



**Colour
Intelligence**

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PRESS RELEASE

Colour Intelligence Ltd is a new member of the Future Fashion Factory led by the University of Leeds that has launched a new tool to allow people to select colour palettes that are on trend. Professor Stephen Westland, co-Founder of Colour Intelligence, explains, “Colour forecasting makes predictions a year or more in advance. That is really difficult to do and it is no surprise that the predictions are not perfect. Our data-driven method is based on what is actually out there doing well now – we call this a nowcast rather than a forecast – and you can think of this as fine-tuning the more traditional colour forecasting processes now that we are at the point of sale.”

Colour Intelligence produce colour trend nowcasts that are based on analysing thousands of digital images using machine-learning techniques and some proprietary algorithms that have been developed over several years. Co-Director of Colour Intelligence Dr Kaida Xiao explains, “We are currently focusing on the UK market. We automatically grab images from social media influencers and from fashion shows and produce a colour nowcast every three months for the UK. The potential is there for nowcasts for different countries and for different product categories. Currently these nowcasts are free but our business model is based on a subscription to access these reports.”

The quarterly colour nowcasts provide colour palettes for womenswear, menswear and interiors but additional nowcasts are being produced for key events such as fashion shows and company product launches. Professor Westland explains the rationale behind the launch: “We are motivated by contributing to work that can reduce waste and make manufacturing industry more sustainable. Although colour forecasts might predict that, for example, blue will be popular next year, small nuances in the hue can make or break the sales for a product. We believe that smart manufacturing methods with vastly reduced lead times will be able to use our reports to sell the right colour at the right time. If we are right it will allow companies to sell a greater proportion of their stock without discounting and ultimately reducing waste.”