

**20  
21**  
COLOR  
UPDATE  
WINTER

*PERFORMANCE COLORS*  
by **Nora Kühner**

**COLOR  
KICKOFF  
SUMMER**

**21**

**nora  
kühner.**  
fashion design consulting



# **PERFORMANCE COLORS by Nora Kühner**

## **THE ADVANTAGES**

**A well-thought concept with a unique  
approach to study and think the  
evolution of color in the seasonal flow**

**Embracing diverse cultures**

**Pragmatic support:  
light & wash fastnesses**

**A true design tool**

PERFORMANCE COLORS  
by Nora Kühner

color forecast  
winter 20\*21

# VORTEX

  
PERFORMANCE DAYS  
FUNCTIONAL FABRIC FAIR

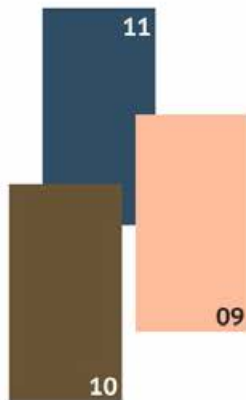




screen template:  
sdecoret / Shutterstock



ICY BLAST



FREE FALLING



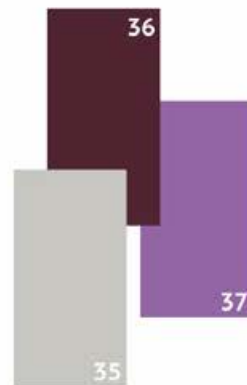
HYPERBOLE



RUNNING  
IN CIRCLES



BOOST THE  
ANALOGUE!

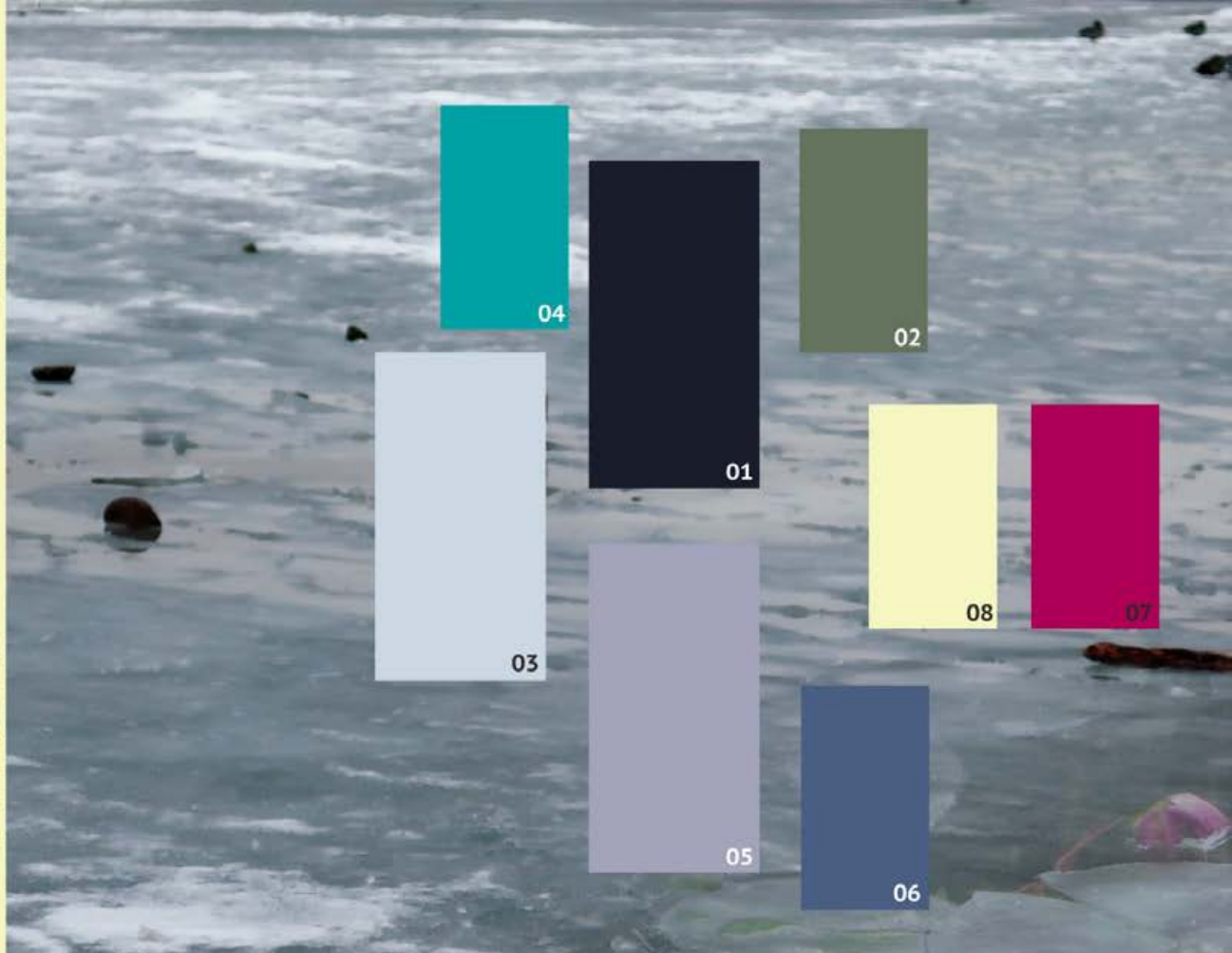


A PASSO  
D'UOMO

## Winter 2020\*21 The Seasonal Core Colors







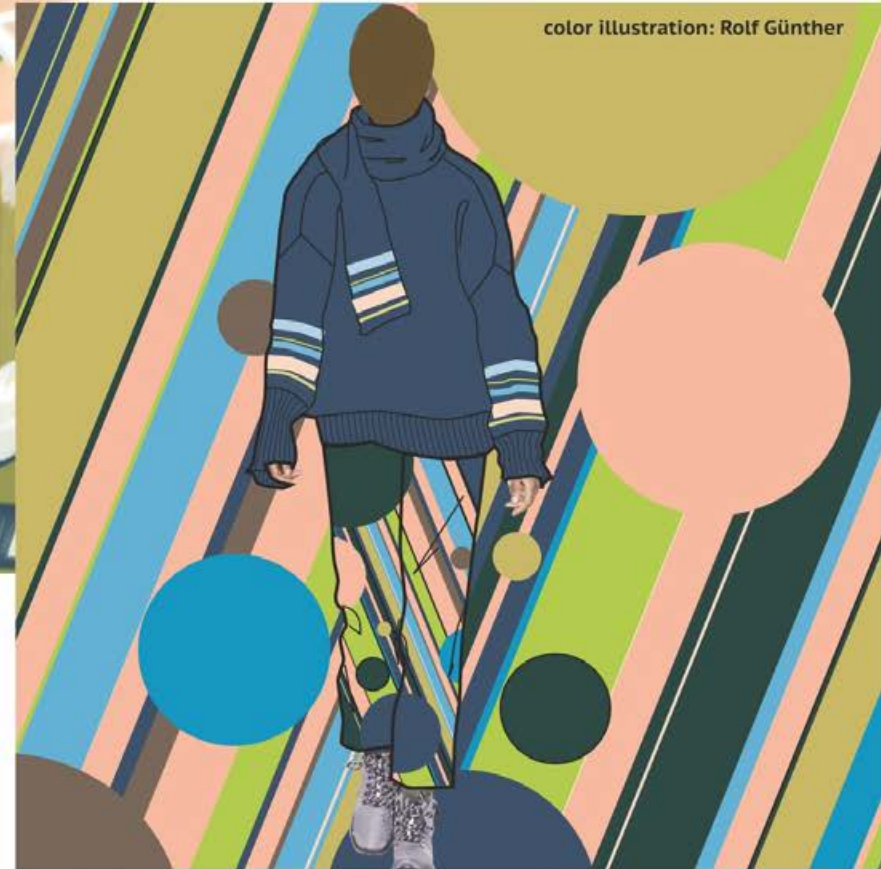




**Navigating the vortices of our days with trust and courage. Breaking up the frenzy of speed to enjoy ease & effortlessness.**











HYPERBOLE





Total immersion and  
fragmentation.

**IMMEDIATE**

The omnichannel self ...  
Feeding the stream 24/7.



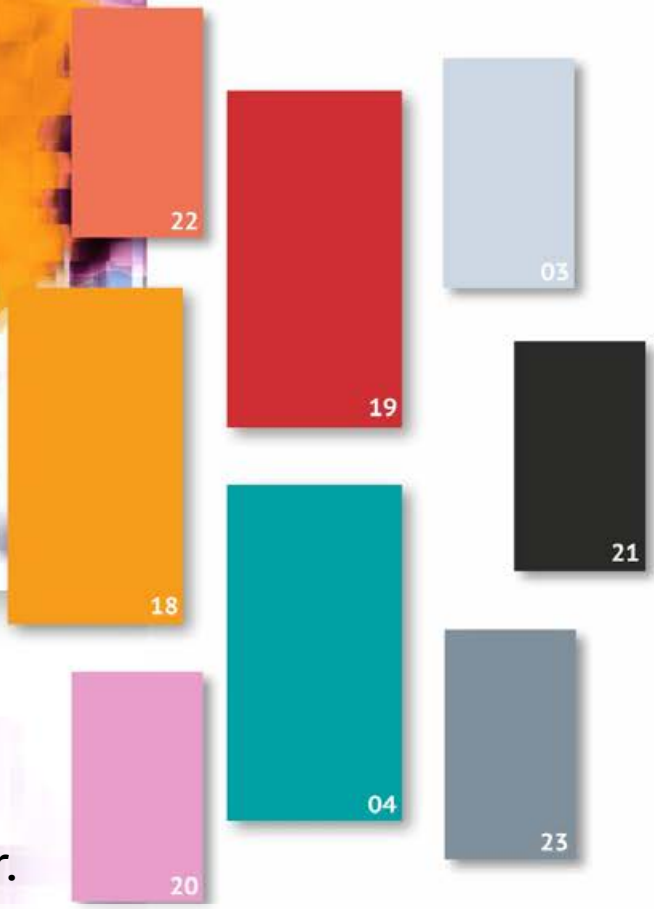
erbole  
erbole  
erbole  
erbole



NEVER TOO MUCH



Accumulation is  
key to graphics.  
Taking repetition  
to extremes.  
Blending effortlessly  
the heritage of  
centuries gone by  
and today's highly  
volatile aesthetics in  
a hyper precise manner.





# RUNNING IN CIRCLES



Juxtaposing risk and challenge creates the story's central tension. Radiating a contemplative, analytical and introspective mood.



color combinations: Altria Design

25

24

28

26

19

27

03

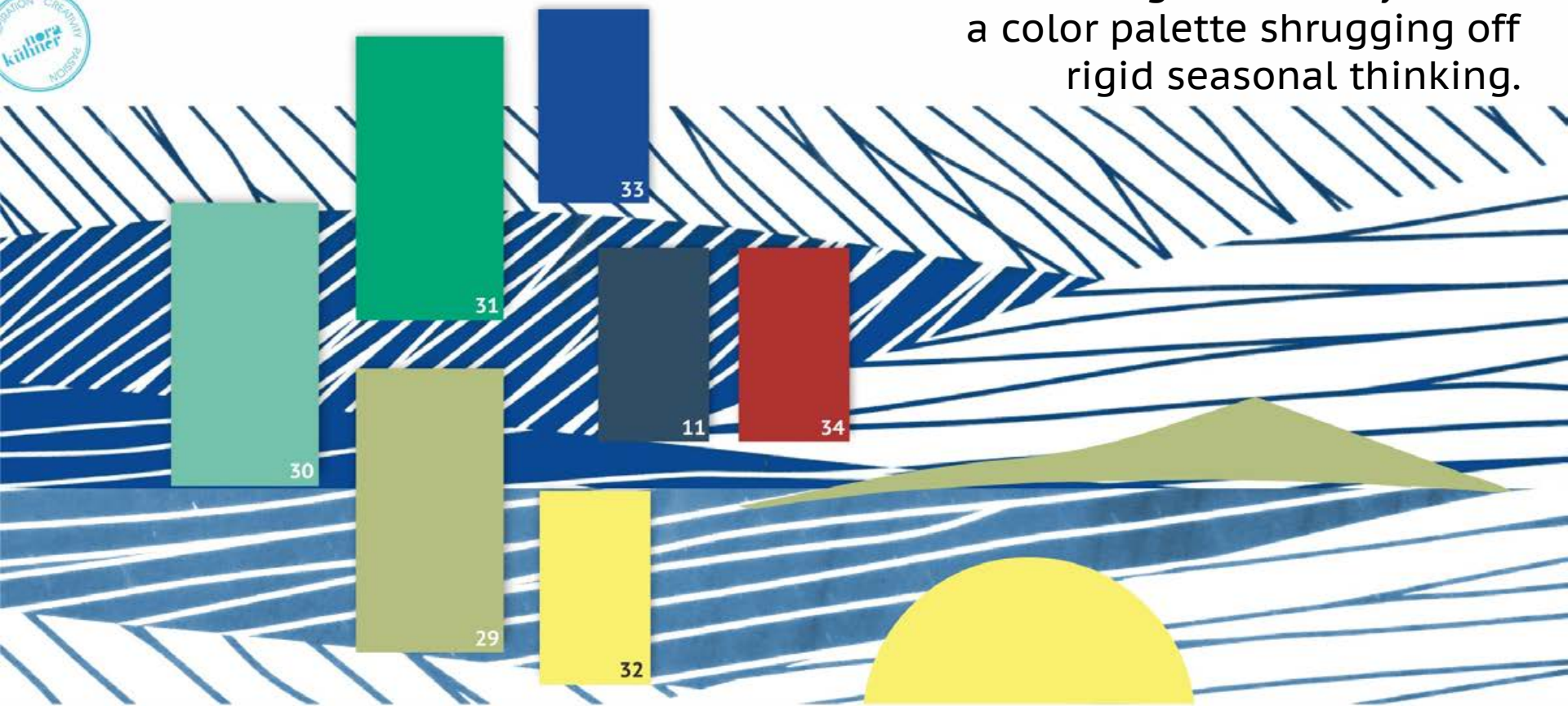




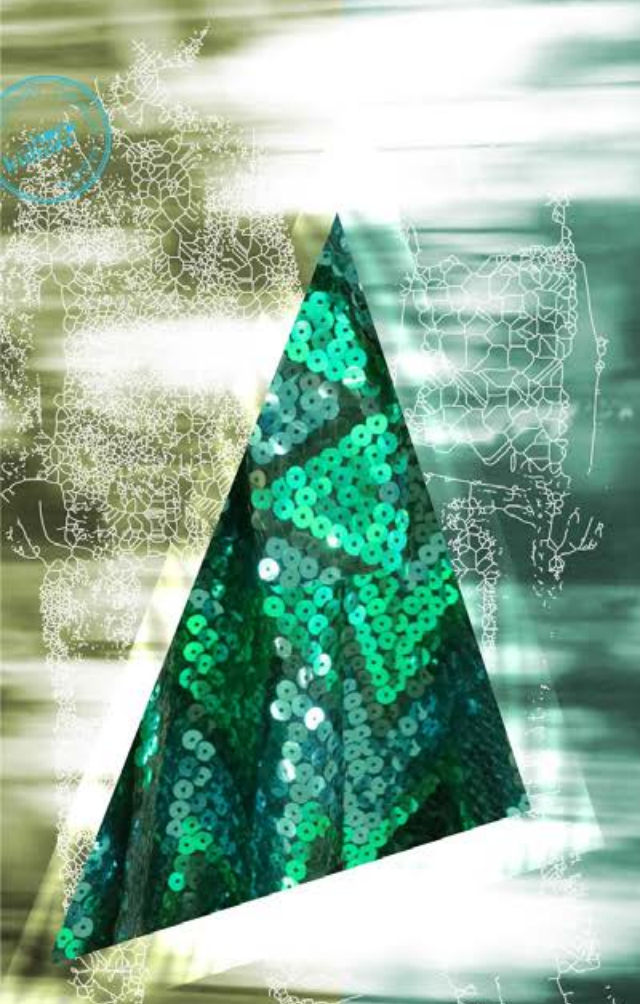
# Boost the Analogue!



A bright summery feel –  
a color palette shrugging off  
rigid seasonal thinking.





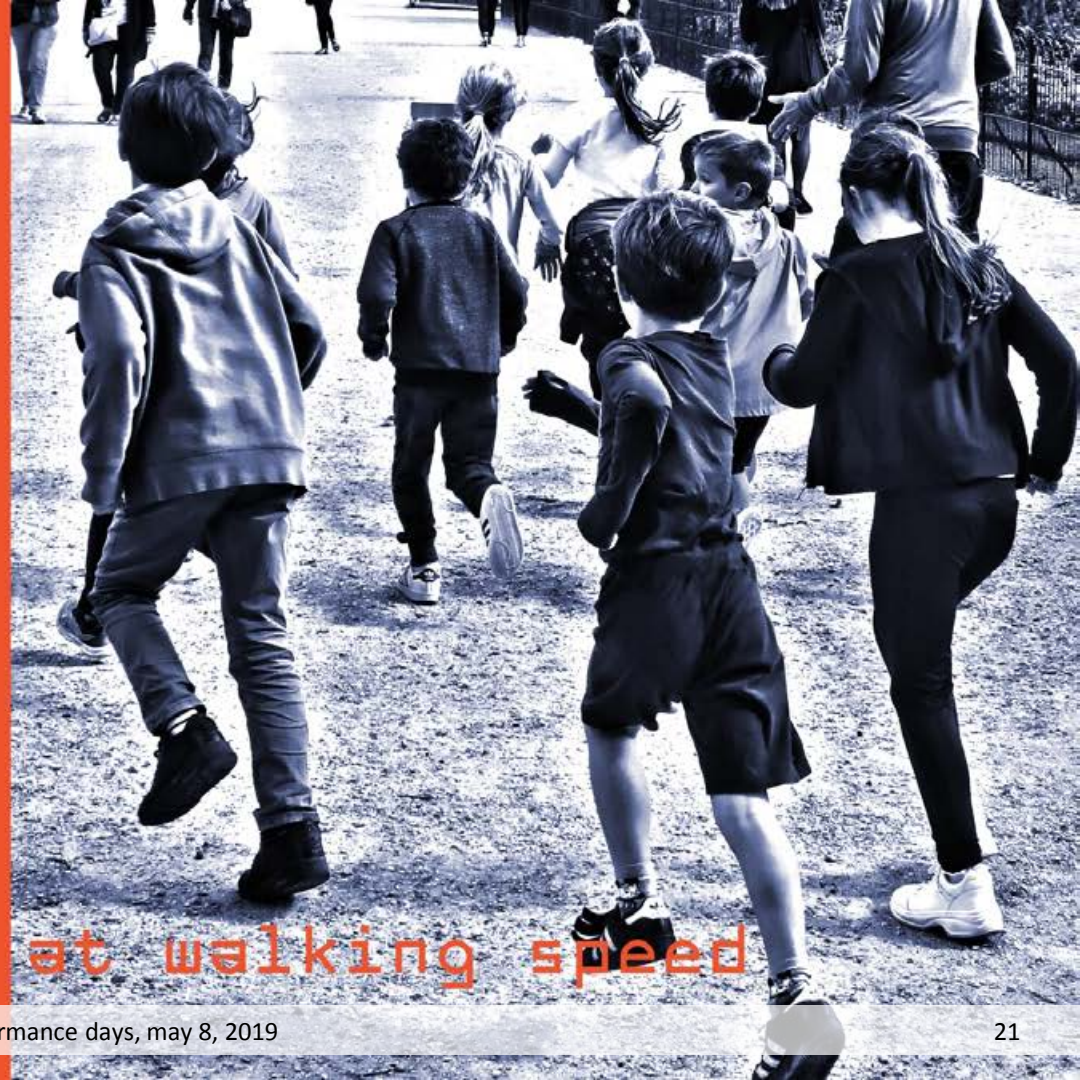


An intense and porous relationship between mankind and its surroundings. A swinging embrace of the natural world connects to a taste for fantasy and curiosity.

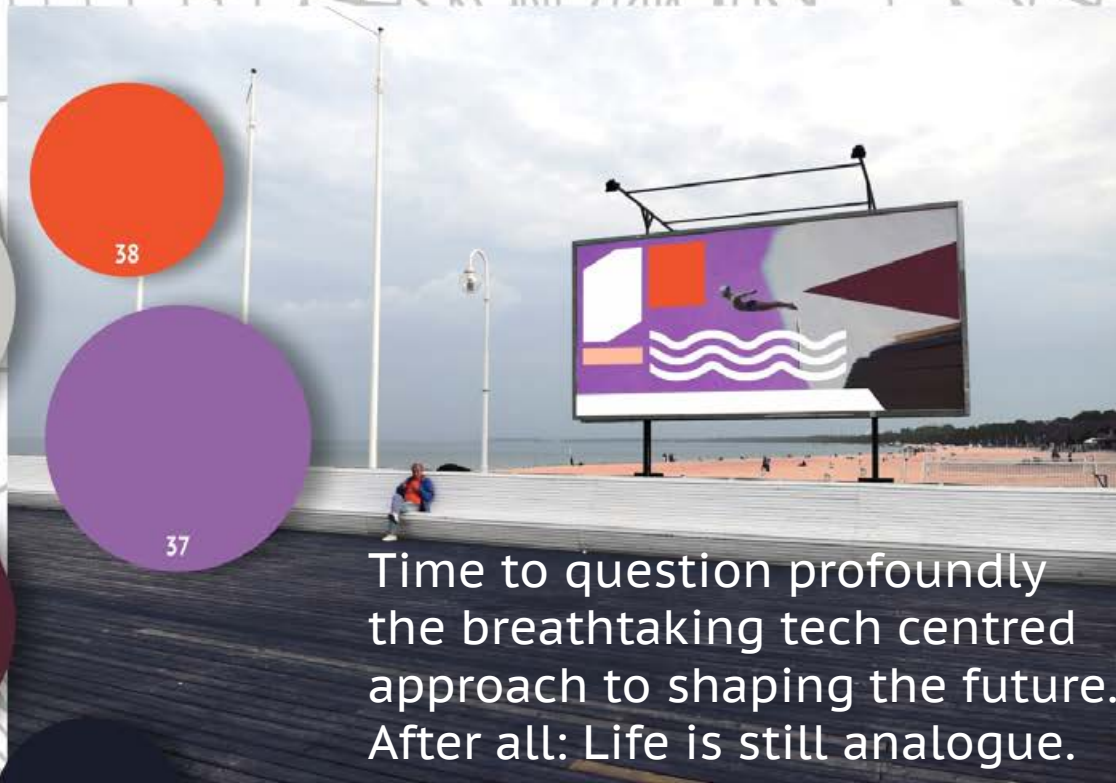
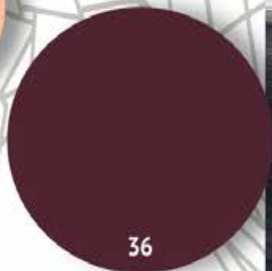
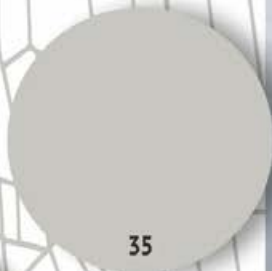
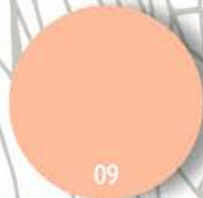






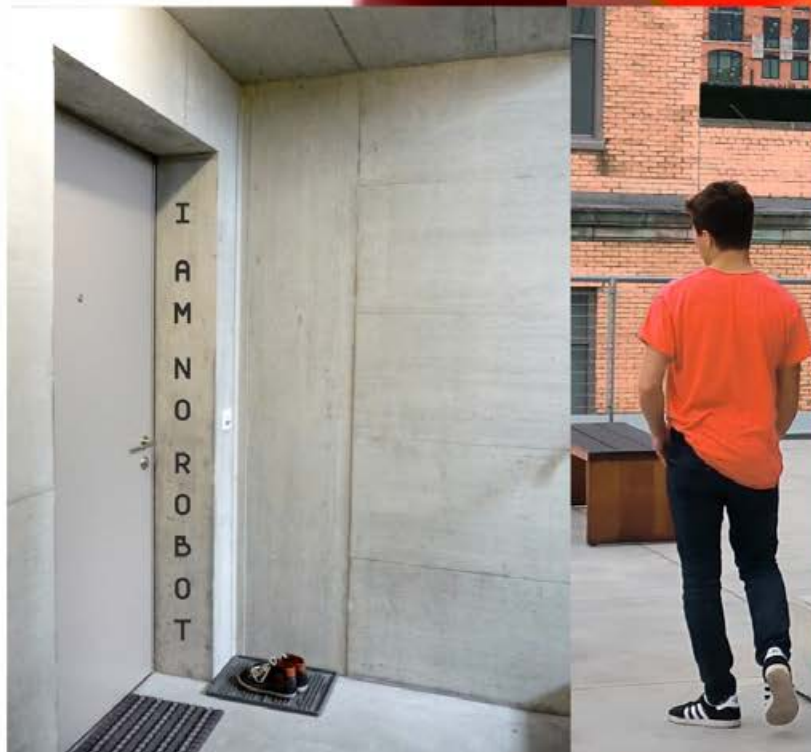
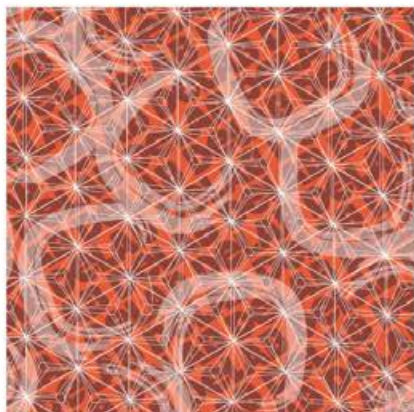






Time to question profoundly  
the breathtaking tech centred  
approach to shaping the future.  
After all: Life is still analogue.





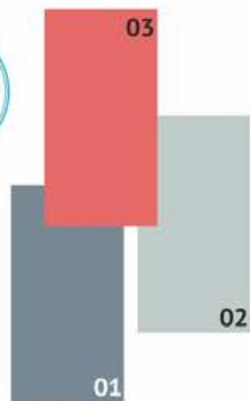
# *What's coming up?*



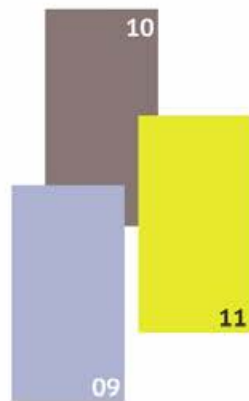
PERFORMANCE COLORS  
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21 spring  
summer

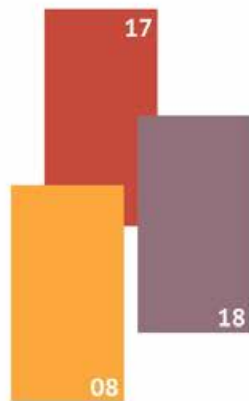
AS WE LIKE IT



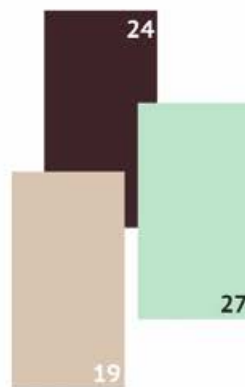
BOT OR NOT?



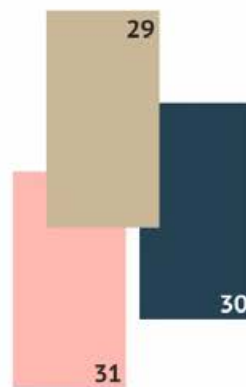
DIGITAL  
MAGNETISM



ALL ABOUT ME



POWER  
PLAY



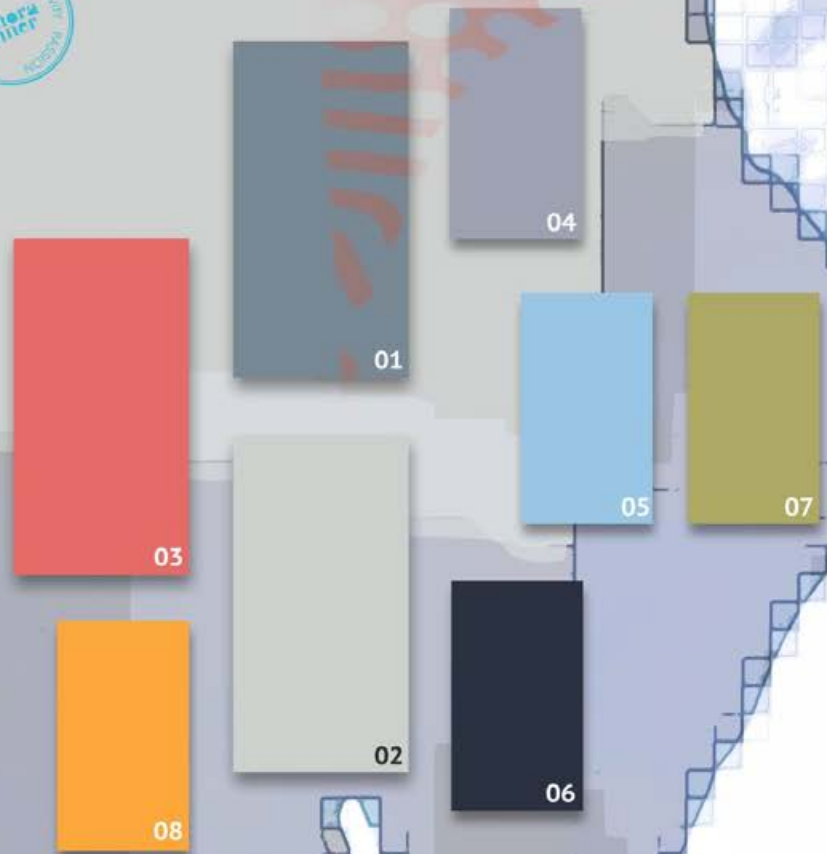
BEYOND  
MEASURE



THE  
PLANETARY GARDEN

## Summer 2021 The Seasonal Core Colors

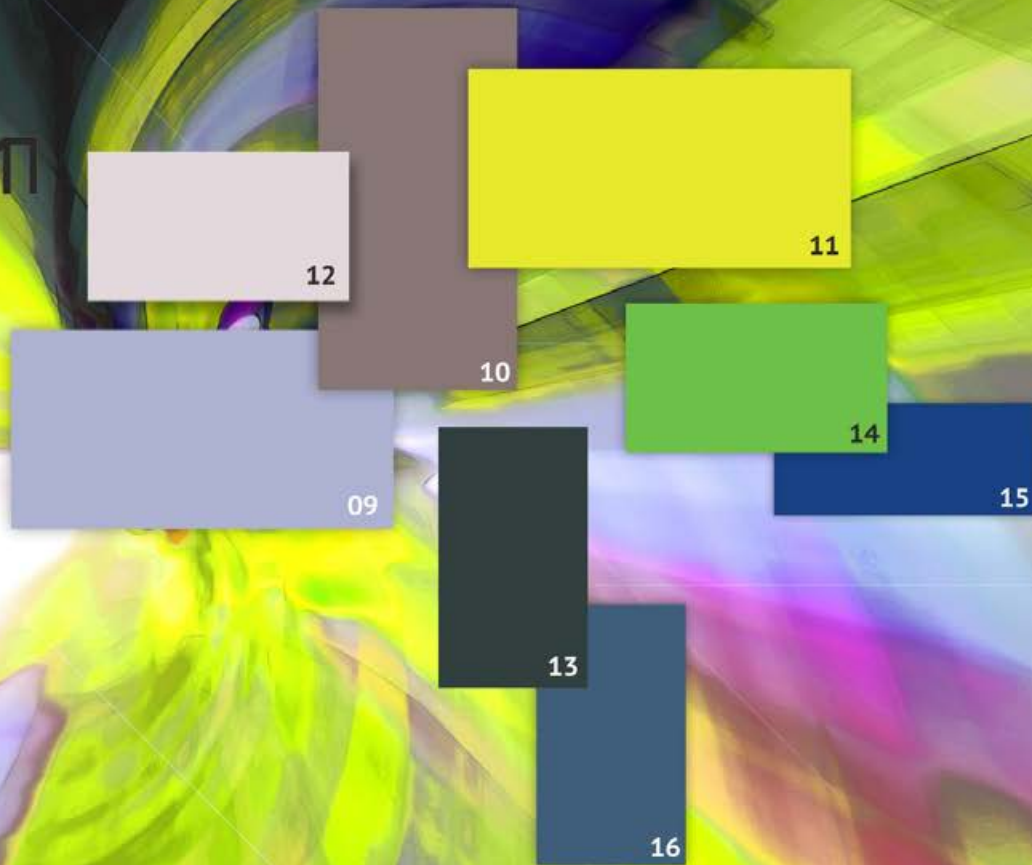




**BOT**  
**or NOT?**



# digital magnetism





# ALL ABOUT ME



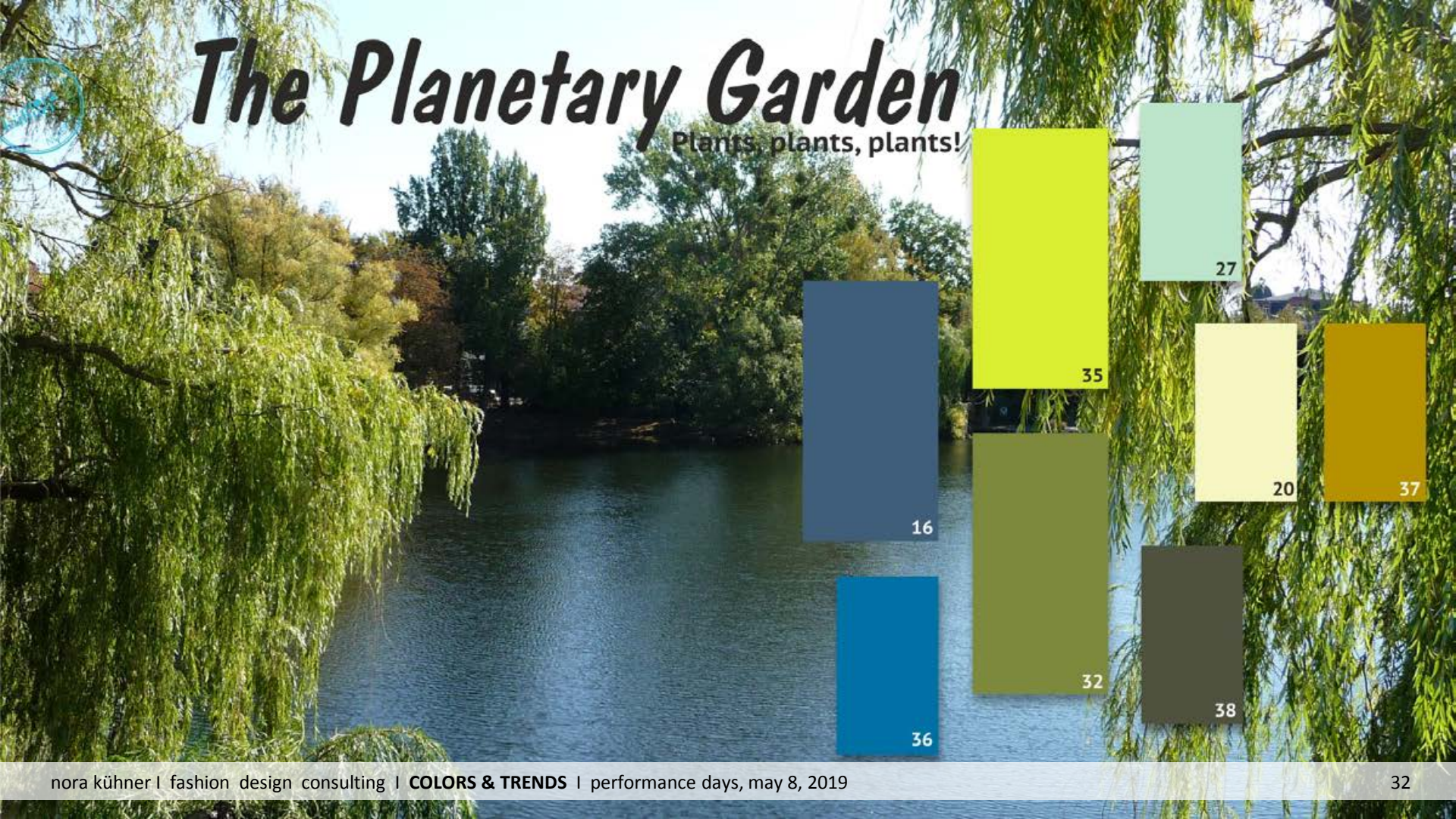
# POWER PLAY





# BEYOND MEASURE





# *The Planetary Garden*

Plants, plants, plants!







# **PERFORMANCE COLORS by Nora Kühner** **GET YOUR PERSONAL COPY**

**The first part of this unique color  
forecast is already available.**

**Register at PERFORMANCE DAYS website  
to get the early color information with  
all codes and the fastness information.**