SERUM VIOLET

Colour of 2027 / SS-2027 / #6B3FA0

With companion shade Lilac Glow #C3A6F0

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THE IDEA

FOREWORD

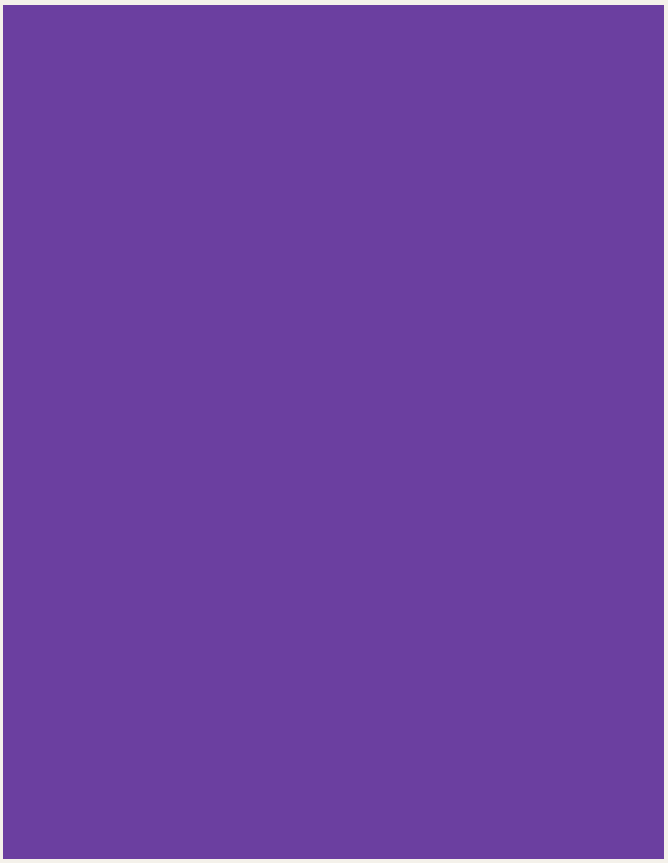
In 1856 an eighteen-year-old chemist, William Henry Perkin, made the first synthetic dye by accident and named it mauveine. Violet became the colour that started modern dyeing, and with it the idea that a fashionable colour could be made, not only found.

Style Serum's Colour of 2027 takes that history somewhere deeper. **Serum Violet** is a saturated violet that leans slightly towards blue: serious enough for tailoring, rich enough for festive and bridal dressing, and bright enough on screen to stop a scroll.

This book is a working tool. It gives you the colour codes, a six-shade palette, material directions, twelve looks across fashion, beauty and product, four pairing formulas and practical notes for dyeing and print. Use it freely; please credit Style Serum.

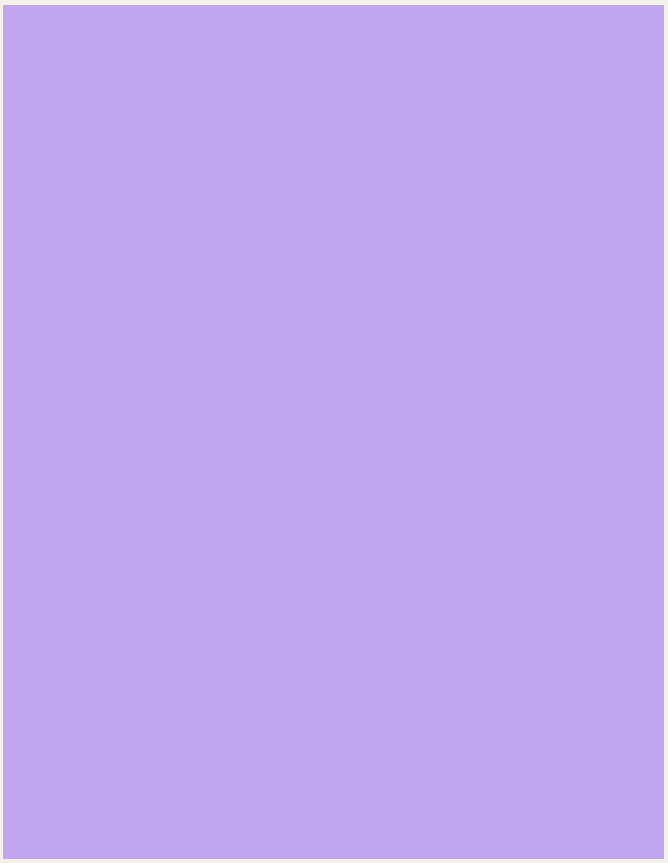
The fashion and product photographs in this book are AI-generated illustrations made to show the colour in use. They are not real collections or products.

COLOUR ANATOMY



SERUM VIOLET

HEX #6B3FA0
RGB 107 63 160
CMYK 33 61 0 37
HSL 267 44 44



LILAC GLOW

HEX #C3A6F0
RGB 195 166 240
CMYK 19 31 0 6
HSL 264 72 80

CMYK values are a simple device-independent starting point. Always proof with your printer and request lab dips from your mill before production; violet shifts noticeably between fibres, substrates and screens.

SIX SHADES

THE PALETTE



SERUM VIOLET
#6B3FA0 / Colour of 2027



LILAC GLOW
#C3A6F0 / Companion



AUBERGINE
#2E1A3D / Deep base



MARIGOLD
#F2B13A / Warm contrast



CHALK
#F4F1EA / Quiet neutral

LIME SPARK
#D4F23A / High-energy accent

TACTILE DIRECTION

MATERIALS



Mulberry silk and satin show the colour at its most luminous; expect a lighter, bluer read in highlights. **Brushed mohair** softens it towards Lilac Glow. **Velvet** pushes it towards Aubergine in the pile. **Wool crepe** gives the truest, flattest read for tailoring. **Organza** works as a sheer Lilac layer, and **technical nylon** carries the colour into outerwear and activewear.



LOOK 01 / POWER TAILORING

SERUM VIOLET SUITING

An oversized double-breasted suit in violet wool, worn tone on tone against Lilac Glow. Keep buttons dark and accessories minimal so the cut and colour carry the look.



LOOK 02 / EVENING

LIQUID VIOLET

A one-shoulder draped satin gown. Satin reflects light, so the colour moves between Serum Violet in the folds and a brighter blue-violet on the highlights.



LOOK 03 / FESTIVE AND BRIDAL

MARIGOLD FESTIVAL

A violet saree with gold zardozi borders and a marigold silk blouse: the complementary pairing for weddings, festive capsules and occasionwear.



LOOK 04 / MENSWEAR

GALLERY CLEAN

A soft, unlined violet blazer over a chalk mock-neck and chalk trousers. Serum Violet replaces navy as the one colour in an otherwise quiet outfit.



LOOK 05 / OUTERWEAR

NIGHT SHIFT

A glossy violet technical trench with lime seam tape over a lilac mohair knit. The Lime Spark accent is for activewear, sneakers and digital campaigns.



LOOK 06 / BEAUTY

VELVET LIP, CHROME NAIL

A satin-matte violet lip, diffused lilac lid and chrome violet nails. On deeper skin tones, use Serum Violet itself; on fairer tones, a Lilac Glow wash is softer.



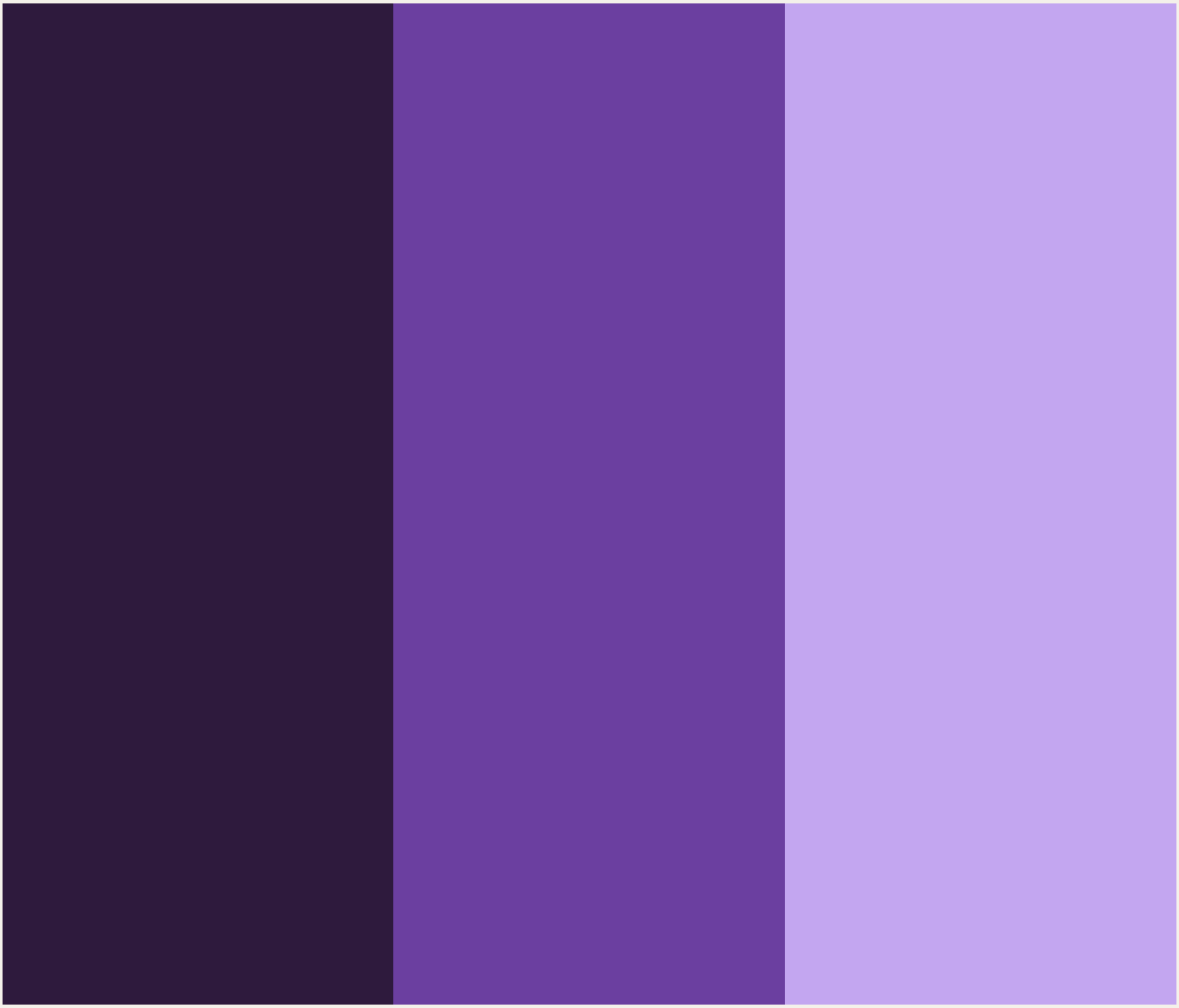
LOOK 07

ACCESSORIES AND PRODUCT

Leather goods read best in a smooth box-calf finish; patent pushes the colour darker and glossier. Pair violet hardware-free or with brushed gold. For fragrance and beauty packaging, a frosted violet-to-chalk gradient keeps the bottle premium and legible. In fine jewellery, amethyst and tanzanite sit naturally beside yellow sapphire or citrine for the Marigold contrast.

PAIRING FORMULA 01

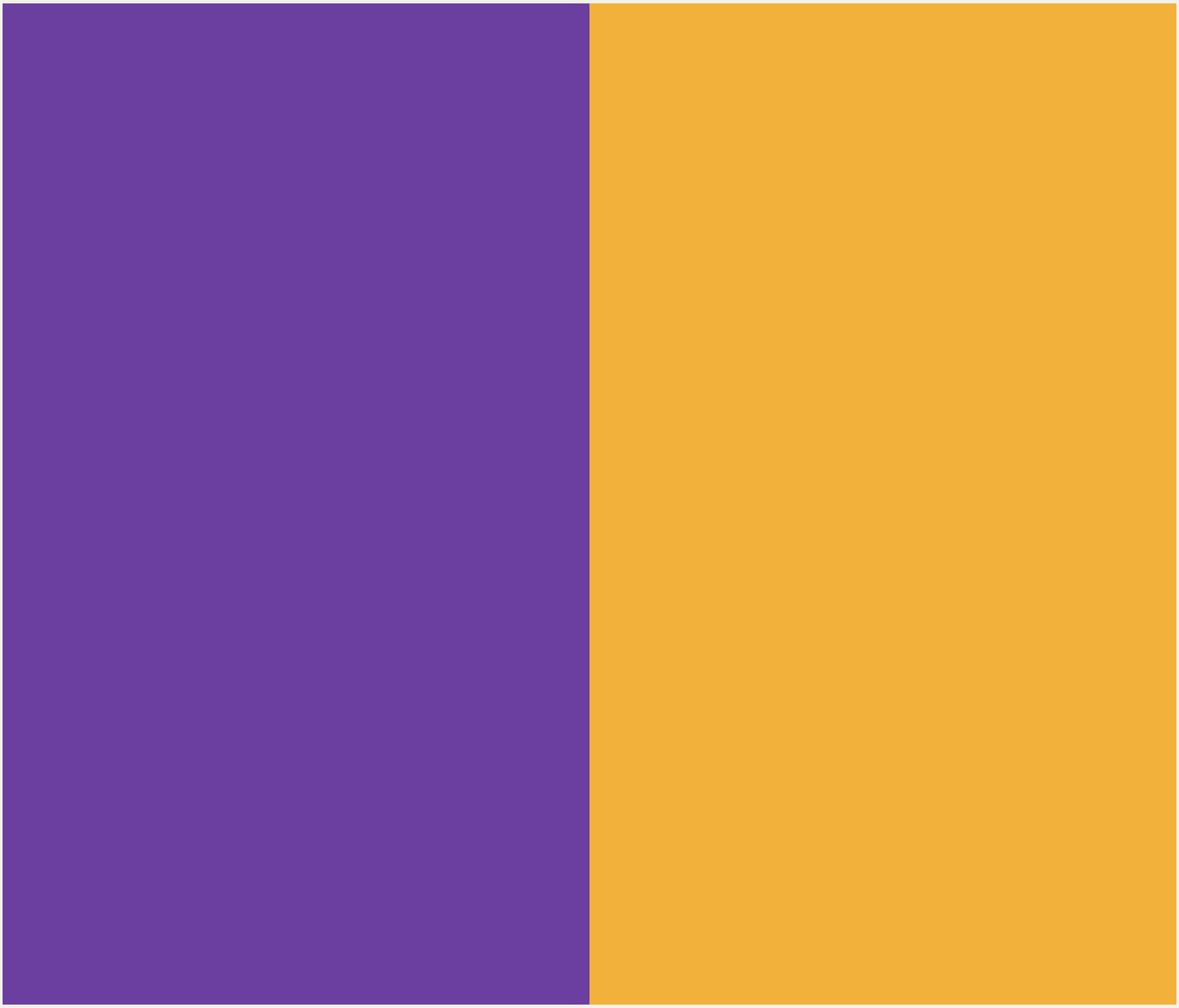
TONAL VIOLET



Head-to-toe dressing, ombre knitwear and layered tailoring, from near-black aubergine to soft lilac. Vary texture more than colour: matte wool beside satin beside mohair.

PAIRING FORMULA 02

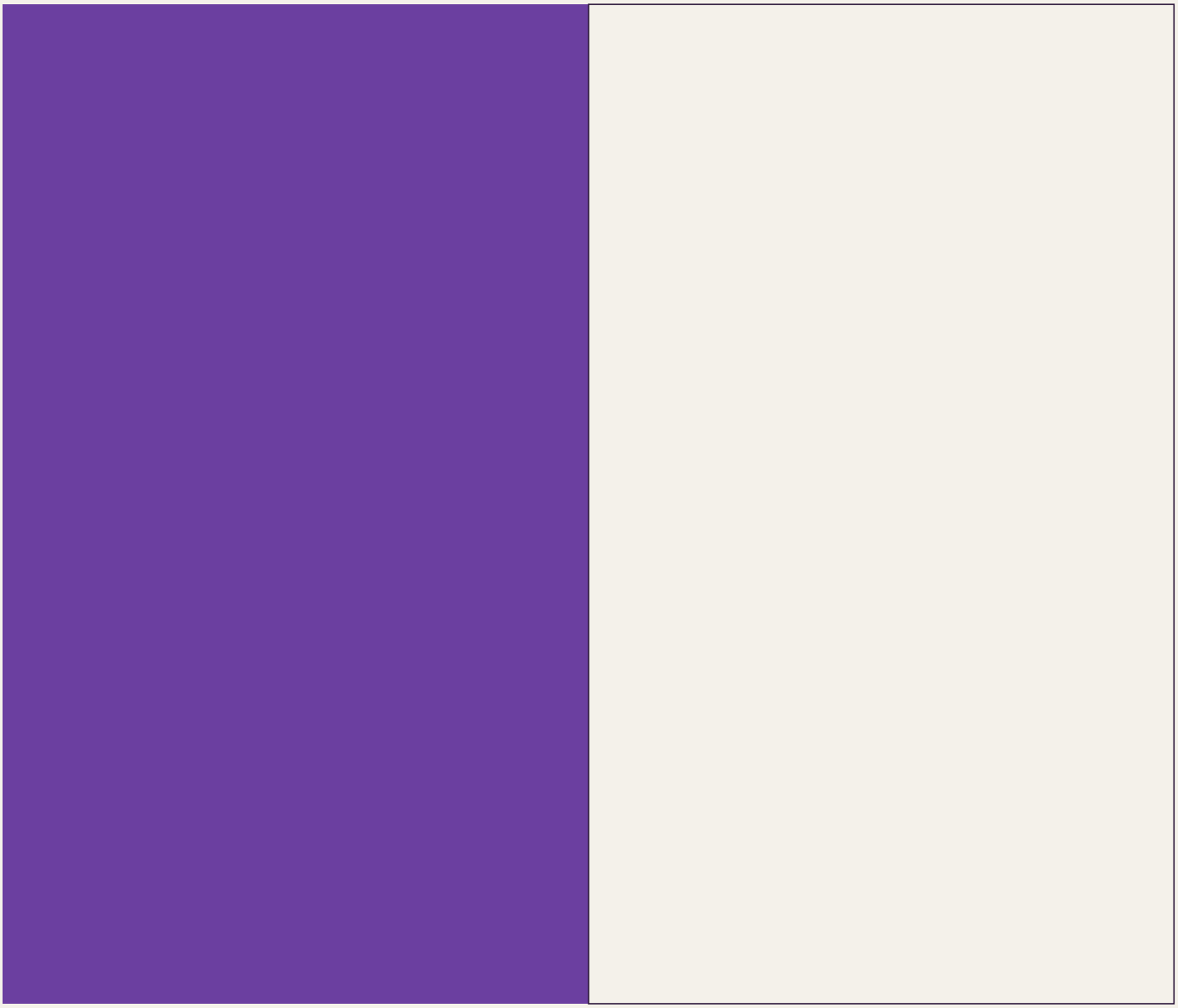
MARIGOLD FESTIVAL



Violet's opposite on the colour wheel. Use for occasionwear, festive and bridal capsules, block prints and packaging. Keep Marigold to about a fifth of the look.

PAIRING FORMULA 03

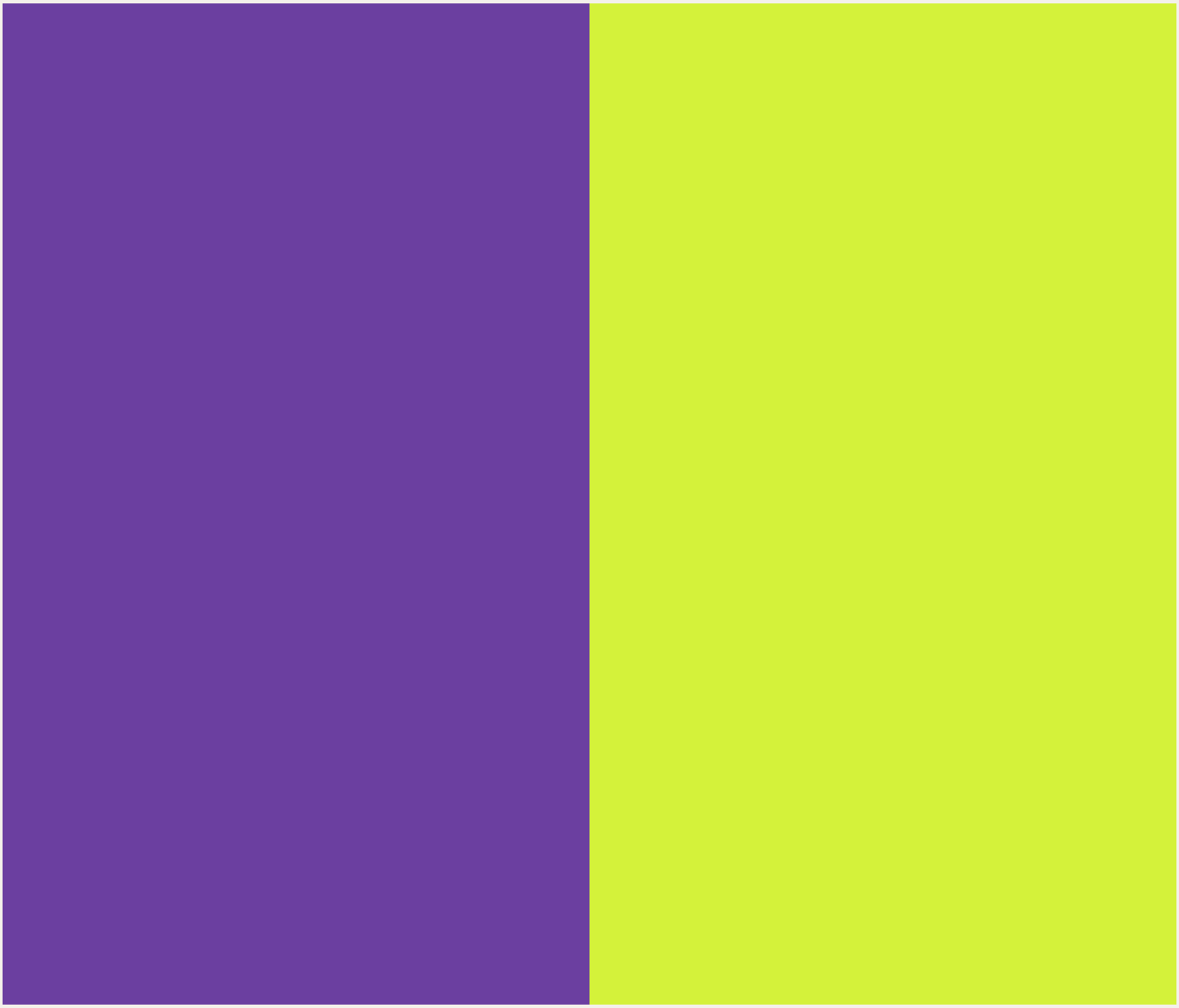
GALLERY CLEAN



Minimal tailoring, shirting, homeware and retail display where the violet does the talking. Chalk instead of pure white keeps it warm.

PAIRING FORMULA 04

NIGHT SHIFT



Activewear, sneakers, beauty launches and digital campaigns that need to stop the scroll. Use Lime Spark only as trim, tape, type or a single accessory.

USING IT MONTH BY MONTH

THROUGH THE YEAR

Winter: Aubergine-heavy tonal layers, velvet and mohair.

Spring: Lilac Glow leads; Serum Violet as trim, bag or lip.

Summer: Chalk with Serum Violet linen and cotton; one Lime Spark accent for resort and activewear.

Festive and wedding season: Serum Violet with Marigold and gold zari.

Autumn: Back to tailoring in violet wool crepe with Aubergine knitwear.

The full monthly forecast, with a look and styling tip for every month, lives at styleserum.fashion/colour-of-the-year/forecast.

FOR MILLS, PRINTERS AND DESIGNERS

PRODUCTION NOTES

Dyeing. Protein fibres (silk, wool) take violet richly with acid dyes. Polyester needs disperse dyes and usually reads cooler. Cotton with reactive dyes can come out flatter; request lab dips on your actual base fabric and approve them in daylight (D65) and store light.

Print. Saturated violet sits at the edge of many CMYK gamuts. Proof on your stock, and consider a spot colour for packaging and brand work.

Screens. Use #6B3FA0 in sRGB. For text on Serum Violet, use Chalk or white; for text on Lilac Glow, use Aubergine for strong contrast.

Consistency. Keep one approved physical standard per season and match every new batch against it, not against a screen.

FREE TO SHARE

CREDITS AND USE

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Colour of 2027 quote: Sukhvinder Jabbal, fashion stylist based in Bangalore.

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STYLE SERUM

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