



INTERCOLOR 2024/1 Congress: Revolutionizing the Approach to Color Trends and Seasonality in a Poly-centric World

The 2024/1 edition of INTERCOLOR took place in Helsinki from May 11-13, 2022, hosted by the Finnish member association ICfin RY. The main aim of the bi-annual meetings is cultural exchange, in order to gather insights about international and local societal and chromatic evolutions in the upcoming years.

During the congress, national representatives of seventeen countries shared material innovations that will inspire sustainable, and technological development of textiles, interior design, and packaging in the upcoming years, as well as national color trend proposals. In a three-day process the committee of high-level color experts analyzed and distilled key findings in order to develop the official INTERCOLOR trend proposal.

Today, drivers behind societal, economic, and cultural shifts emerge in parallel in different places locally around the globe. Purely Western-centric influences are a thing of the past as economies on all continents and both hemispheres increase their global cultural impact. Therefore, for this new edition, the national representatives of INTERCOLOR unanimously agreed to evolve the approach to seasonality in their color trend proposal. Instead of developing four to five major color stories articulated around one specific season, the INTERCOLOR group decided to develop intra-seasonal micro ranges composed by 3-4 shades each, all backed up by the organization's exceptional global vision on trans-cultural and local trends. As a result, these micro-trends can be used to inspire small capsule collections for the first half of 2024, including either newly developed products, a curation of existing products, or a mix of both. The large amount of micro-ranges allows to integrate shade combinations that address any season, cultural taste, or climate condition in order to have a truly inclusive offer that addresses both the northern and southern hemispheres, as well as product development for the digital space, that by definition does not rely on seasonality.

Instead of referring to the Spring/Summer 2024 season, which would only apply to the northern hemisphere, the outcome refers to 2024/1. The 2024/2 ranges targeting the second half of 2024, will be developed during the next INTERCOLOR Congress in November 2022 in Barcelona.

About Intercolor:

INTERCOLOR was created in 1963 on the initiative of France, Switzerland and Japan. Their respective representatives, Mr. Fred Carlin, Mr. Milo Legnazzi and Mr. Yasuo Inamura, agreed that fashion colour should be discussed internationally. The first INTERCOLOR session was held in Paris on 9 September 1963, with eleven participating nations. Over the last 58 years, many countries have joined the organization and some have left, but the network and its activities have continued to develop.

INTERCOLOR currently counts seventeen member countries in Europe, Asia and America.

The non-profit organization is a platform for color research and development, assembling an interdisciplinary group of color experts. These experts not only represent national associations but also work for major players in textile, fashion, beauty, and design and, more broadly, in all sectors where color counts.

Membership of INTERCOLOR is exclusively reserved for non-commercial national organizations, specialized in color coordination for the textile, beauty, and fashion industries and working in those fields in their own countries.