

Clariant predicts a summer palette to cheer the senses

- Clariant has introduced its new Leather Trend Booklet 'Fashion Up!' Spring/Summer 2013
- Clariant has launched its new Global Color Card Spring/Summer 2013

Muttenz, December 21, 2011 - Clariant has introduced its new leather trend booklet 'Fashion Up!', illustrating the four new trends in leather for Spring/Summer 2013 which indicate gradual rather than sweeping changes. This is illustrated in Clariant's 'Modern World' story that subtly updates minimalism. Classic summer trend stories such as 'Castaway' and 'Bon Voyage' are based around the coast and beach holidays and offer a relaxed and a dressy way to cover the look. Last but not least, the youth market is not forgotten with an urban-based trend called 'Youthquake'.

THE FOUR TREND THEMES IN LEATHER

CASTAWAY

Seashells, flotsam and jetsam washed up on the white sandy shoreline are the inspiration for dry organic textures and a soft palette of summer pastels. Wooden soled sandals and dressier pumps in pale natural leathers look to the ocean with coral shaped heels and cowrie shell trims. For men, desert boots and soft casuals emphasize large natural grains. This island theme works equally well for laid-back looks or more elegant styles. (Photo: Clariant)



BON VOYAGE

A retro Mediterranean cruise is the theme, reminders of summer vacation wear circa the sixties and seventies. Multi-colored weaves, exotic reptile, large grains, suede and veg-tan leathers are introduced in spicy Mediterranean brights. This is an upbeat story, combining high summer fun with a touch of nostalgia, spanning dressy beachwear to after dark glamour. (Photo: Clariant)



MODERN WORLD

Clean angular shapes inspired by modern architecture and interior design update the minimalist fashion story. Smart officewear and formal mean business, with sharply contrasting blocks of color and bold graphic patterns. Smooth shiny textures with a firm handle are required for the sculptured silhouettes. Clear bold colors, subtle metallics and shimmer effects add impact to the simple lines. (Photo: Clariant)



YOUTHQUAKE

This young urban fashion story celebrates inner city life. It is the development of the current nineties grunge revival, and also moves on the long running, man-tailored story. City neutrals spiked with acid brights are seen for a mix of heavily distressed leathers and technical textures. (Photo: Clariant)



LEATHER COLORS

Clariant has launched its new Global Color Card Spring/Summer 2013 developed in close cooperation with MODEUROP, the Fashion Pool at DSI (Das Schuhinstitut GmbH). The three color themes ‘Luminous Brights’, ‘Powered Pastels’ and ‘Vivid Naturals’ present a color palette which ranges through the entire spectrum of the rainbow. The new colors appear more sophisticated, subtler, and more delicate – working with them calls for great sensitivity. The overall impression is fresh, bright and very summery, conveying optimism and lightness of emotion.

LUMINOUS BRIGHTS

Soft, very quiet, and tranquil. Peaceful – barely there. The minimalist color theme ranges from white to beige, from gently shimmering natural gold to cooler silver shades. Everything appears neat, discreet and bright, as if flooded with light, transparent and uncommonly sensitive – just like the air, a delicate breath. (Photo: Clariant)



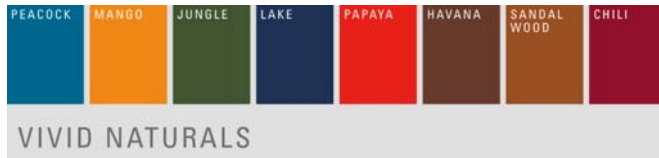
POWERED PASTELS

A little kitschy and seductive, yet still cool with a pinch of romanticism and the charm of the 1950s. Inspired by the world of candies, the pastel colors appear slightly sweet and just ask for contrasts with black and grey. A theme suggesting the perfect Florida holiday mood – it’s pure joie de vivre! (Photo: Clariant)



VIVID NATURALS

The vital energy of nature serves as inspiration. With the opulent vegetation and exotic fruits of the tropical rainforest in mind, the color palette is wide. It streams from sun yellow to fiery orange and rich red as well as from natural green to variations in brown. (Photo: Clariant)



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Clariant is an internationally active specialty chemical company based in Muttenz near Basel. The group owns over 100 companies worldwide and employed approx. 16,200 employees as of December 31, 2010. In the financial year 2010, Clariant produced a turnover in excess of CHF 7.1 billion. Clariant is divided into twelve business units: Additives; Catalysis & Energy; Detergents & Intermediates; Emulsions; Functional Materials; Industrial & Consumer Specialties; Leather Services; Masterbatches; Oil & Mining Services; Paper Specialties; Pigments; Textile Chemicals.

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