

Media Release

Clariant International Ltd

Clariant unveils color forecasts and leather trends for Spring-Summer 2011

December 15, 2009 - Clariant has developed a new edition of its Leather Trend Booklet called “Fashion Up!” in preparation for the Spring-Summer 2011 season.

Based on the input of internationally known trend institutes and fashion specialists, “Fashion Up!” contains real leather samples to support tanners in generating new collections based on the latest seasonal trends. The Trend Booklet illustrates the totally new look of Spring-Summer 2011 which follows a completely modern, more sporty, casual and individual direction with surprising looks and finishes.

Clariant’s Trend Booklet highlights four fashion themes for the Spring-Summer 2011 season.

Country Cousins reflects the new trend for ‘austerity chic’ brought about by the economic downturn. Fresh-faced simplicity places emphasis on natural looks.

Bohemian Rhapsody is inspired by the unconventional and artistic temperament of rock stars and rich hippies. Polished, pearled and luster finishes on leather have rock star glamour.

Fashion travels way back to the dawn of time with **Primeval Spirit**. This plunges a raw and primitive feel into the styles, drawing upon nature’s wildest regions for inspiration.

In **Latin Lovers** the love affair with Wild-Western trends continues, shifting south to Latin America. Gaucho cowboys, glamorous tango dancers and fiery spirited Latinos are the influence here.

All newly-introduced leather trends are in-line with the fashion colors of the season Spring-Summer 2011. These colors are presented in Clariant's Global Color Card, developed in close cooperation with MODEUROP.

The Global Color Card focuses on cool colors reflecting transparency and lightness for the season. Mild shades of green and natural beige are supplemented by pale skin tones to stimulate thoughts of nature, bionics and ecology. Sweet color shades such as sorbets, milkshakes or fruit yoghurt whet the appetite for new fashion looks.

All illustrated colors from Clariant's Global Color Card show Wet End formulations achieved with the outstanding **Melioderm**[®] dyestuff range covering all dyeing needs with the ultimate in performance. The finishing recipes are based on Clariant's innovative **Neosan**[®] 2000 and **PPE**[®] **Pigment** range.

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Media Contacts

Stefanie Nehlsen (Clariant)	Phone	+41 61 469 6742
	Email	stefanie.nehlsen@clariant.com

Paulien Boumans (EMG)	Phone	+31 164 317015
	Email	pboumans@emg.nl

Clariant - Exactly your chemistry.

Clariant is a global leader in the field of specialty chemicals. Strong business relationships, commitment to outstanding service and wide-ranging application know-how make Clariant a preferred partner for its customers.

Clariant, which is represented on five continents with over 100 group companies, employs around 20,000 people. Headquartered in Muttens near Basel, Switzerland, it generated sales of CHF 8.1 billion in 2008. Clariant's businesses are organized in four divisions: Textile, Leather & Paper Chemicals, Pigments & Additives, Masterbatches and Functional Chemicals.

Clariant is committed to sustainable growth springing from its own innovative strength. Clariant's innovative products play a key role in its customers' manufacturing and treatment processes or else add value to their end products. The company's success is based on the know-how of its people and their ability to identify new customer needs at an early stage and to work together with customers to develop innovative, efficient solutions.

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