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Trend Forecaster MintModa and Color Leader Archroma Partner to Advance the Heightened Impact of Color in Fashion

The Unprecedented Effects of Social Media and Direct-to-Consumer Commerce Drive the Need for Highly-Visual Apparel through the Artful Use of Color

New York, NY and Reinach, Switzerland – July 11, 2017 – Fashion forecaster MintModa and Archroma, a global leader in color and specialty chemicals, announce a new strategic partnership leveraging the respective strengths of both companies in color creativity. Combining Archroma’s scientific color expertise with MintModa’s clear, narrative-driven color forecasts provides fashion and design-related industries with an actionable and trend-right color resource.

Launched last year, Color Atlas by Archroma offers 4320 new shades, extending their custom color business with a readily available, time-efficient color management system. MintModa’s ColoRevolution offers highly-curated color analysis and direction on its cloud-based subscription trend service. Because color plays a starring role in the visual language of social media, carefully chosen palettes are essential for capturing a new generation of connected consumers.

“People today are constantly exposed to a barrage of vibrant media on multiple devices. The customer is now visually sophisticated, a voracious consumer of ever-changing images depicting highly-styled products, places and people,” states MintModa Founder and Creative Director Sharon Graubard. “The emotional draw of color, hardwired into humans, becomes an ever-more powerful marketing tool.”

“The Color Atlas by Archroma represents a true labor of love,” said Chris Hipps, Global Director, Archroma Color Management. “The idea is to offer our customers options they never dreamed of. We resonate with MintModa’s progressive, focused approach. In fact, we met because they were searching for a specific shade of blue and couldn’t find it elsewhere. This level of color curation dovetails with our passionate drive and relentless commitment towards excellence.”

“We were looking for a truly advanced color service that would offer the widest possible range of color so that we could capture those nuances in our trend forecasts, and Archroma is that,” added Graubard.

Both companies will be showing July 18-19 at Première Vision NY, Pier 94 at 12 Avenue at 54th Street in Manhattan. Archroma will be at Booth i20 and MintModa will be at g24.

About MintModa

MintModa provides trend forecasting and indispensable intelligence for trend-right product development. MintModa's client-focused subscription content and custom consulting services elevate and differentiate product by seamlessly merging brand DNA with consumer insight and meaningful design. Our analytic approach empowers both brands and retailers, bringing immediate value to clients across the global design community. MintModa is headquartered in New York City. Visit us at mintmoda.com and follow us on [instagram](#) | [pinterest](#)

About Archroma

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Archroma is a global color and specialty chemicals company headquartered in Reinach near Basel, Switzerland. It operates with 3,000 employees over 35 countries and with 24 production sites. Its three businesses – Brand & Performance Textile Specialties, Packaging & Paper Specialties, and Coatings, Adhesives & Sealants – deliver specialized performance and color solutions to meet customers' needs in their local markets, touching and coloring people's lives every day, everywhere.

Archroma is passionate about delivering leading and innovative solutions, enhancing people's lives and respecting the planet. The company is committed to challenging the status quo in the deep belief that it can make its industry sustainable; an approach reflected in its innovations, world-class quality standards, high service levels and cost-efficiency. Products enhanced, colors enhanced, performance enhanced – "Life enhanced".

www.archroma.com

About Archroma Color Management

Archroma Color Management provides innovative solutions to manage color standards and palettes along the whole textile chain for retailers, brands, vendors, and textile mills. Archroma offers the required tools—through web-based software and customized services—for color searching, color matching, color standards, and the communication of seasonal color palettes. Archroma's goal is to help its customers achieve accurate color first, accelerate their time to market with our tools, services, and support systems.

Visit us at <https://colormanagement.archroma.com> and follow us on Twitter and Instagram @thecoloratlas and @archromacolor