

# SUZHOU SILK

# MOO

## Deep and slightly subversive or light and healthy, take your pick, or take both!

The practically twin hues of **Suzhou Silk** and **Moo** are here for a new color journey of violet.

No longer stuffy with history, posh with inaccessibility, or precious with sweetness, **Suzhou Silk's** deeper value and **Moo's** lighter cast are new hues that take on everything with a bold freshness that sets them apart. From sportswear to home fashions, the violet twins bring something new.

Used together, **Suzhou Silk** and **Moo** become color allies to create a monochromatic moment that is new and appealing. Standing alone, they make a statement that moves beyond mere color to a statement of presence, of fun, of being bold and a bit subversive.

With other hues, they form new directions with Pop Art influences, or become a subtle wash of nature with greens and gold. **Suzhou Silk** and **Moo** are the perfect antidote to "grey fatigue" and enliven taupe and off-white, as well. As well as they get on together, is how well they embrace other hues.

Different finishes, whether matte or gloss, or something in between, are sometimes combined to underscore the unique look of **Suzhou Silk** and **Moo**. Whether running shoes, ski boots, cosmetics, or glassware, the colors add to the products' aesthetics.

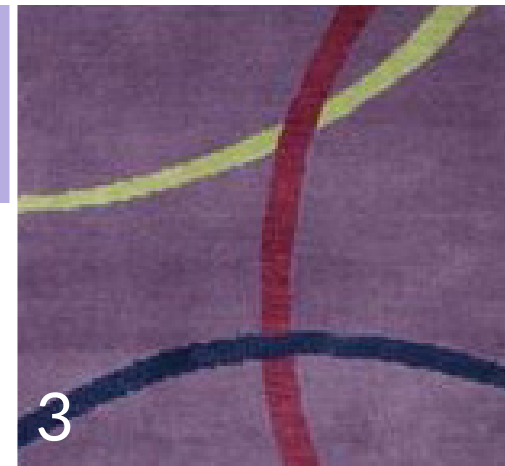
Join the twins, **Suzhou Silk** and **Moo**, for a fun jaunt.



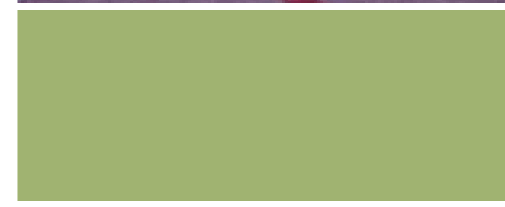
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**Color Sells**  
and the right colors sell better.®

JUNE 2019 CONTRIBUTORS: Judith van Vliet, Sandy Sampson, Mark Woodman, Maryanne Cole

1. Dress seen at Saks Fifth Avenue;  
2. Finsa at MDW18; 3. UR;  
4. Ventura Futures at MDW18; 5. M&O18