

Athleta Inspiration Spring 2010

Turquoise
PANTONE 15-5519

Tomato Purée
PANTONE 18-1661

Fusion Coral
PANTONE 16-1543

Violet
PANTONE 16-3320

Tuscany
PANTONE 16-1219

Aurora
PANTONE 12-0642

Amparo Blue
PANTONE 18-3945

Pink Champagne
PANTONE 12-1107

Dried Herb
PANTONE 17-0627

Eucalyptus
PANTONE 15-0513



Calvin Klein Spring/Summer 2010

BCBG Max Azria Spring 2009 RTW



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 exercise, sports, outdoor recreation, and social activities.

<http://www.strategicbusinessinsights.com/vals/ustypes/experiencers.shtml>