

2018-2019 Color & Material Trend**Se-Lee Lee****Ewha Womans University, SOUTH KOREA*** isseri@ewha.ac.kr***ABSTRACT**

A term of 'Trend' had been restrictively used in statistics and economics during the early 20th century. In the field of design, it firstly appeared in the 'Trends in Everyday Life', a journal published by the UK Design and Industries Association in 1936. This journal introduced new diverse products and design features and so trend was accepted as 'something new' in the design field. By the late 1960s, 'trendsetter' or 'trendy' had been universally used in the fashion industry.

However, it is very interesting that the emergence of 'Color trend forecasting' anteceded the establishment of 'trend' as an academic term in design study. For example, an US association of textile industries in order to predict color cards for next seasons was already organized in the 1910s. One hundred years later, the color trend industry of today has been more rapidly developed and the research presenting what contexts and nuances have formed colors of the past and present and how they will exercise their influence to colors of the future are strongly required.

In this regard, this study suggests the result of the prospect of 2018-2019 Color and Material Trend, by the integrated methodologies which analyze the mutual relation between colors, society and the characteristics of the age.

This presentation is divided into three parts, 'Influence', 'Color & Material Themes' and 'Confirmation'. In the first part of the presentation, there will be the explanation on the 'Influence', through environmental scanning, that draws the trend themes in this season and also represents how we are living under major recent issues. In the next part, this research will suggest three '2018-2019 Color & Material Trend Themes' leading the near future and each theme's inspiration and directions of colors and materials by describing specific examples. In addition, there will be a proposal about color combination cases using suggested colors. The last part of this presentation is 'Confirmation'. In this part, the proposed colors will be analyzed and compared to those of the previous year and some key colors expecting to be utilized broadly will be selected.

KEYWORDS: *trend, color, forecasting, material, design*