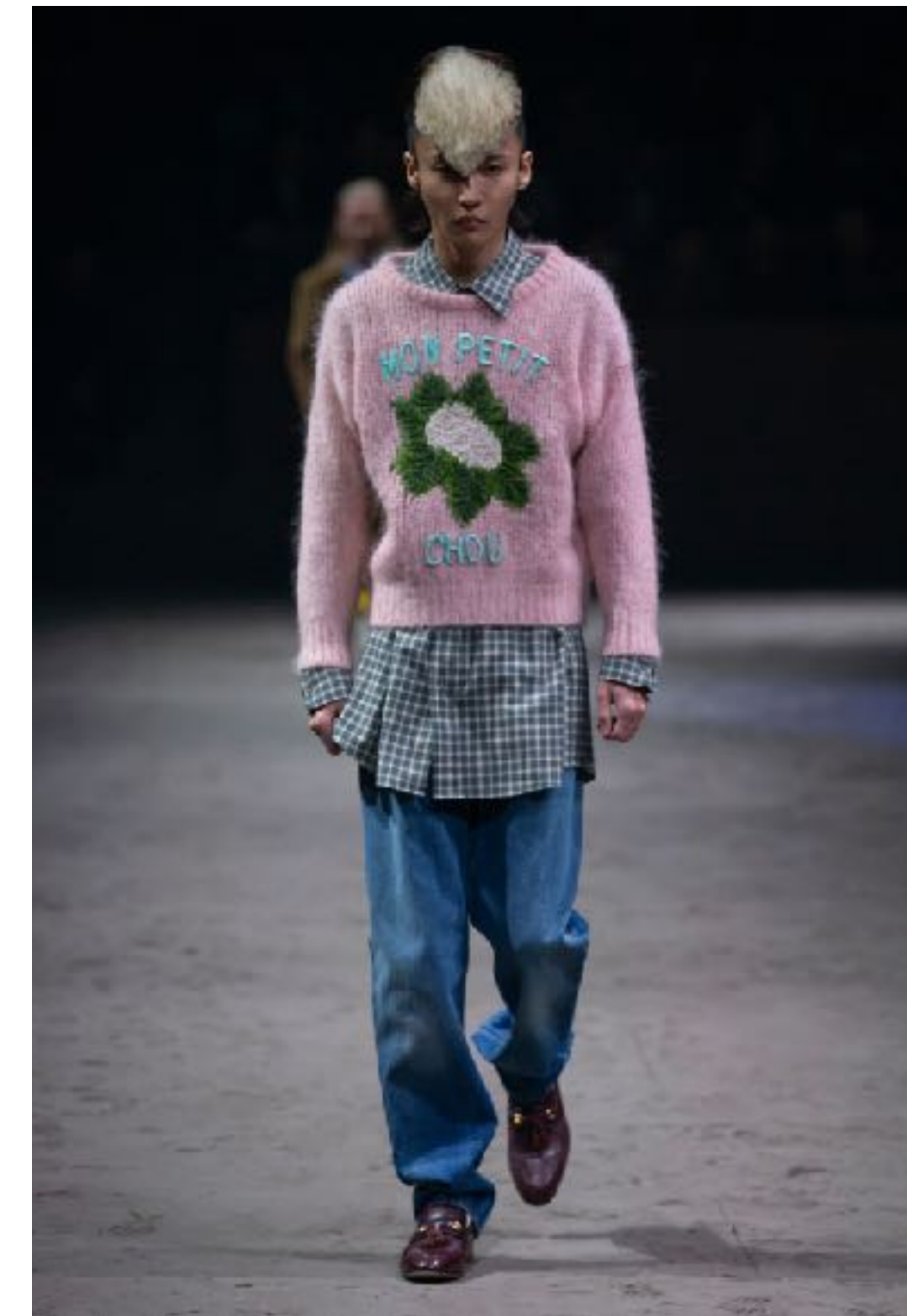
TOP 3 DESIGNERS



BERLUTI



RYNSHU



GUCCI

THANK YOU!

INFO@TAG-WALK.COM