

# Suzhou Silk Moo

## INTRODUCING! THE VIOLET VIRTUAL TWINS

With only marginal differences in lightness and chroma, the virtually twin hues of **Suzhou Silk** and **Moo**, emanating from color workshops in Asia Pacific and Europe, respectively, are a new breed of violet. Conceived in 2017, to emerge in 2019, these new versions recognize the restorative power of violet, the vitality of lavender, and the international reach of Color Marketing Group's vresearch. They are also indicative of new generations' love of slightly subversive color.

Gone are the days of violet colors existing only for the ruling class and wealthy, **Suzhou Silk** and **Moo** are colors that embrace everyone and call to mind comforting, healthy moments, with a penchant towards being slightly underground and cheeky.

**Suzhou Silk** is considered gender neutral and has the ability to cross the line between bold and pretty, sumptuous and easy-going. Its depth offers a tranquil and peaceful perspective that underscores the newness of the hue with its various meanings. **Suzhou Silk** is a diverse hue that appears in sports equipment and cosmetics, technology accessories and fashion accessories, embracing each product category with confidence.

The lighter value twin to **Suzhou Silk** is **Moo**. It is fresh and feels like never ending spring. It suggests rebirth and well-being as it calls to mind fields of lavender with an intoxicating scent. Its appeal has not gone unrecognized by Millennial and GenZ designers as they seek out this hue to provide an alternative to ubiquitous generational hues, and bring something new to the table. It has taken on a large role in sportswear, for all genders, as the hue continues its "color for all" attitude, and in this lighter value, connotes health and wellness. As a fun side note, in Europe **Moo** is an iconic color for chocolate branding, from where it gained its inspired name.

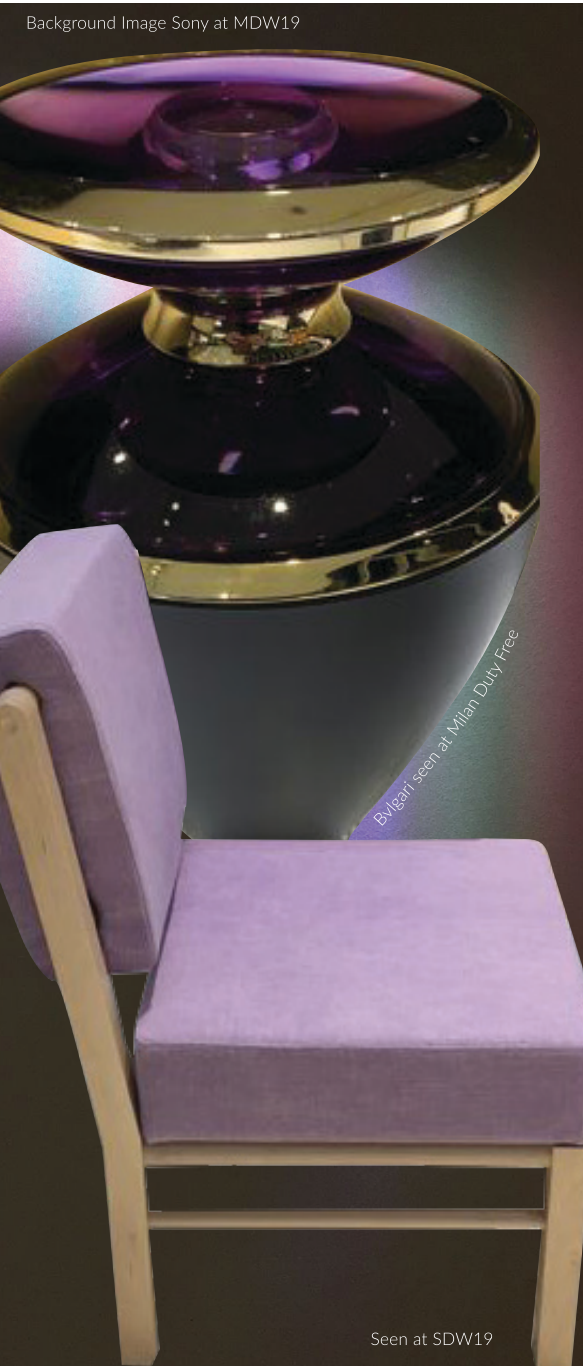
Branding, fashion, accessories, tech, the Violet Twins of **Suzhou Silk** and **Moo** have arrived to take "purple" in new directions, with new meanings, and new purpose.

It's time you had a moment with the Violet Twins.

## Color Sells<sup>®</sup>

and the right colors sell better.

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Seen at SDW19

Seen at SAKS