



*Spring/Summer*  
2024  
TREND REPORT

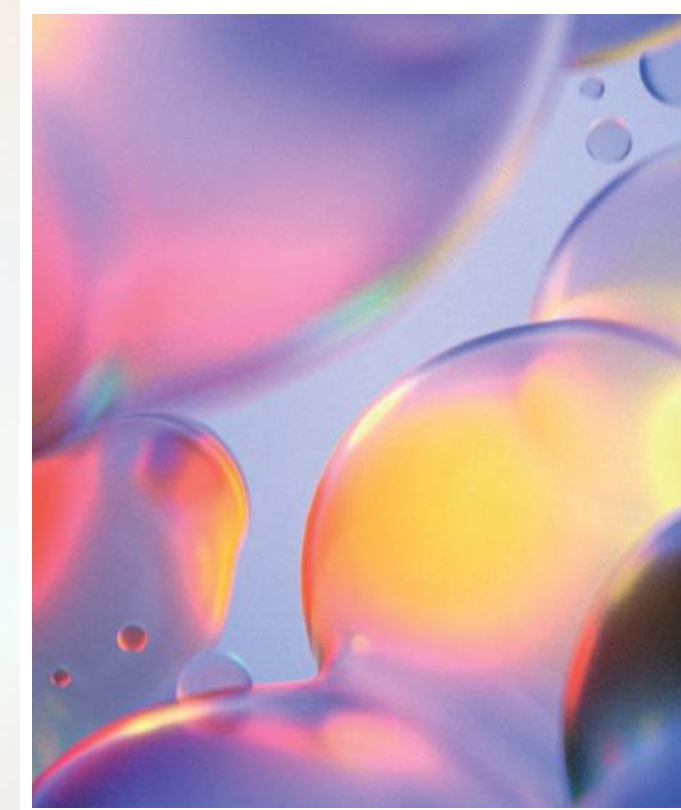
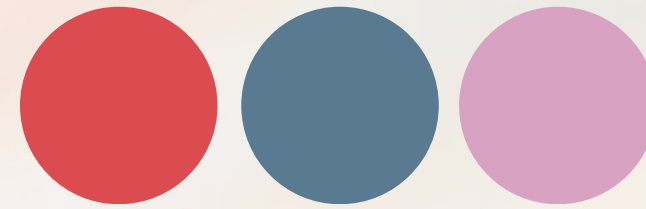
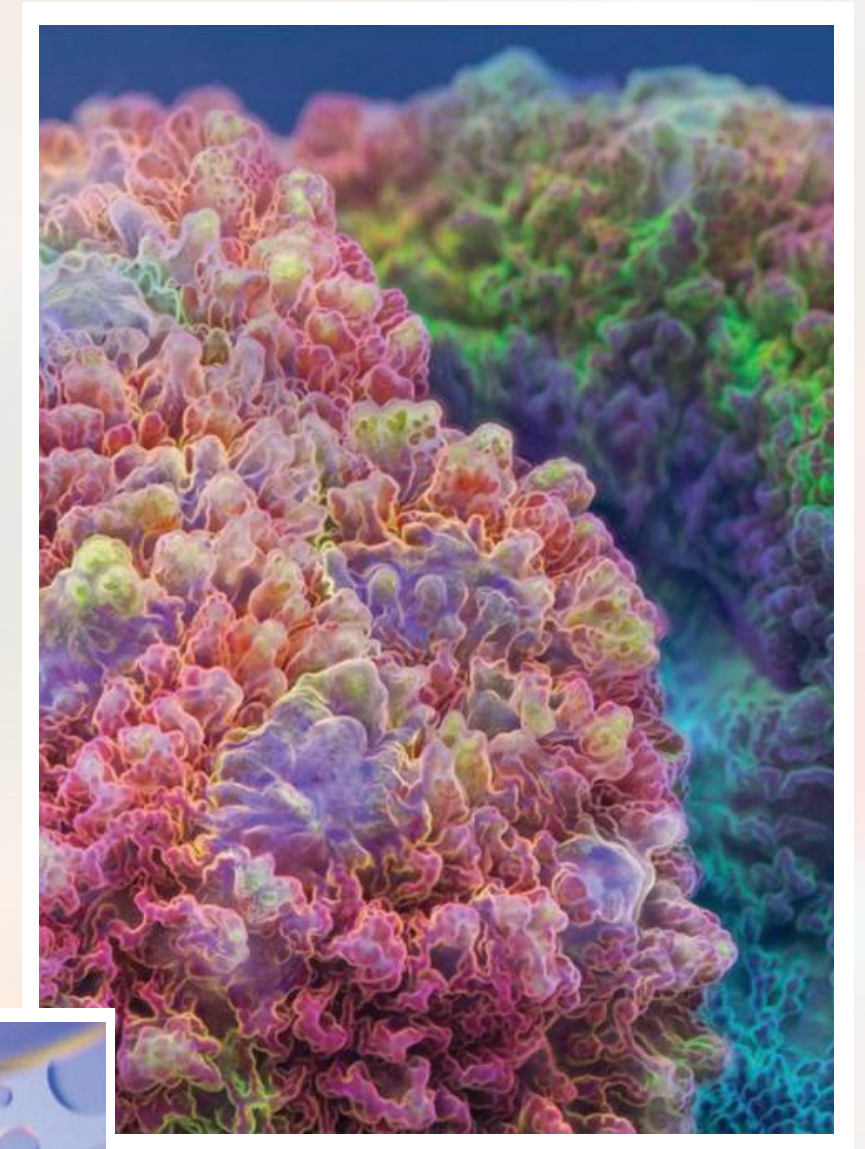


# Authentic Harmony

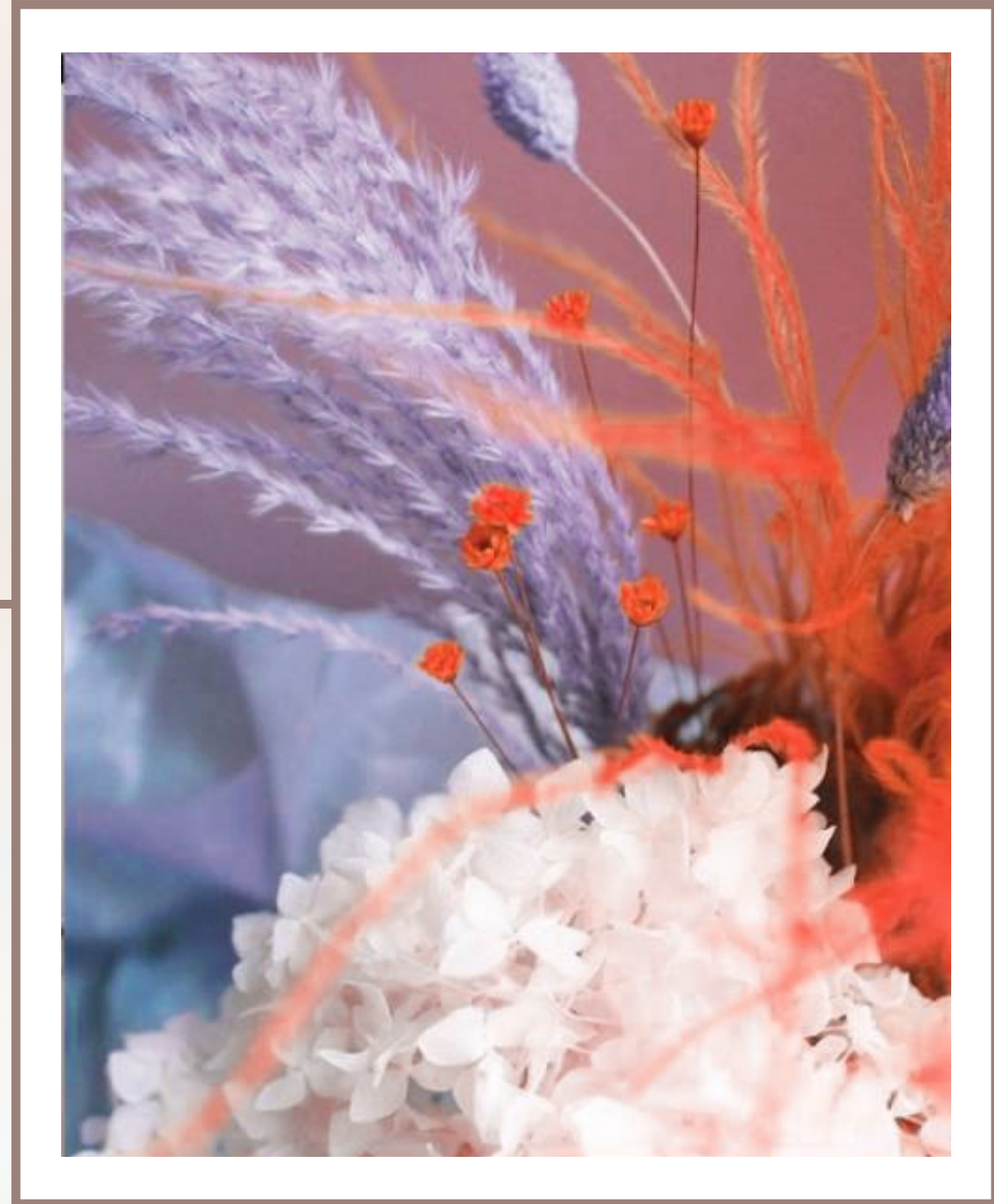
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## WHAT'S IT ABOUT?

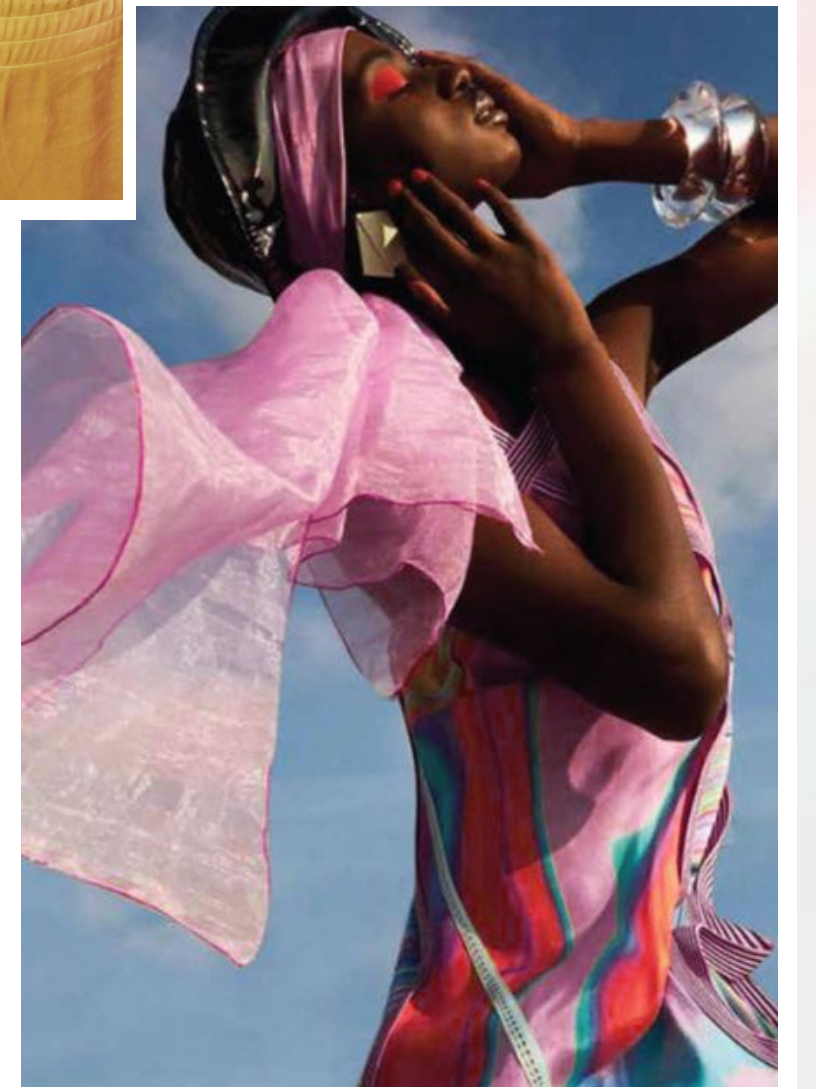
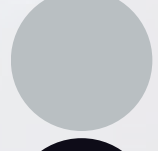
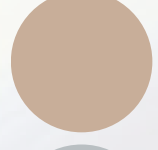
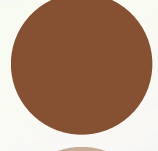
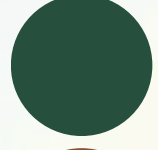
The mood is one of realignment as we adjust to rapid shifts in society and technology and seek ways to find balance. This season's trends link the physical to the ethereal and the imagination to dreams, both digital and earthly.



Colors,  
Patterns,  
&  
Materials



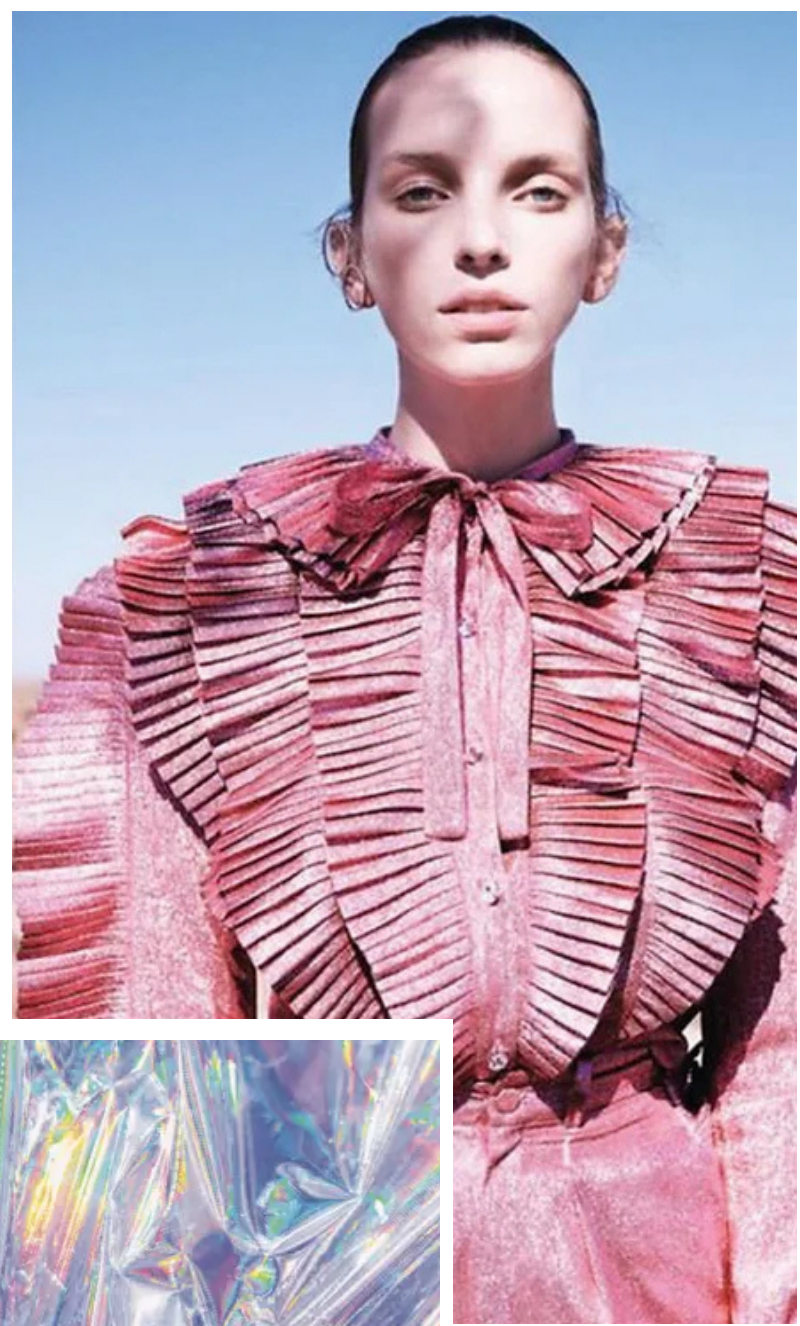
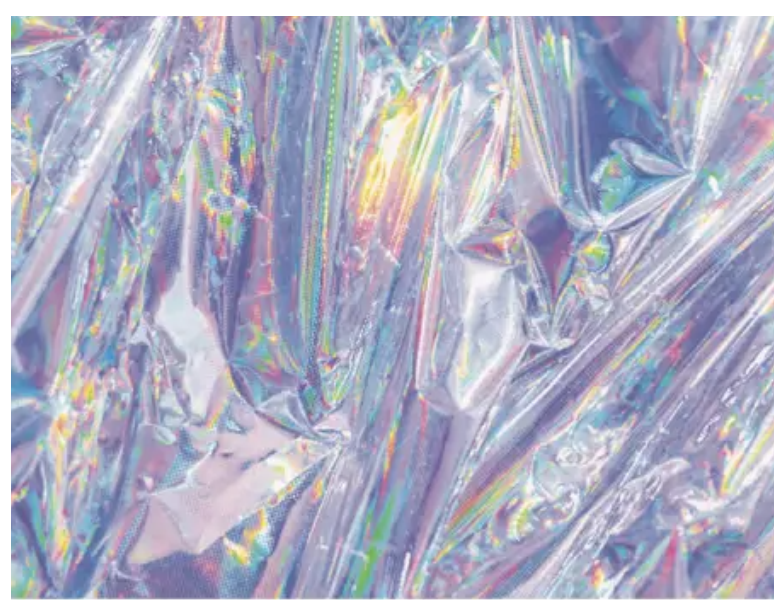
# Colors



# Patterns



# Materials



*Packaging*

INTERPRETATION



*Packaging*

# INTERPRETATION





“Cultivating a hopeful and positive mindset has become a powerful coping mechanism for consumers. Care, connection and community underpin our five key colors for S/S 24.”

**-JOANNE THOMAS, HEAD OF CONTENT AT COLORO**

# GET IN *Touch*

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