

## 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 for American and global markets. Fashion forecasts

- An annual Interiors/Environmental forecast for those who work in the fields of architecture, interior or product design.
- Seasonal forecasts in three fashion categories for all clothing or style-related products: Women's, Men's and Youth.
- Personalized consultations over the phone, email or in person at our office, addressing prints, materials, packaging and more. Customized trend reports or workshops can also be arranged.
- CAUS Effect, our bimonthly, full-color newsletter, provides members with the latest breakdown of trends in color and design.
- Colorful, a lively e-bulletin that provides timely tidbits on seasonal colors, updates on trends and retail, and notable exhibits and publications.

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, interior design and automotive. Many members are home and contract designers, while others are marketers of a wide variety of consumer products.

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.

- Yearly symposium exploring cutting-edge color and design trends, featuring panel discussions, tours and design workshops. Members enjoy a discount off the registration price.
- Member discounts on purchasing additional forecasts and color swatches.
- Access to the Association's ongoing color education and research. Our office houses a unique archive that includes forecasts dating back to 1915, vintage Dior prints, international magazines and a color hue library.
- 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 "Living Colors." All titles are immediately available.

**CORPORATE MEMBERSHIP  
APPLICATION**

Member dues are \$1350 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. \$1350 member fee includes **one** category of color forecast.

- \$300 one-time registration fee
- \$1350 annual membership fee
  - Women's (issued March and Sept.)
  - Men's (issued March and Sept.)
  - Youth (issued March and Sept.)
  - Interiors (issued in October)
- \$300 each additional forecast category
  - Women's
  - Men's
  - Youth
  - Interiors
- \$150 Foreign mailing fee (Canada/Mexico)
- \$225 Foreign mailing fee (all other countries)

Company: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please 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**

315 West 39th St. Studio 507

New York, NY 10018

tel.212 947 7774 fax.212 594 6987

[www.colorassociation.com](http://www.colorassociation.com)