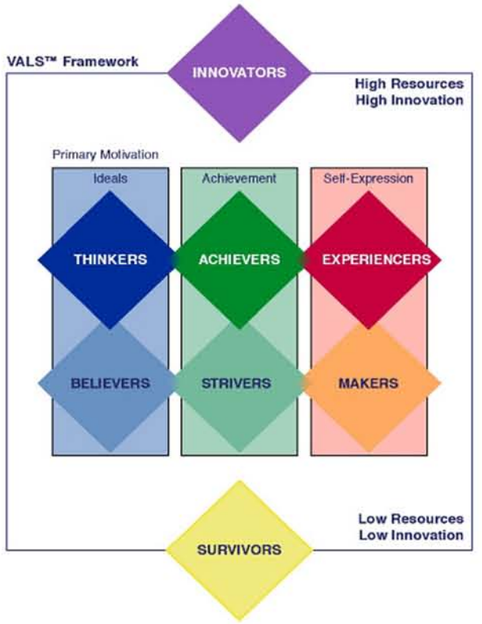
tribal prints

Spring Trend 2010

- *Rose Dust Pantone 14-1307*
- *Oyster Gray Pantone 14-1107*
- *Woodbine Pantone 18-0538*
- *Lagoon Pantone 16-5418*
- *Chocolate Truffle Pantone 19-1526*
- *Purple Orchid Pantone 18-3027*
- *Lipstick Red Pantone 19-1764*
- *Living Coral Pantone 16-1546*
- *Golden Glow Pantone 15-1050*
- *Endive Pantone 13-0632*

VALS Type: Experiencers



Experiencers are motivated by self-expression. Young, enthusiastic, and impulsive consumers, Experiencers quickly become enthusiastic about new possibilities but are equally quick to cool. They seek variety and excitement, savoring the new, the offbeat, and the risky. Their energy finds an outlet in excercise, sports, outdoor recreation, and social activities.

Experiencers are avid consumers and spend a comparatively high proportion of their income on fashion, entertainment, and socializing. Their purchases reflect the emphasis that they place on looking good and having "cool" stuff.

www.strategicbussinessinsights.com/vals/ustypes/experiencers.shtml