

THE COLOR ASSOCIATION OF THE UNITED STATES

ABOUT THE ASSOCIATION

WHAT MEMBERS RECEIVE

The Color Association is the oldest, most respected color and textile trade association in the U.S. It has long been a leader in the American forecasting industry. Our members know that the information provided by the Association can give them a competitive edge, guiding them to the most up-to-date and effective colors for use in their products and promotional materials. They know, too, that their work with the Association's color forecasts will result in significant increases in sales.

Our office is located in New York City in an artists' studio building at 39th Street, between Eighth and Ninth Avenues. Our twelve big windows make it possible to view color under natural lighting. Housed here is an archive that goes back 87 years.

Founded in 1915, the Color Association was the first organization in the American color industry to publish forecasts of colors that will be popular at a future time. The forecast shades are selected by professionals from a wide range of American industries, organized by the Association into committees dealing with the four categories: Women's, Men's, Youth and Interiors/Environmental. Working with the Association's staff, the committees track retail, color and design trends

- **An annual environmental/interior forecast** for those who work in the fields of architecture, interior or product design.
- **Seasonal forecasts** in three fashion categories for anyone who works with trend-related products: women's, men's and youth apparel.
- **CAUS Effect**, our bimonthly, full-color newsletter, provides members with the latest breakdown of trends in color and design.
- **Yearly symposium** exploring cutting-edge color and design trends, featuring panel discussions, tours and design workshops. Members enjoy a discount off the registration price.

Membership in The Color Association is a must for anyone who needs to know how to meet popular taste in color design. Among the industries represented by its members are fashion, beauty, paint, health & fitness, automotive and entertainment. Many members are home and contract designers, while others are marketers of a wide variety of consumer products.

for American and global markets. Fashion forecasts are released twice a year, 20 months in advance of a selling season. The Interiors/Environmental forecast is issued annually for interiors, graphic and product design, as well as automotive, packaging and media.

Fashion forecasts include 24 colors per card, displayed vibrantly either in yarns or silk. The Interiors/Environmental forecast contains 44 colors shown in a directional mix of silk-screened color chips and fabrics or wallcoverings. All forecasts are accompanied by an extra set of swatches for working purposes, as well as a CD containing images and trend stories for design inspiration.

- **Visits to our office** for your students, including a lecture on trend forecasting.
- **Free color forecasts** when we clear out our library – usually same-season forecasts in a variety of categories.
- A discount on the purchase of books that are based on the Association's research: **"The Standard Color Reference of America," "The Activewear Card," "The Color Compendium," and the "U.S. Army Card."** All titles are currently available.

EDUCATIONAL MEMBERSHIP APPLICATION

Member dues are \$600 per year (plus \$300 registration fee for **all new members**), payable in US Dollars by check, money order, or credit card (M/C, Visa, AMEX). Membership is commenced upon receipt of member dues. \$600 membership includes **one** category of color forecast.

- \$300 **one-time registration** fee
- \$600 **educational annual membership** fee
 - Women's (issued March and Sept.)
 - Men's (issued March and Sept.)
 - Youth (issued March and Sept.)
 - Interiors (issued in October)
- \$250 **each additional forecast** category
 - Women's
 - Men's
 - Youth
 - Interiors
- \$150 Foreign mailing fee

Company: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____

Email: _____

Tell us how you work with or use color: _____

Payment included: check money order credit card

Credit card number: _____

Expiration Date: _____

Mail or fax application to:

THE COLOR ASSOCIATION OF THE UNITED STATES

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