

THAT 70s SHOW

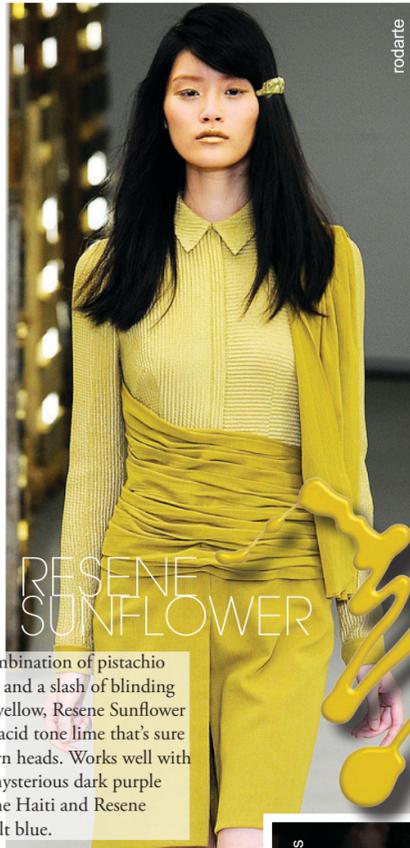
Popular colours of 70s suburbia have infiltrated the northern hemispheres Spring 2011 runways, making an impact on modern silhouettes and fabrics. By Dan Ahwa

From the distinctive orange of classic Penguin book covers to kitsch German and Belgian ceramics peppered in unusual tones, key colours of pistachio, mustard, cactus green, marigold, taupe and brown made their way on to almost every household item, artwork and furniture of the 60s and 70s. Tupperware and fondue sets came in a myriad of castaway colours and coffee coloured wooden furniture framed the décor of many homes of the time.

East Coast homes from the 70s were almost made entirely of wood and architects such as A. Quincy Jones paved the way for homes that typified this era, with redwood paneled walls and ranch style fittings fit for any Hollywood star at that time.

The rich colour palette of Russian artist Vladimir Tretchikoff paintings signified the preference for this colour palette of mustard yellows, deep turquoise greens, vivid reds and gold. Who can deny the strength in colour from one of his most popular works *Chinese Lady*, or the deep turquoise and sour yellows of his *Balinese Lady*?

Designers such as Marc Jacobs utilised a very retro yellow tone in his homage to 70s icons such as Halston, Guy Bourdin and Studio 54; while the Mulleavy sisters at Rodarte took a nostalgic trip down memory lane to their childhood, growing up in Northern California in the 70s with references to the redwood trees that surrounded that area. Wood panel prints in a myriad of murky to bronze browns found their way on to signature draped dresses in a collection that was accented by various shades of gold and chartreuse.



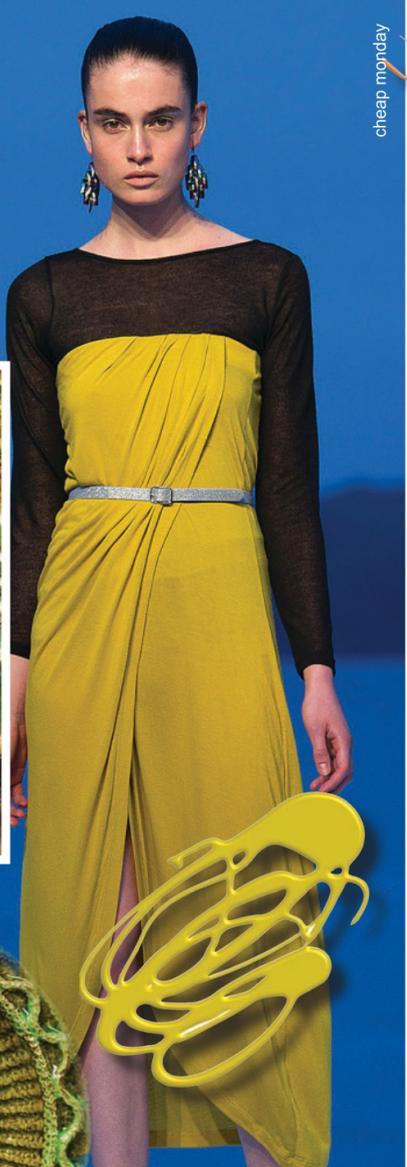
RESENE SUNFLOWER

A combination of pistachio green and a slash of blinding sour yellow, Resene Sunflower is an acid tone lime that's sure to turn heads. Works well with the mysterious dark purple Resene Haiti and Resene Cobalt blue.



RESENE BIRD FLOWER

A more heady yellow than Resene Sunflower, this is another pistachio tone that is tropical and extremely attention seeking and perfect for those summer party dresses.



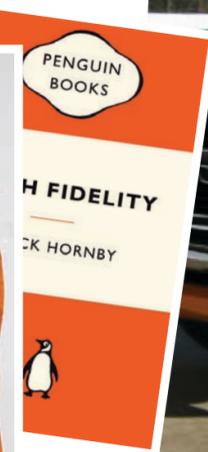
cheap monday



karen walker

RESENE FLASHBACK

A classic Penguin Book orange, Resene Flashback is a nostalgic orange that's fire fueled, jaunty, illuminating and cheery. Karen Walker's Perfect Day collection showcased at New York Fashion Week last September featured a head to toe outfit in a Resene Flashback tone.



simon spurr

RESENE FUEL YELLOW

Menswear gets a hit of colour from young English designer Simon Spurr, who utilised a Resene Fuel Yellow on a button up safari style shirt. With a nod to mustard tones, Resene Fuel Yellow is an intense and weighty orange yellow that translates well on both sexes.



RESENE GALLIANO

The hedonistic decadence of the 70s night club scene formed a partial reference point for designer Marc Jacobs for his Spring 2011 collection, with an equally 70s colour palette that included this Resene Galliano tone. Working its way on to a retro YSL tribute safari suit, Resene Galliano is an intense honey sweet yellow, both sophisticated and chic.



marc jacobs

RESENE JAVA

Glasgow born designer Christopher Kane's ode to Princess Anne, featured acid brights and deep turquoise tones such as this Resene Java turquoise blue, a favourite colour found on 70s ceramics from Germany and Belgium.



christopher kane

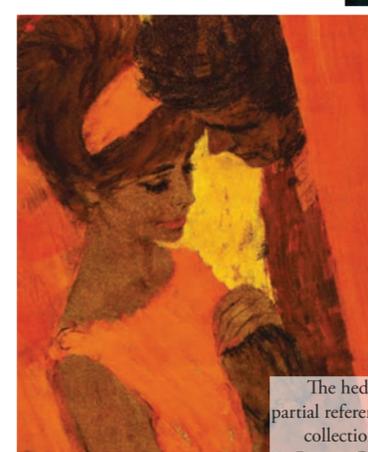


RESENE OMEGA

Working well with light leathers and linen, Resene Omega is a Mulligatawny inspired tan with hints of gold and full of spice.



phillip lim



- 1) Resene Sunflower
- 2) Resene Bird Flower
- 3) Resene Galliano
- 4) Resene Java
- 5) Resene Flashback
- 6) Resene Fuel Yellow
- 7) Resene Omega

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