

Tangerine Tango!

Pantone sure created a buzz when it named this orange hue—Tangerine Tango—its 2012 Color of the Year. What has been called “a spirited reddish orange” has certainly provided vim to the marketplace. We’ve been seeing orange sliding up the trend scale in recent seasons, and this year seems to be its prime. Tangerine Tango calls out to consumers and says, “Hey, look at me!” It grabs attention, yet is seductive and sophisticated at the same time. And as you can see, designers have latched on to this color, bringing the bright hue to springtime designs and warm fall looks in a variety of products.

Apricot Mint Candles

Colonial Candle /
Midwest-CBK
800-394-4225
www.colonialcandle.com



Brushed Floral Shopping Bag and Gift Wrap

Nashville Wraps
800-547-9727
www.nashvillewraps.com



Tangerine Stripe Paper Braided Hat

Mud Pie
800-998-1633
www.mud-pie.com



Petals Dessert Plates and Bowls
Grasslands Road /
Amscan, Inc.
800-444-8887
www.grasslandsroad.com



TO SEE MORE products featuring Tangerine Tango hues, go to our website at www.smart-retailer.com (Products > Trend Watch).



Ruffle Tote Bag

Natural Life
800-884-3856
www.naturallife.com