



violet and luxury

an exploration of violet within the realm of luxury

Section 1:
Intro

Section 2:
Exercises

Section 3:
Color Story



Section 1

violet

and luxury

violet and luxury



Violet is complicated. It demands attention when entering the room; however it is hard to find on the color scale, due to its light waves. One can use the adjectives bold, flamboyant, vibrant, brave, regal, wealthy, supple, and of course luxurious to describe the color. Violet is an elegant color which I wish to explore through means of fashion. No matter how materialistic one may think it is the realm of fashion is it completely consumes us every day and is the very basic form of expression. Fashion, especially couture and runway fashion is art, so thus begins our journey into the many meanings and expressions of violet.



violet



and signature color

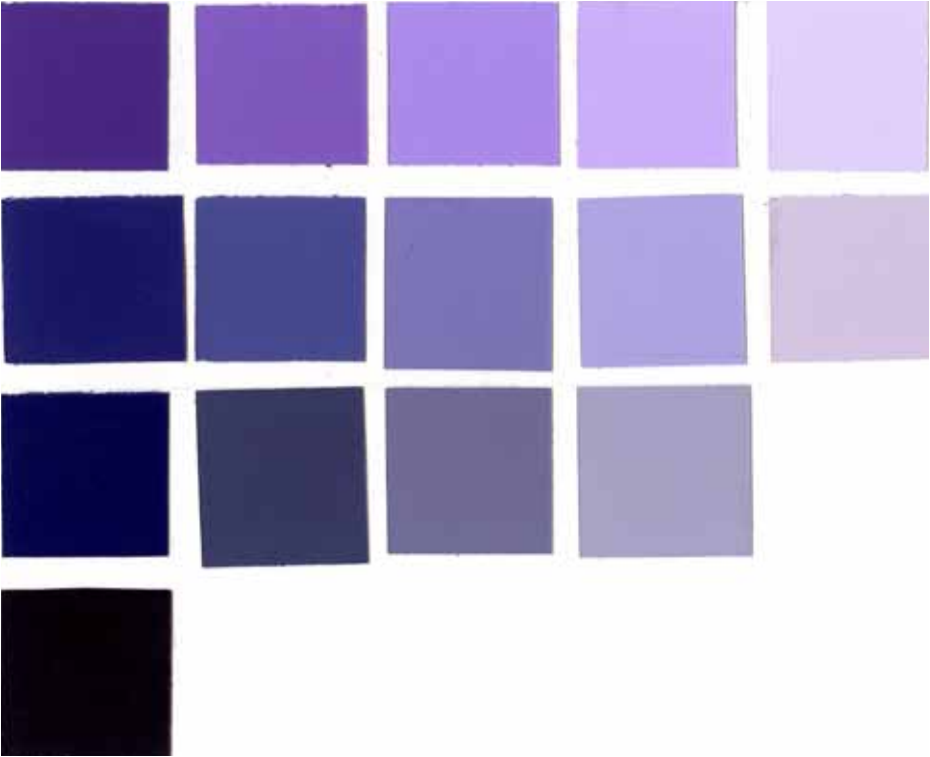


R/G/B
98/72/124
C/M/Y/K
71/81/24/8

Pantone
#62487C
Hex
6262/4545/7B7B

This color is called Luxe. Luxe is comfort, and relaxation. It is the color of ease and carefree living. It is also the color of high fashion and opulence.

Violet is the



V-Hue	V-T2	V-T4	V-T5	V-LT
V-S1	V-P1-1	V-P1-2	V-P1-3	V-LP
V-S2	V-P2-1	V-P2-2	V-P2-3	
V-DS				

the monochromatic color plane of violet



accented analogous scheme: violet/
blue-violet/red-violet/yellow

violet



violet



violet/red-violet/magenta
analogous scheme

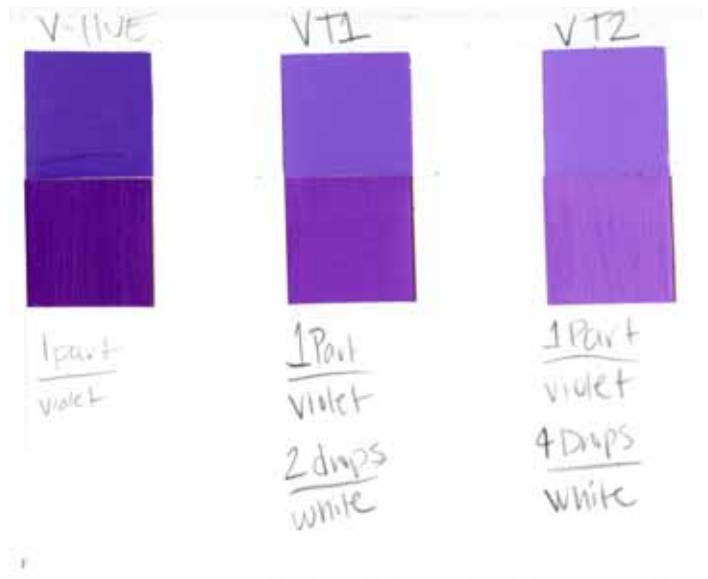


violet



visual complement mixtures in
color-aid and painted mixtures





violet



violet color-aid and
painted color chart

VT3



1 part
violet
5 drops
white

VT4



7 drops
white
1/2 part
med. violet

VT5



10 drops
white
1/2 part
med. violet

V-LT



20 drops
white
.25 part
med. violet



BW-HUE



BV-HUE



V-HUE



RV-HUE



1 part
Primary Cyan
1/2 part
Cobalt
violet



1 part
med. violet
2 parts
Manganese
Blue Hue



1 part
med
violet

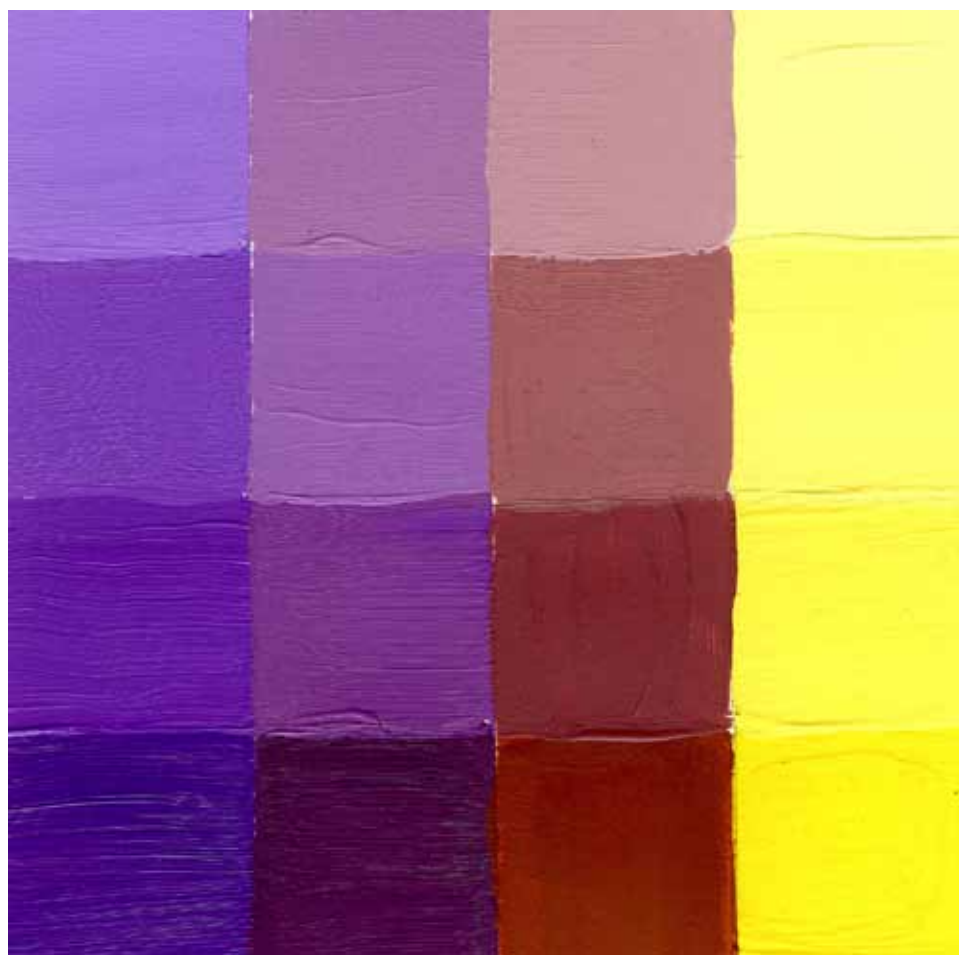


1 part
Cobalt
violet
1 part
med
violet

violet



complementary mixing
scale (violet and yellow)





violet



and painted transparency

violet and luxury



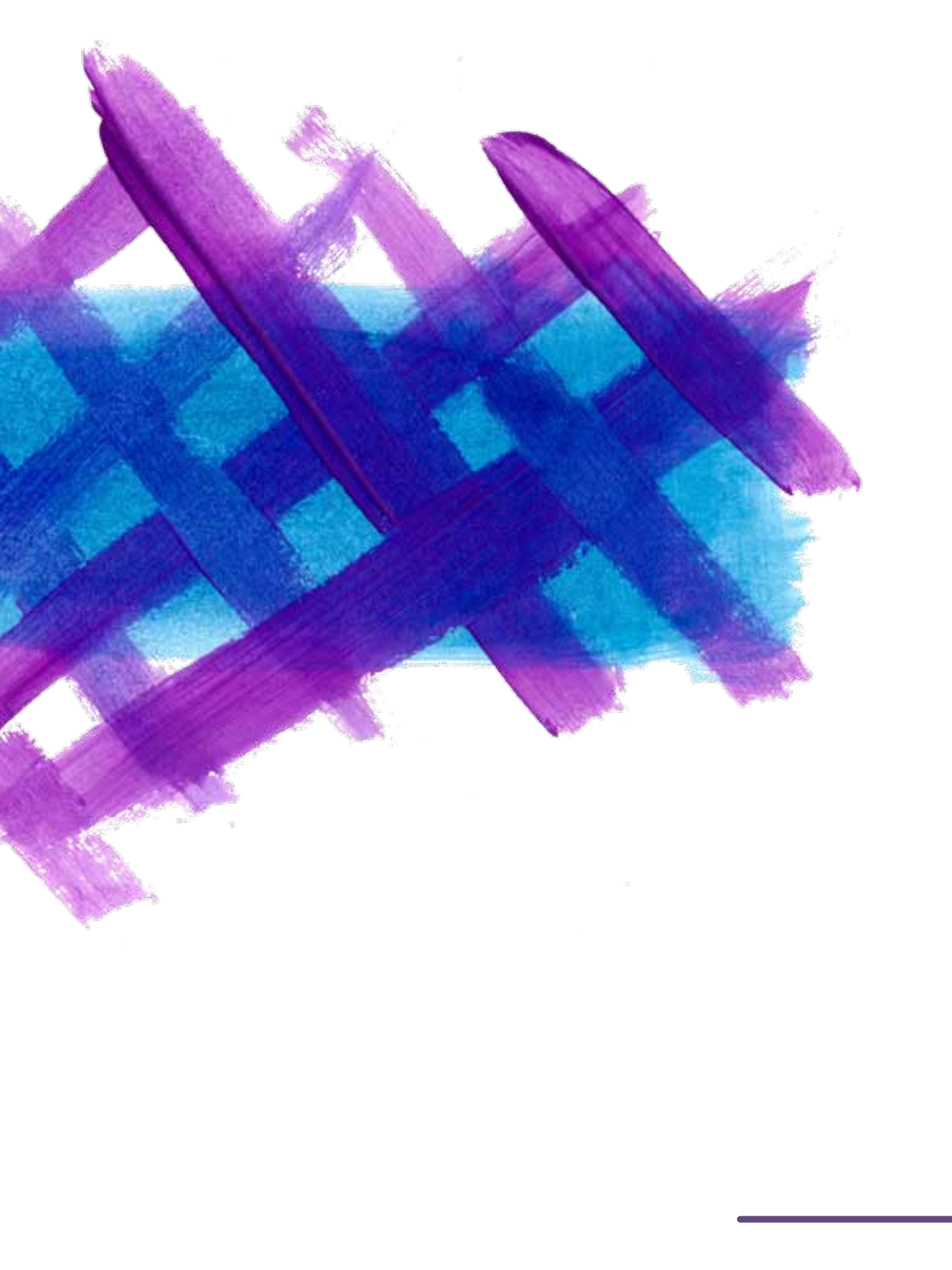


violet



and painted transparency

violet and luxury





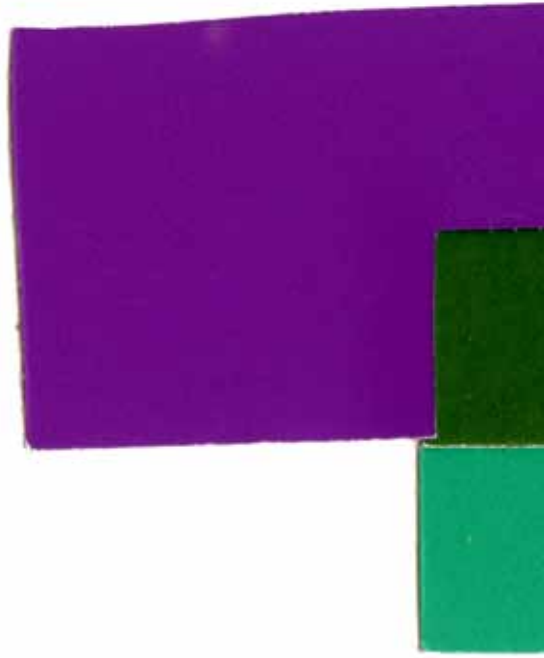
violet



and painted transparency

violet and luxury



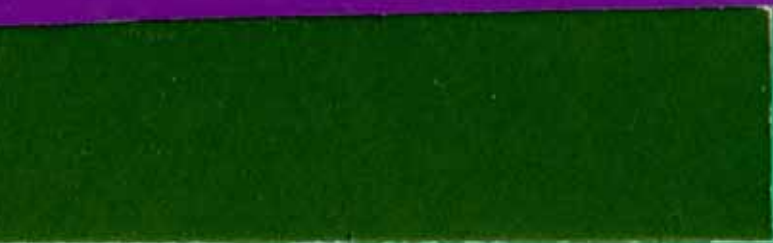


violet



and color-aid transparency

violet and luxury





violet



and photographed transparency

violet and luxury





violet



and observed analogous schemes

violet and luxury



R/G/B



111/41/55



107/34/49



210/56/72



112/85/119



103/71/111



63/28/44



violet



and observed analogous schemes

violet and luxury



R/G/B



81/27/83



125/155/175



48/125/160



158/36/88



77/30/28



104/15/21

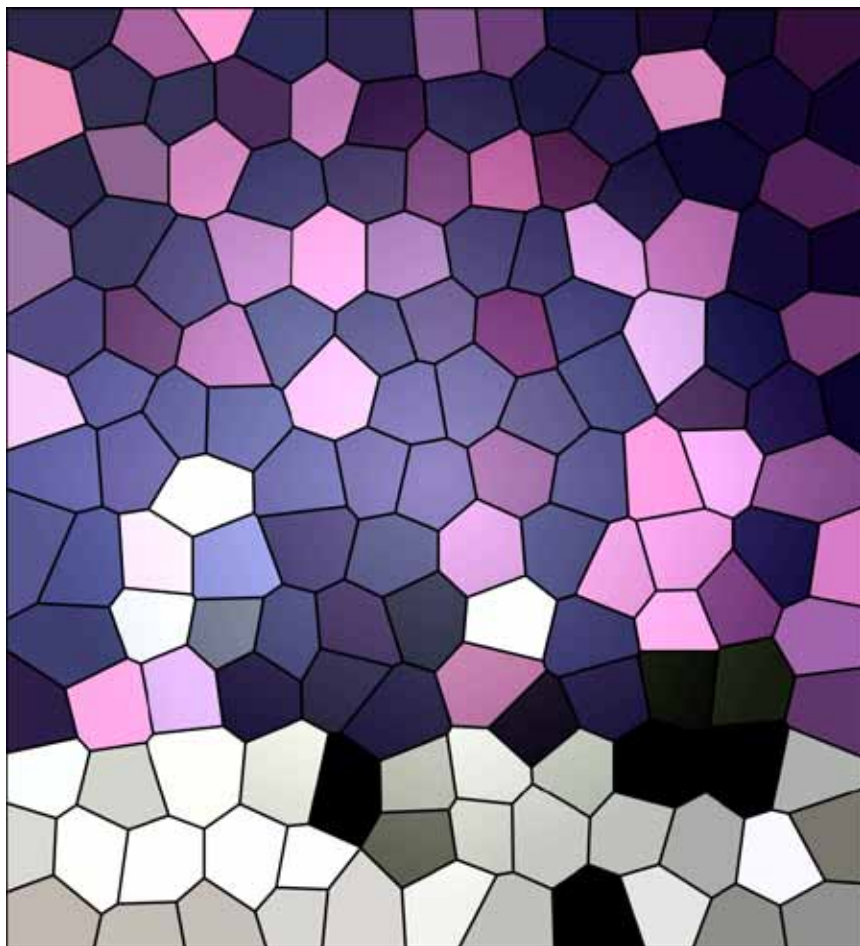


violet



and photo based palettes

violet and luxury



R/G/B



111/41/55



39/29/67



251/174/239



112/85/119



193/192/187



116/120/142

10. *Journal of the American Academy of Child and Adolescent Psychiatry*, 1997, 36, 10, 1133-1140.





ALEXANDER MCQUEEN

fashion
illustrations





fashion
illustrations







accessory
illustrations







violet



and texture

violet and luxury



R/G/B



214/197/218



153/77/157



77/44/103



158/148/193

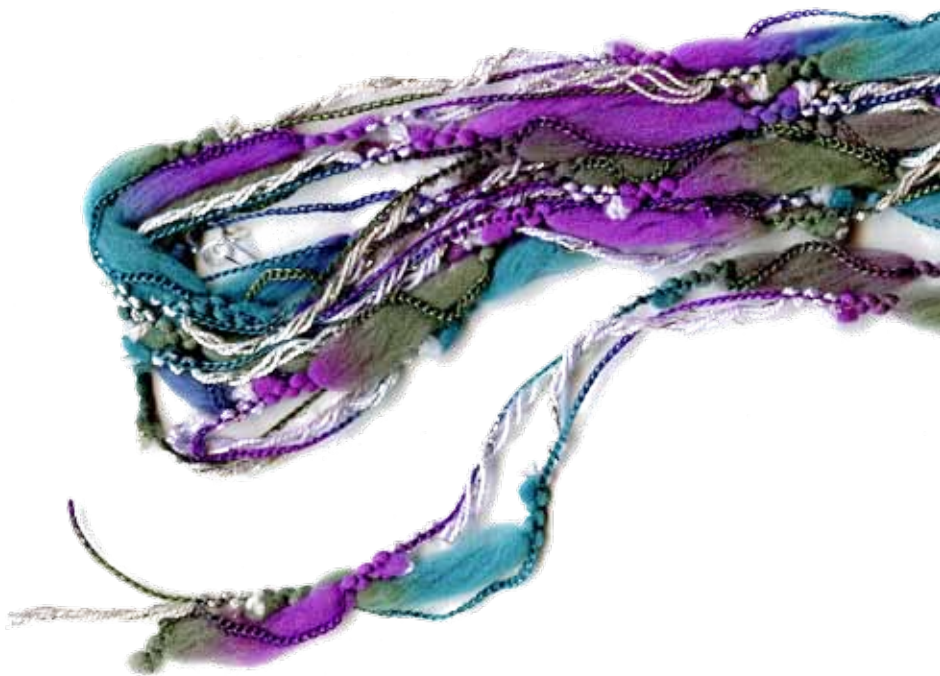


117/77/149



61/43/101

For this texture study I purchased a “sample pack” of cloth that is representative of shades and tints of violet. To me, this represents luxury because there is such a range of colors involved. I could see this sample pack being used in a variety of speciality projects that are not necessarily practical but none the less evoke the feeling of indulgence.



violet



and texture

violet and luxury



R/G/B



98/174/198



68/85/49



60/19/74



145/47/85

Imagine yourself curled up on the sofa on a chilly day. Among your surroundings are a good book, a cup of herbal tea, the family pet resting at your feet and across your lap is a beautifully hand knit throw made out of the wool pictured above. As your hands run across the beautiful tuxture that make up this special wool you immerse yourself deeper into the book and finally fully relax for the first time in a long while.



violet



and texture



R/G/B



52/29/102



102/40/78

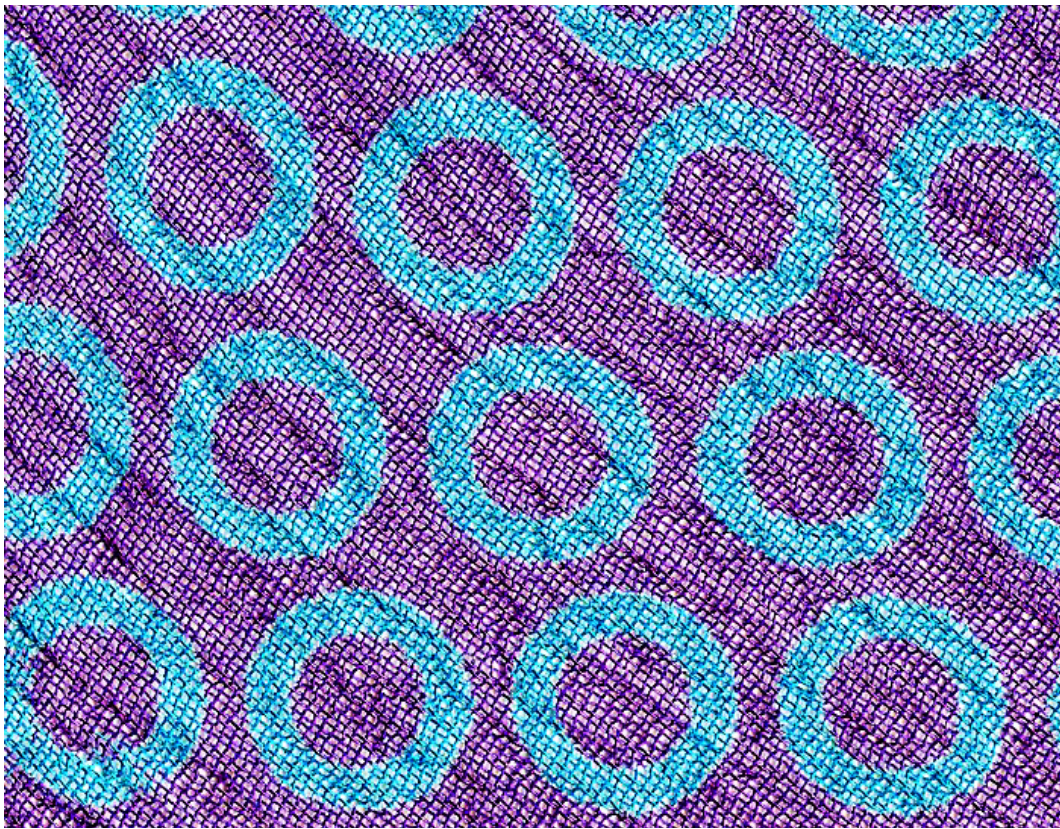


35/113/56



250/208/73

Twinkle, reflect, jingle, chime. These are just a few words used to describe the sounds that a chandelier emits. In many ways the chandelier is the epitome of luxury. Its elaborate nature is entirely unnecessarily, its materials are expensive and in this case made up of bold violets and lush emeralds. It provides light but not the kind that one would use for a utilitarian reason. One would use this to light a grand dinner party or an elaborate entryway.

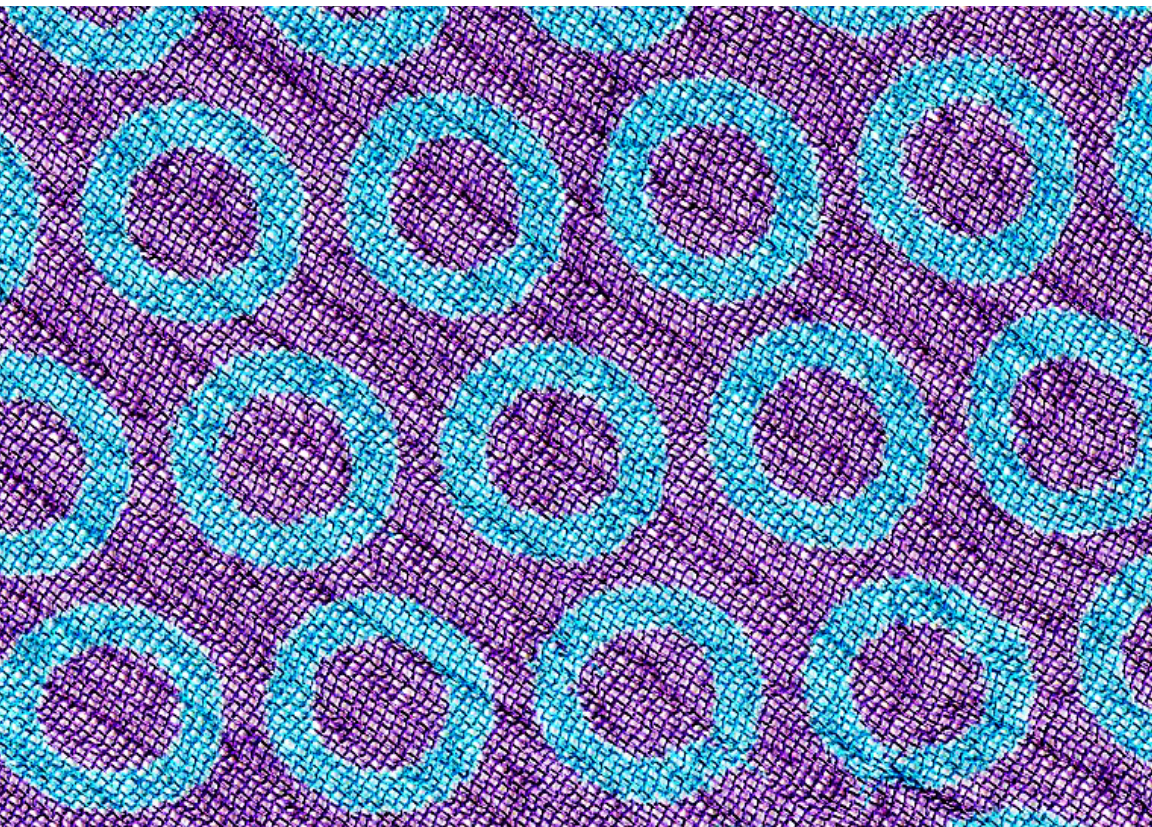


violet



and texture

violet and luxury



R/G/B



121/91/135



79/153/255

Circles as a pattern can take on an array of characteristics. Circles as a pattern and a texture such as the one pictured above include a new level of sophistication that make this fabric all the more unique and special. The fabric is delicate, but complex, simple yet complicated because of the way that the weaving is on an angle from the circles. Combine this with the lush cyan circles and majestic almost blue-violet background and one is encountering a true piece of luxury.



violet



and contrast of saturation

violet and luxury



R/G/B



76/47/128



94/59/137



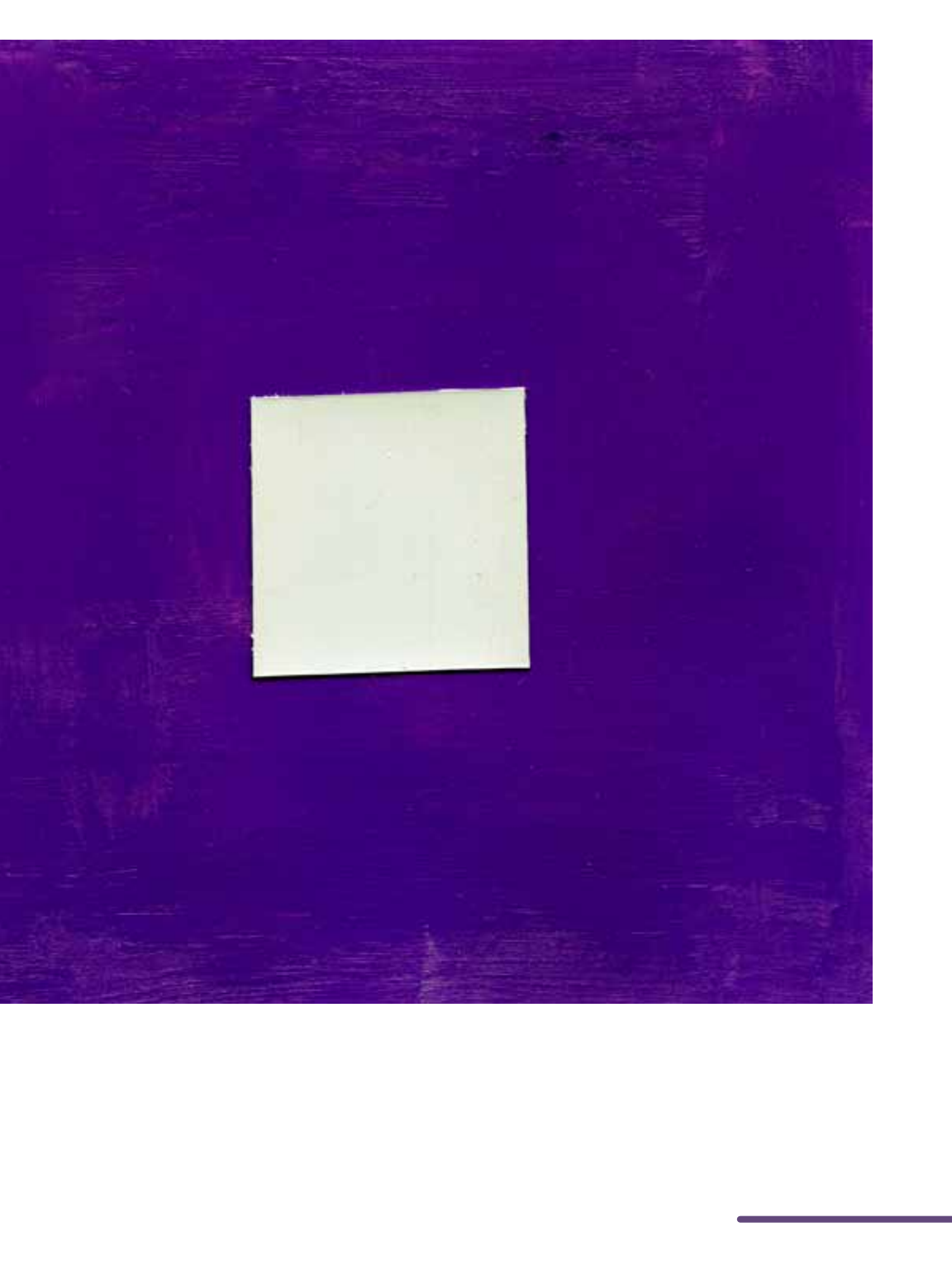
121/87/155



190/165/203

violet

simultaneous contrast

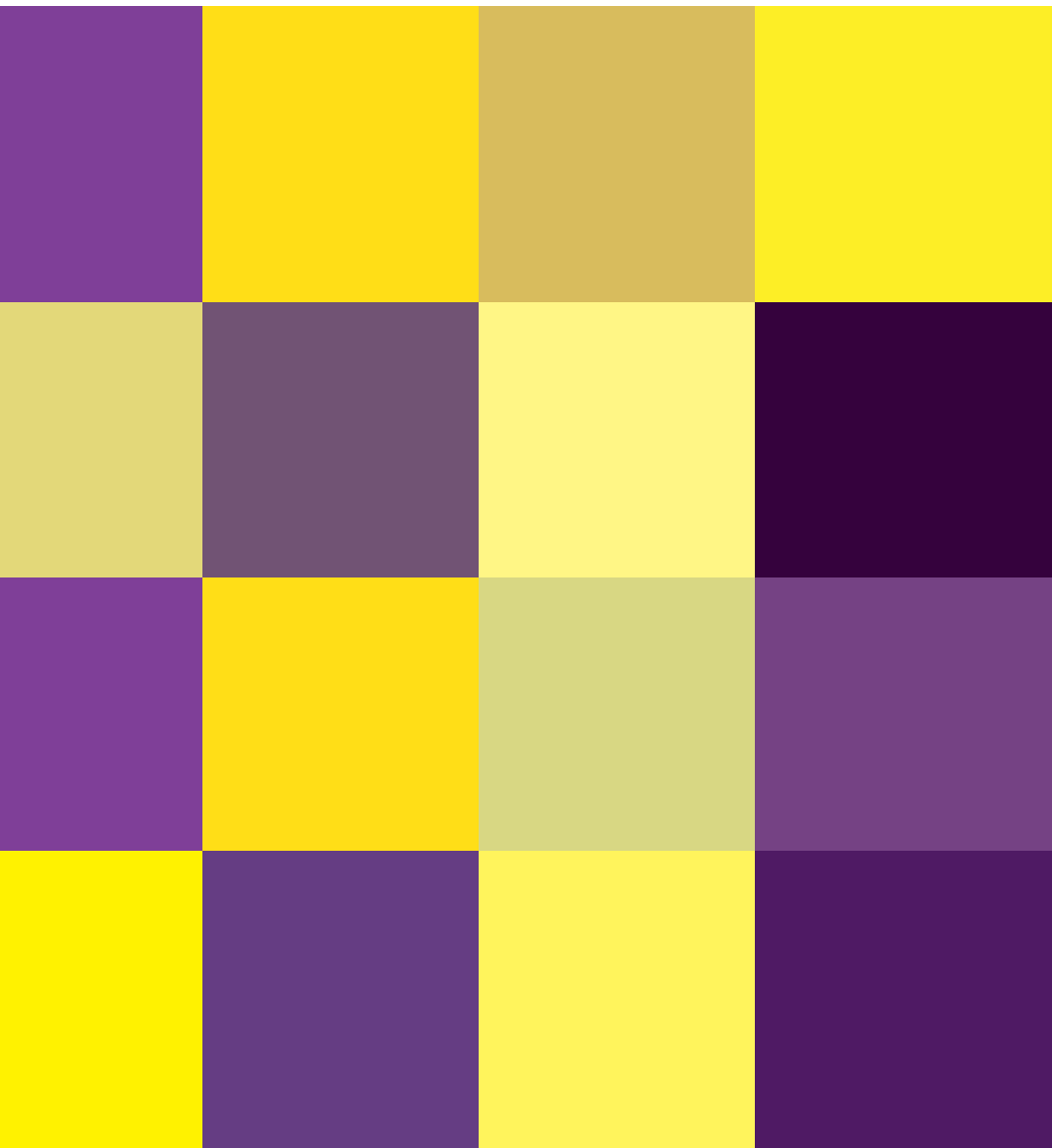


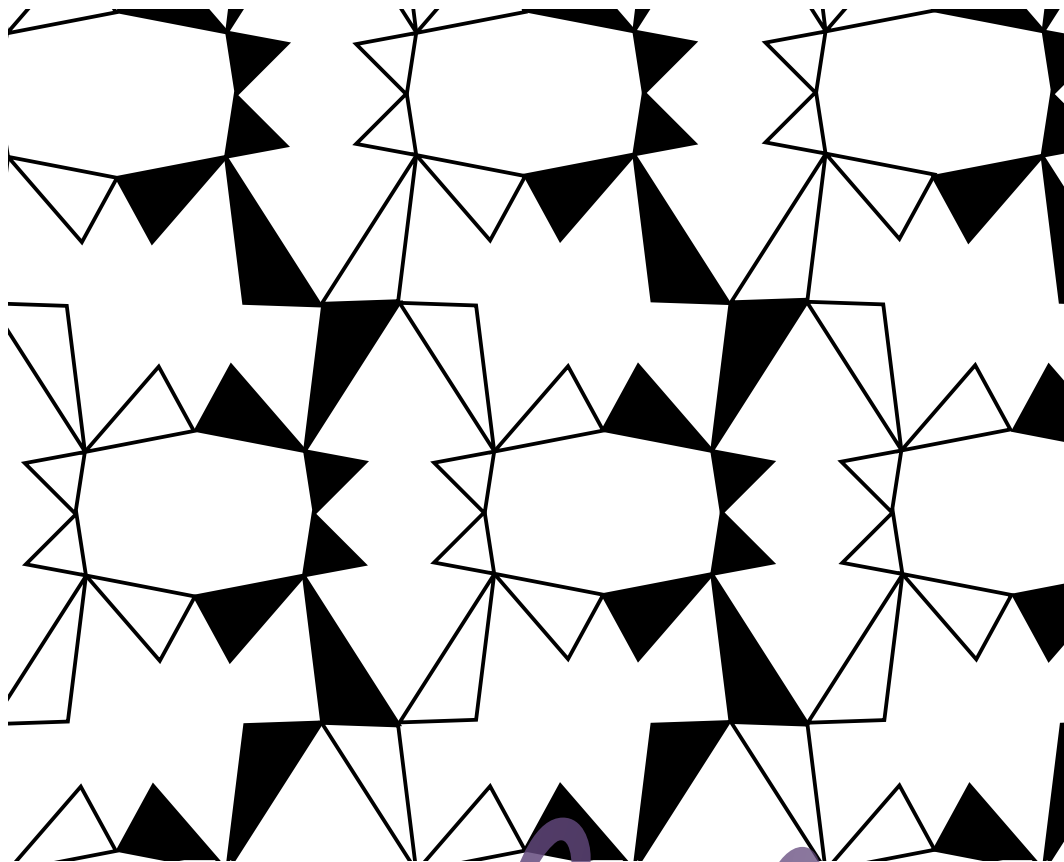


violet



cold warm contrast



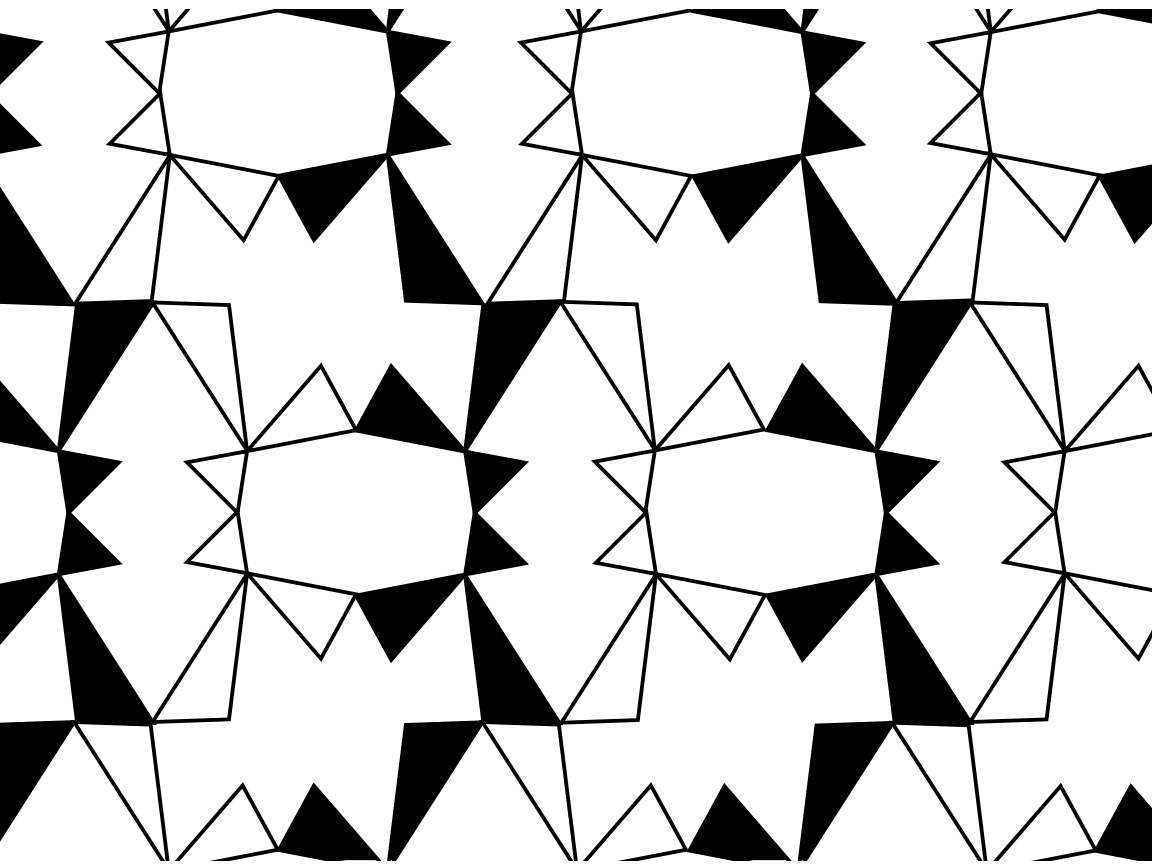


violet



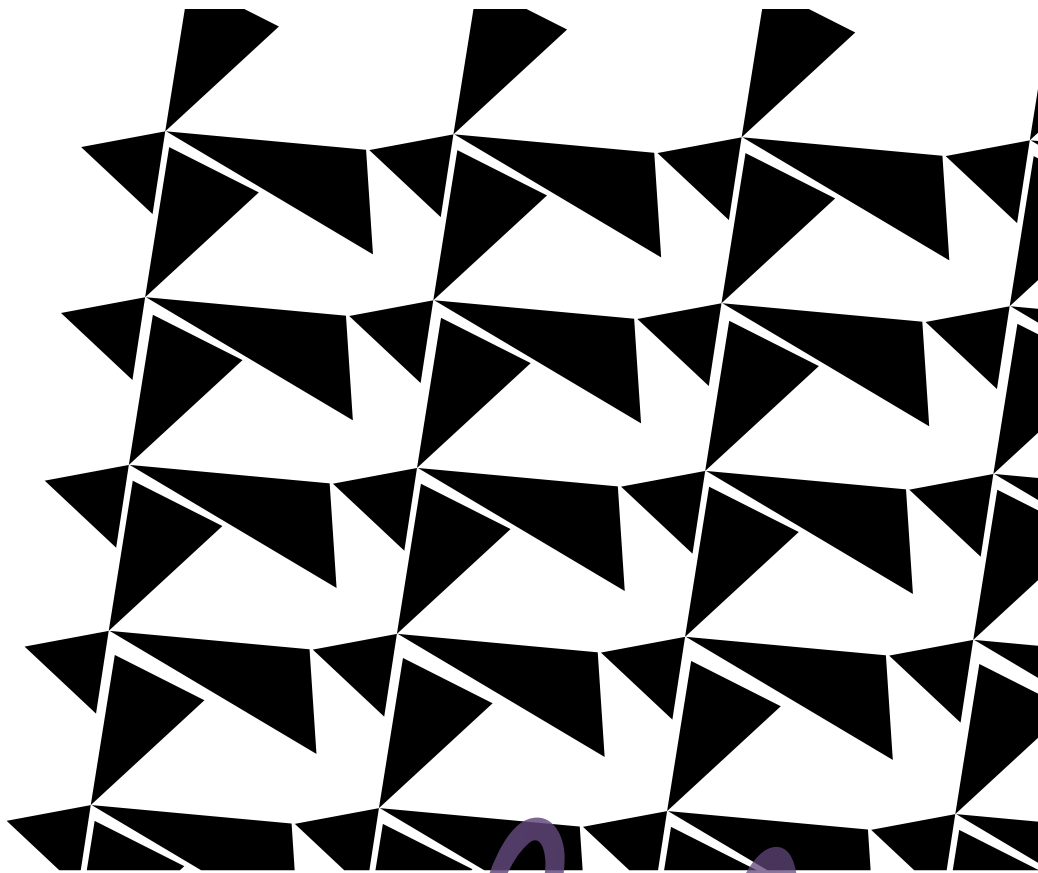
and pattern

violet and luxury



These first few examples do not deal directly with violet, but rather they are here to serve as the foundation for patterns to come.
(ADD MORE TEXT HERE)



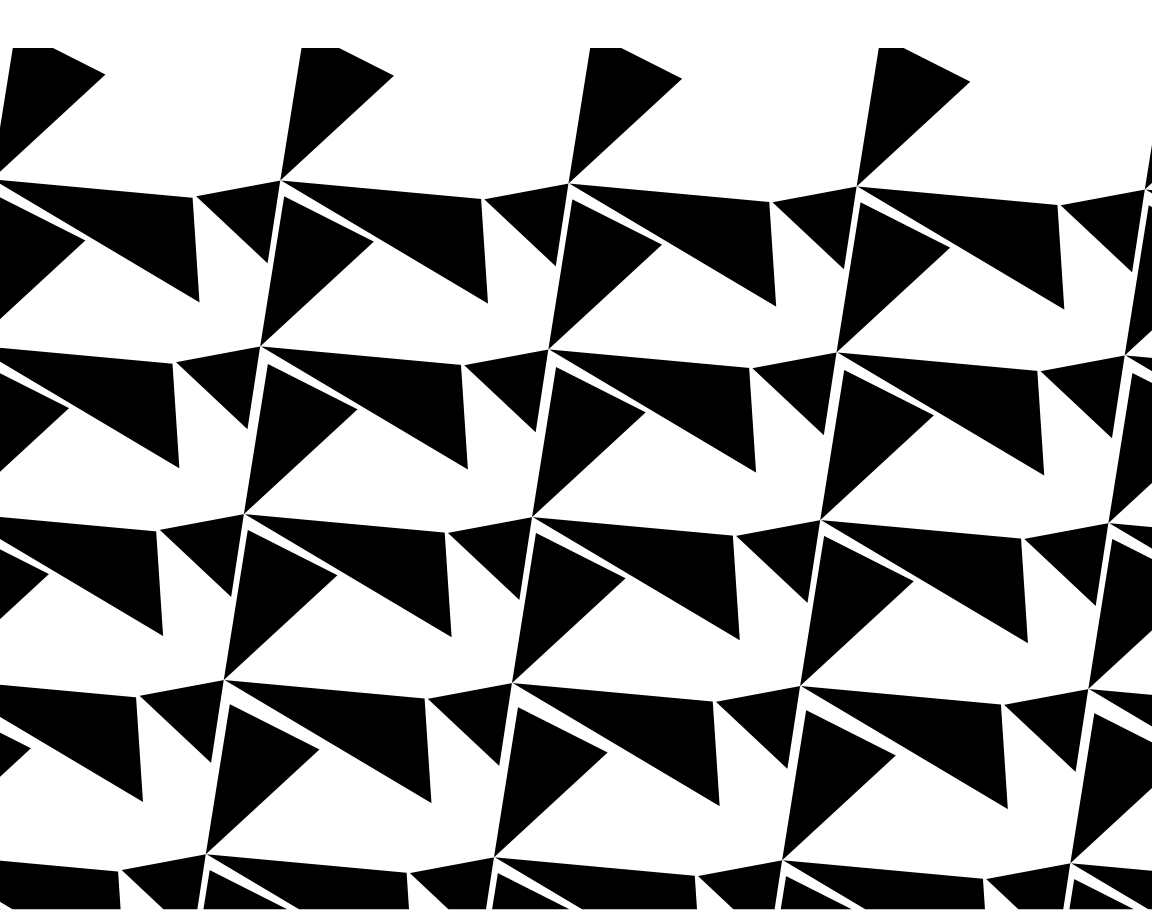


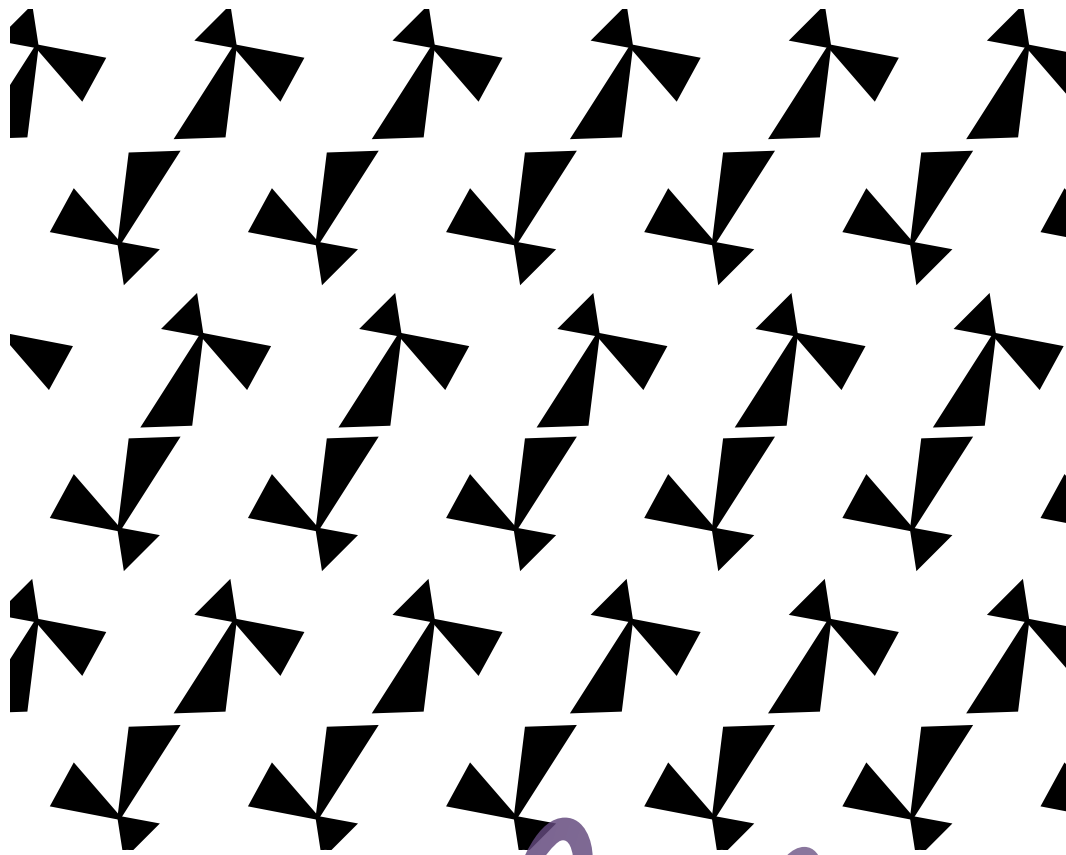
violet



and pattern

violet and luxury



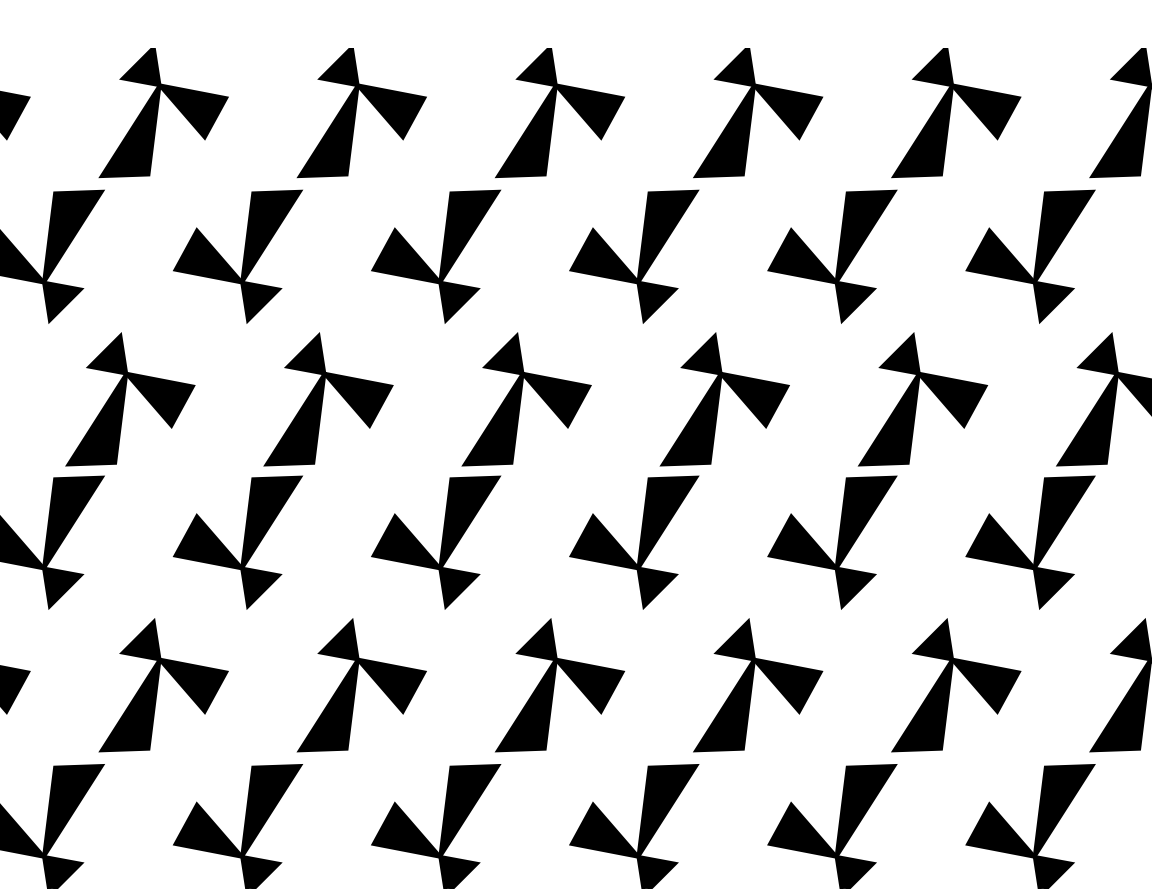


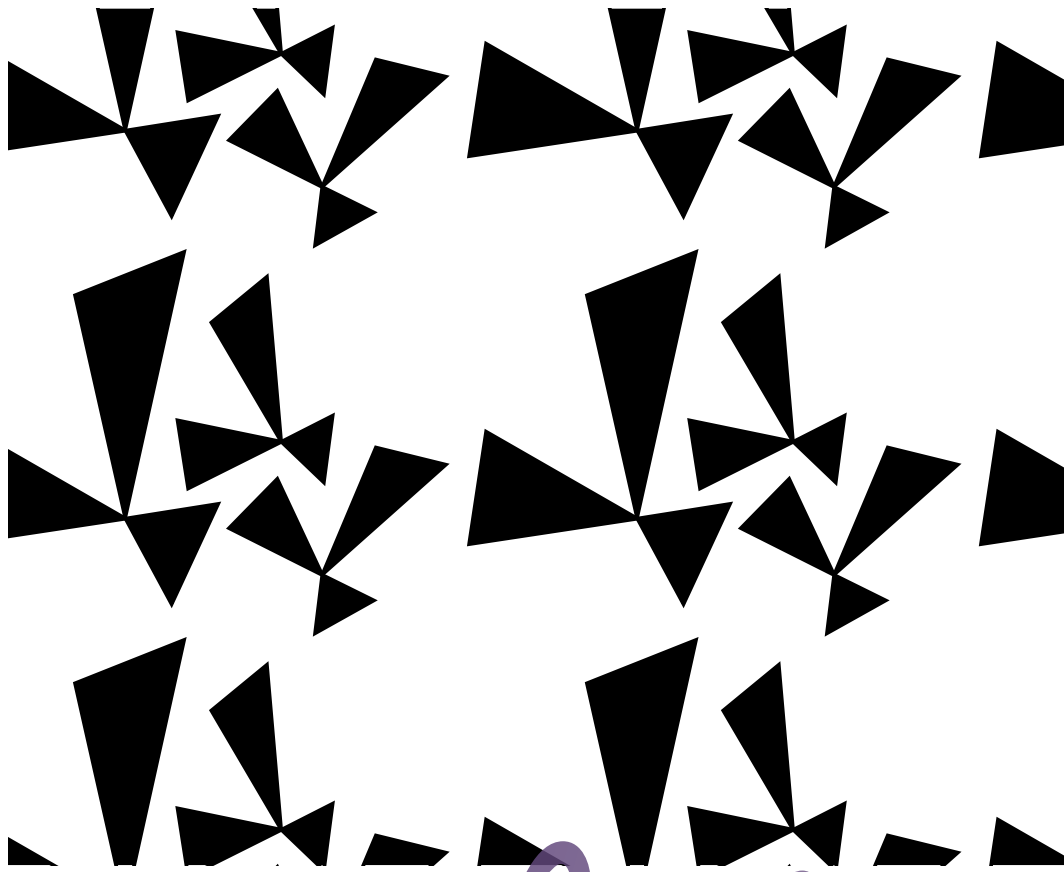
violet



and pattern

violet and luxury



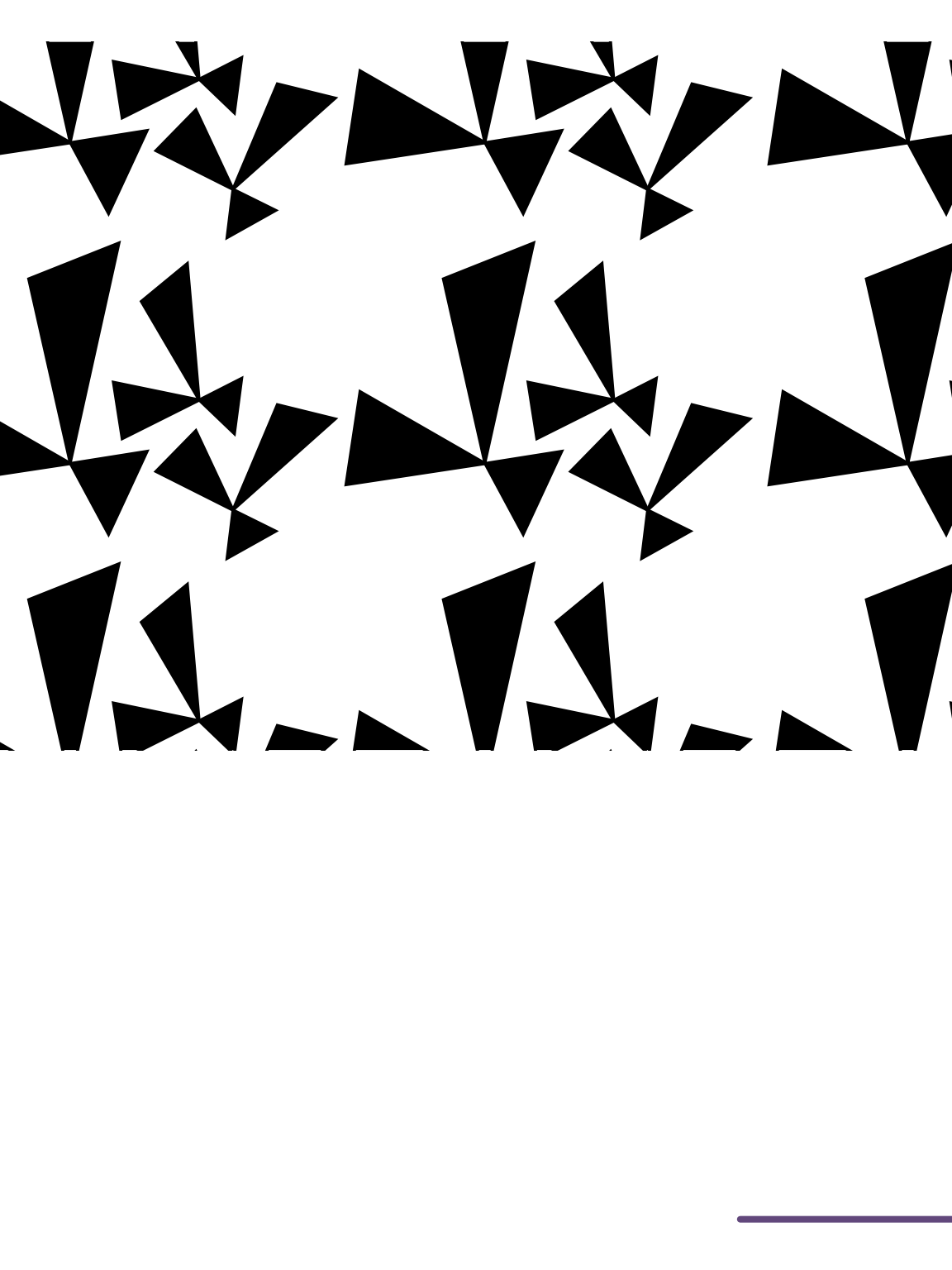


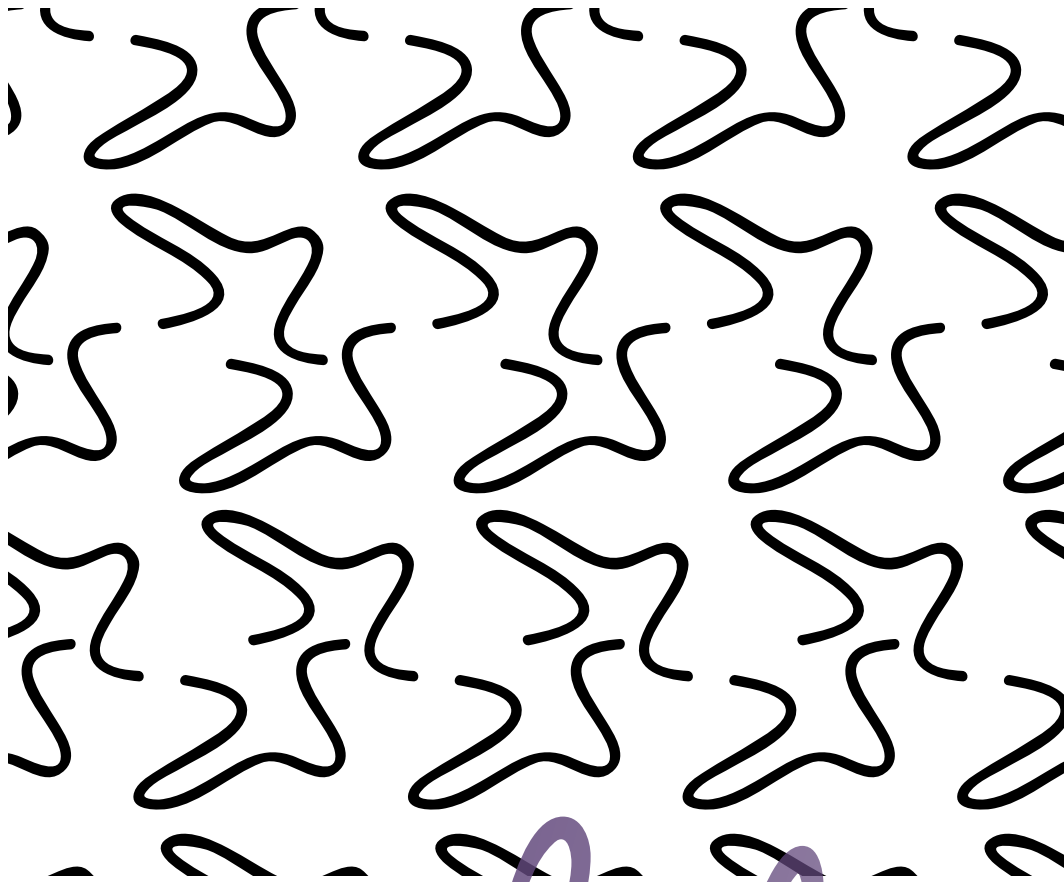
violet



and pattern

violet and luxury



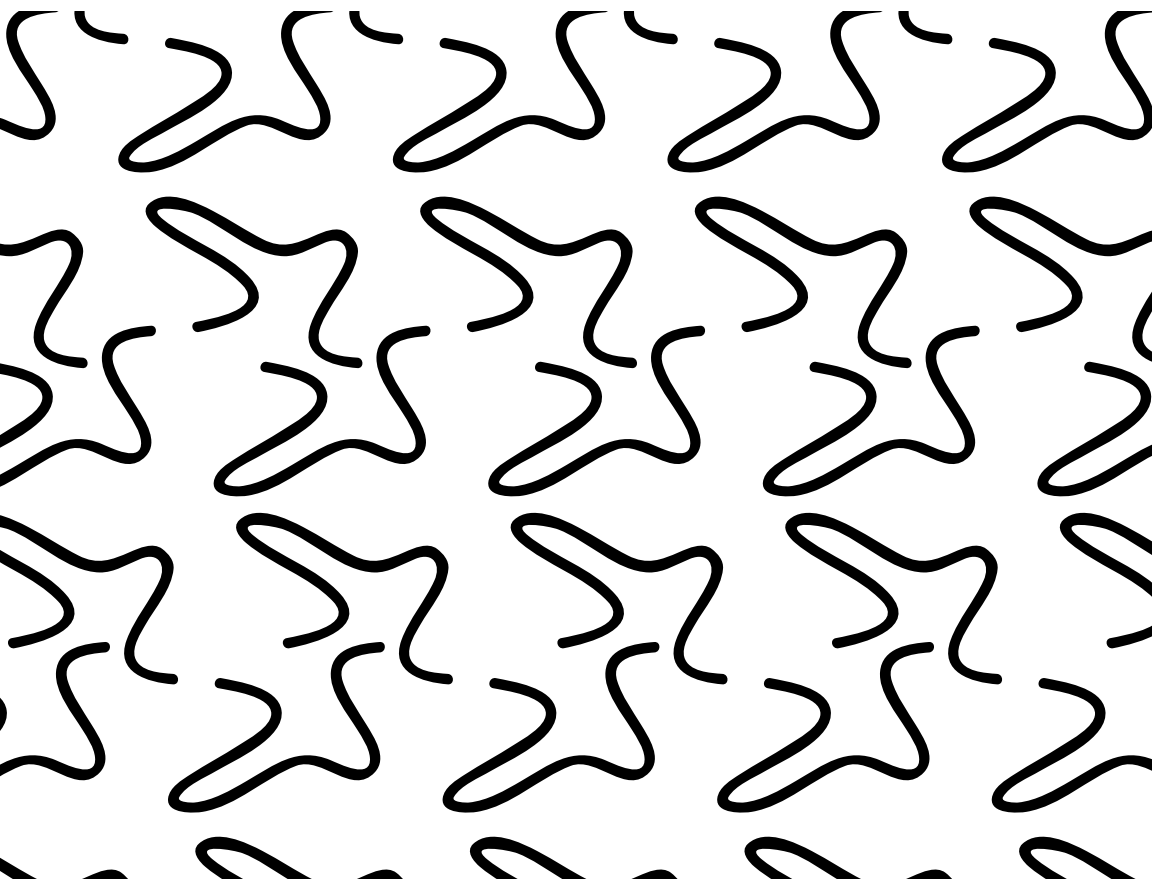


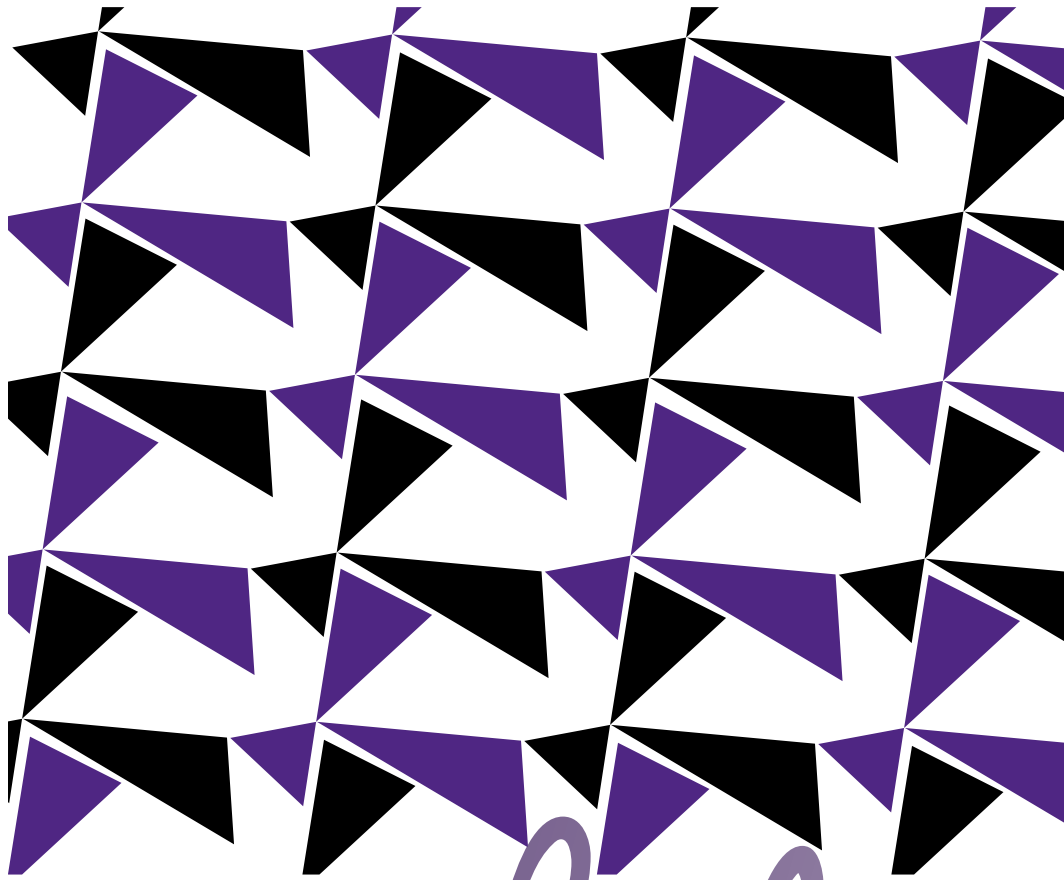
violet



and pattern

violet and luxury



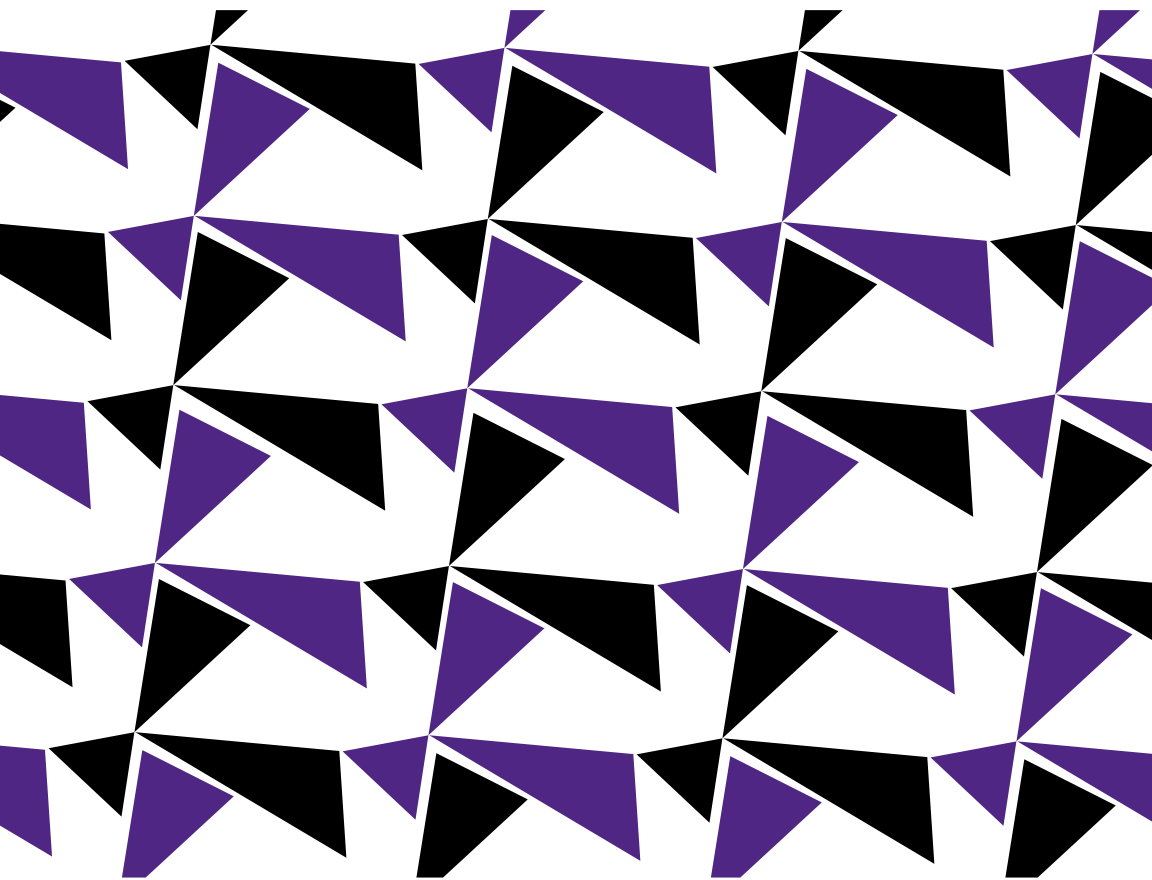


violet



and pattern

violet and luxury



R/G/B

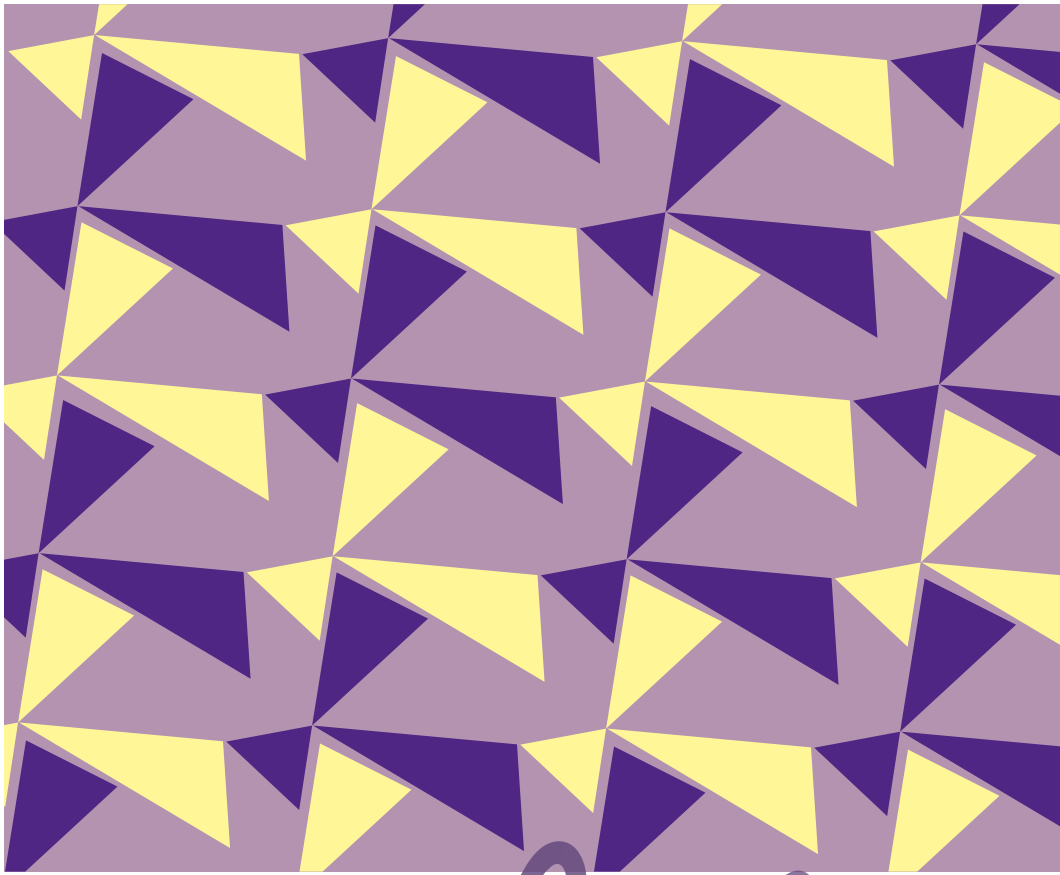


80/39/126



0/0/0



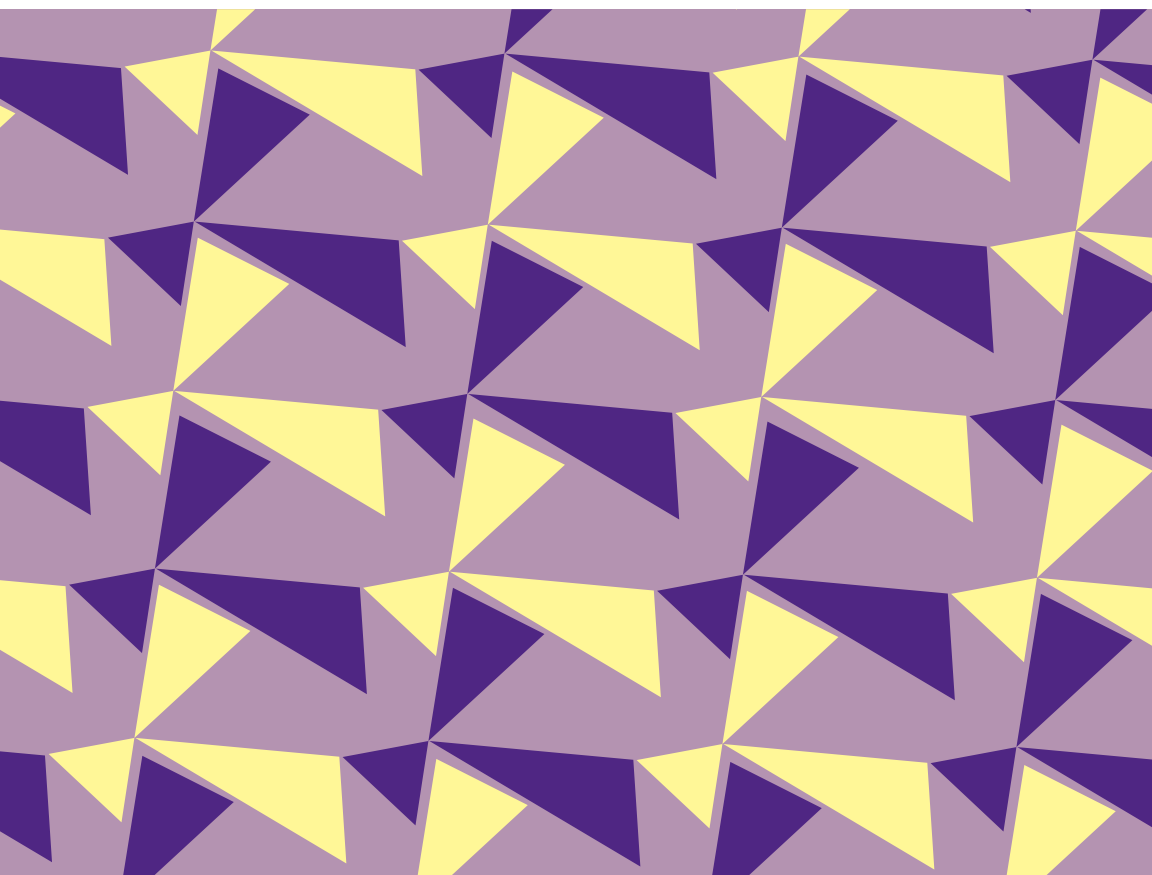


violet



and pattern

violet and luxury



R/G/B



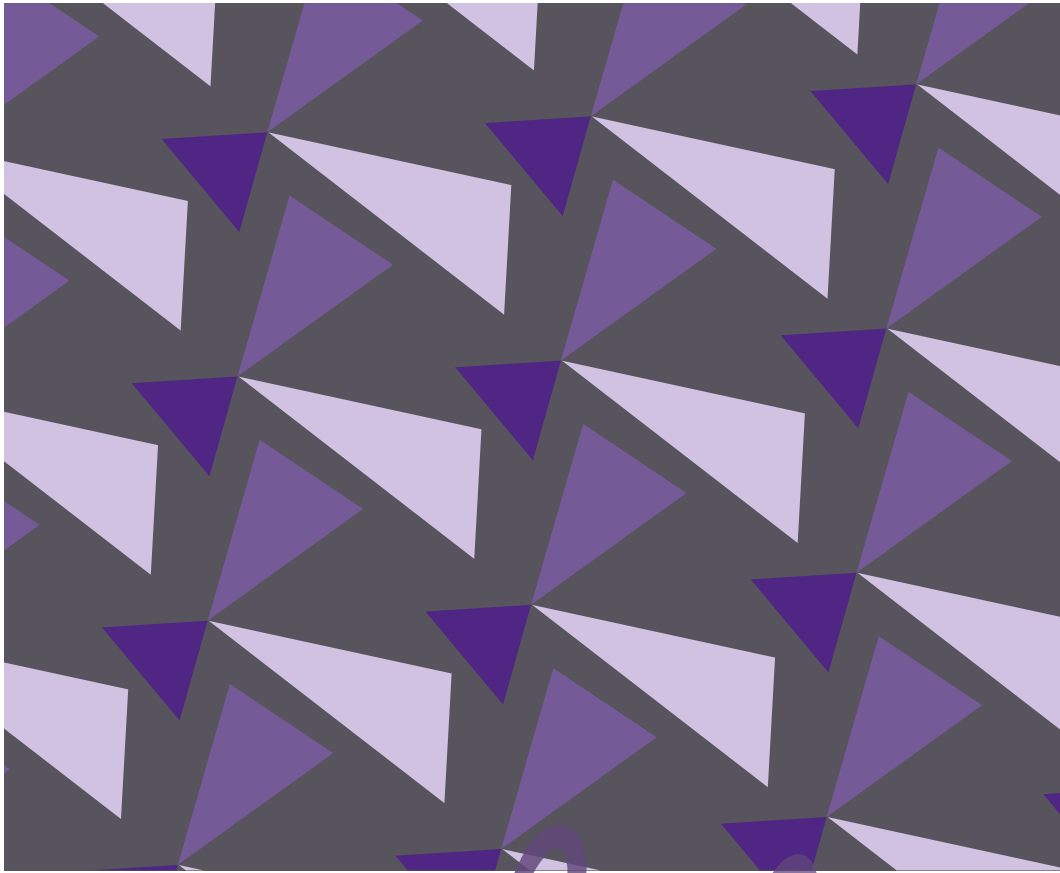
80/39/126



180/147/175



255/247/164

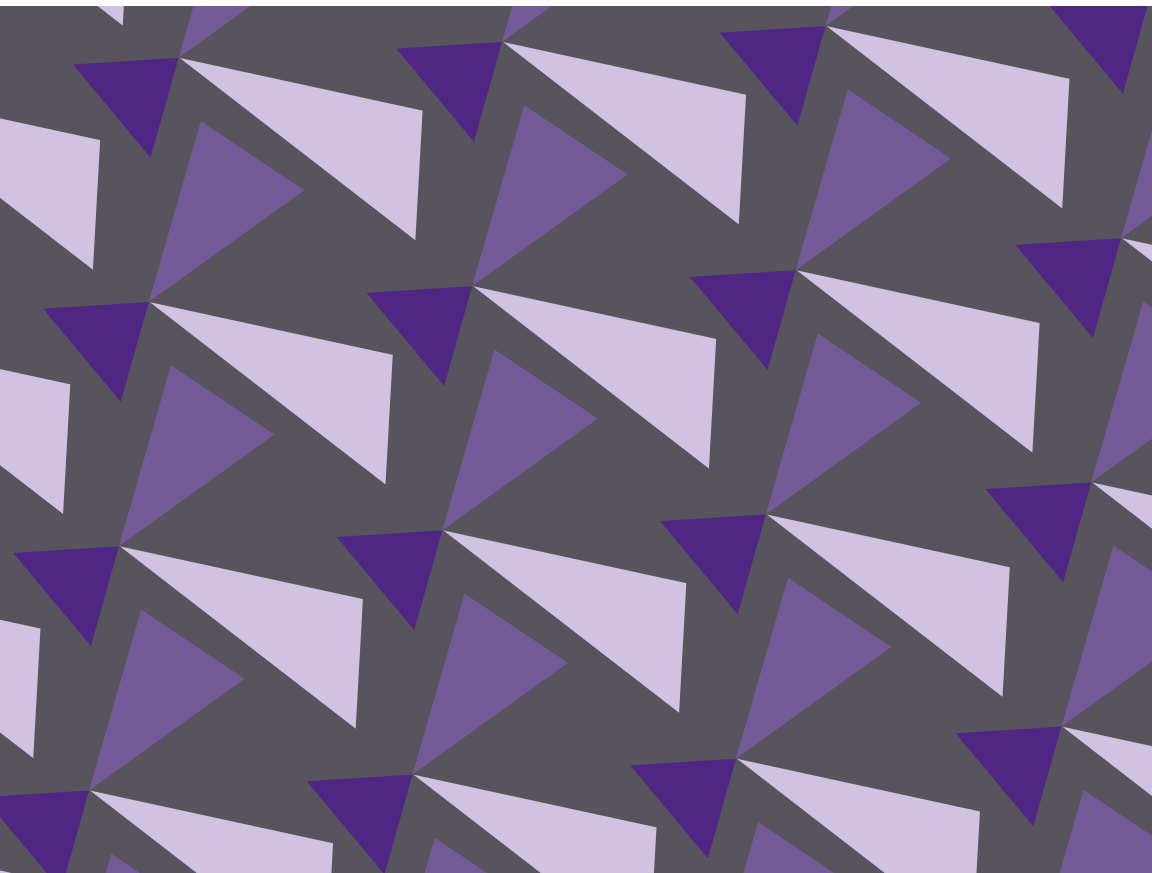


violet



and pattern

violet and luxury



R/G/B



79/36/127



120/87/152

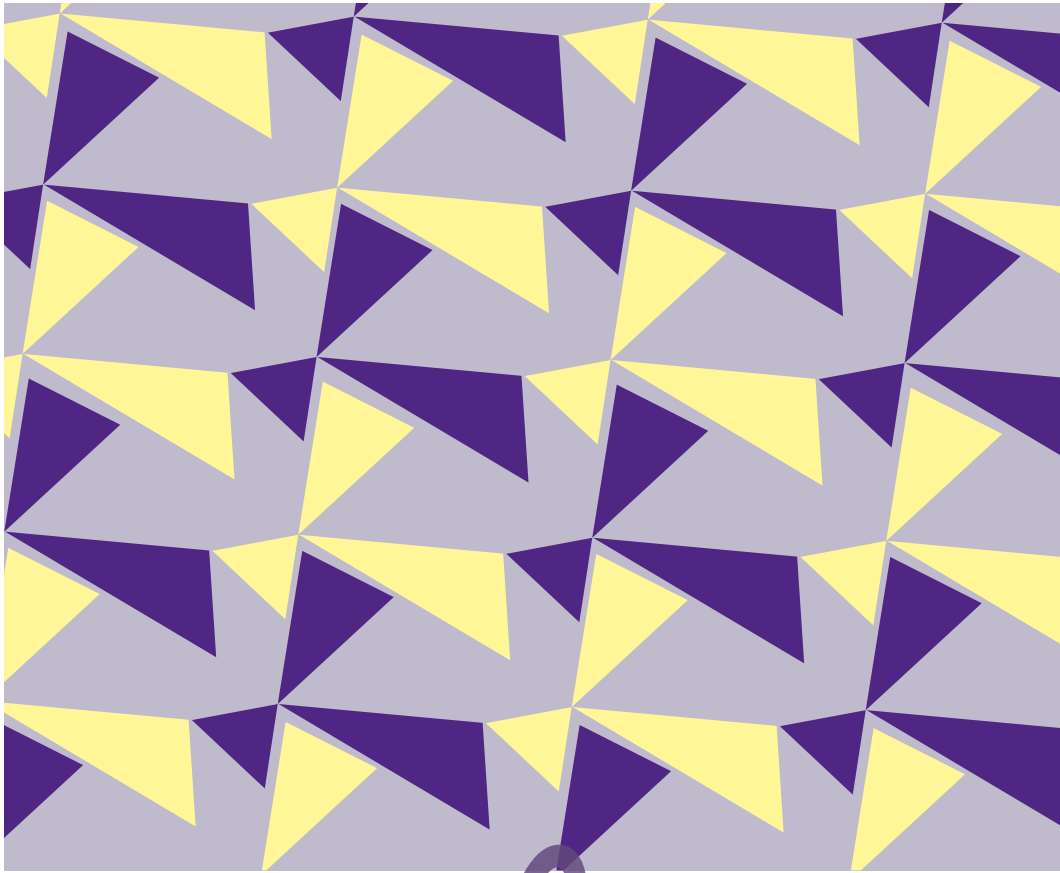


207/192/220



88/84/94



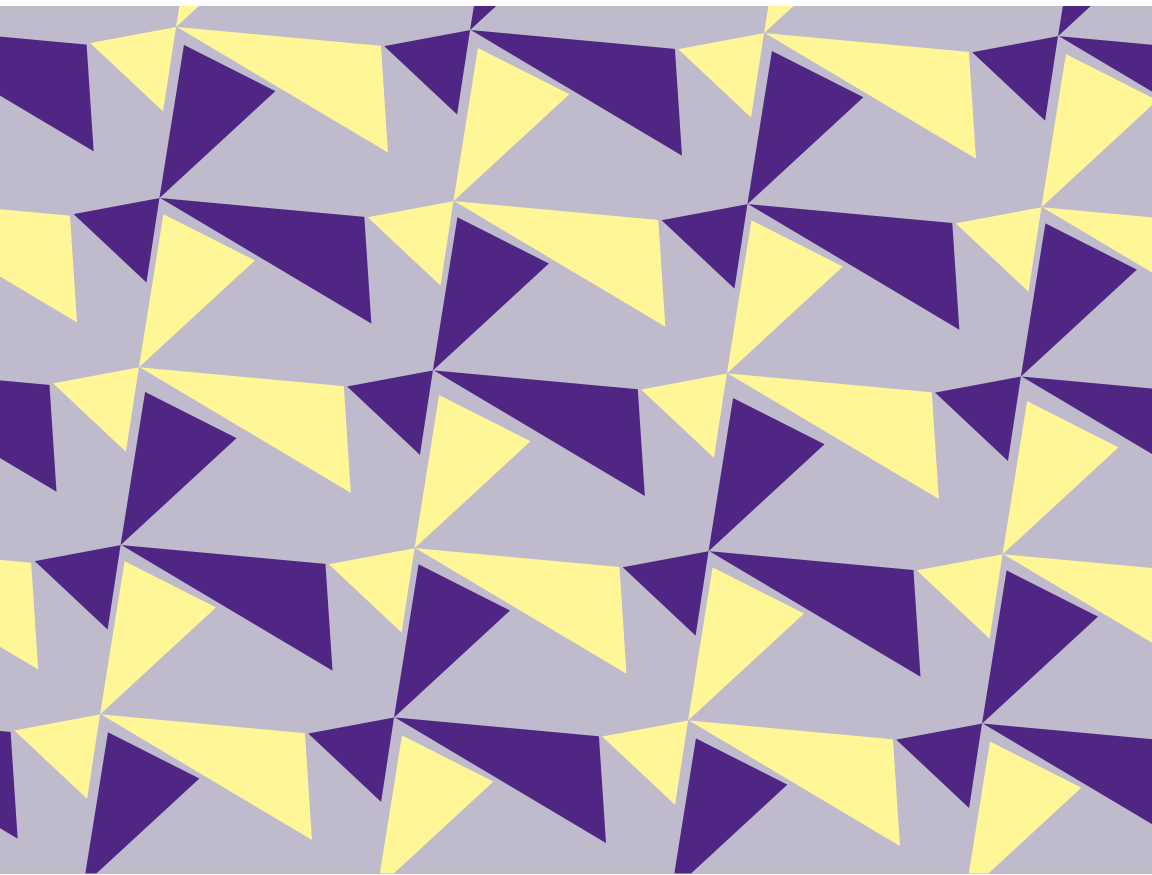


violet



and pattern

violet and luxury



R/G/B



79/36/129

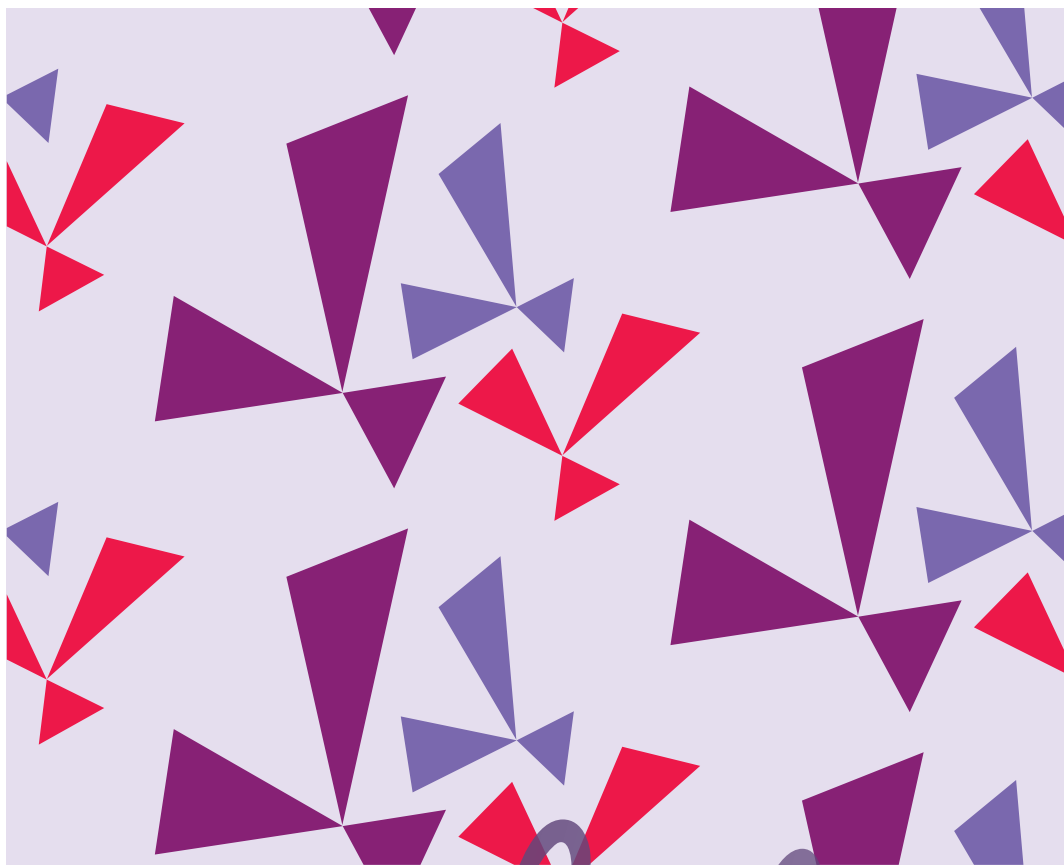


192/188/207



251/247/156



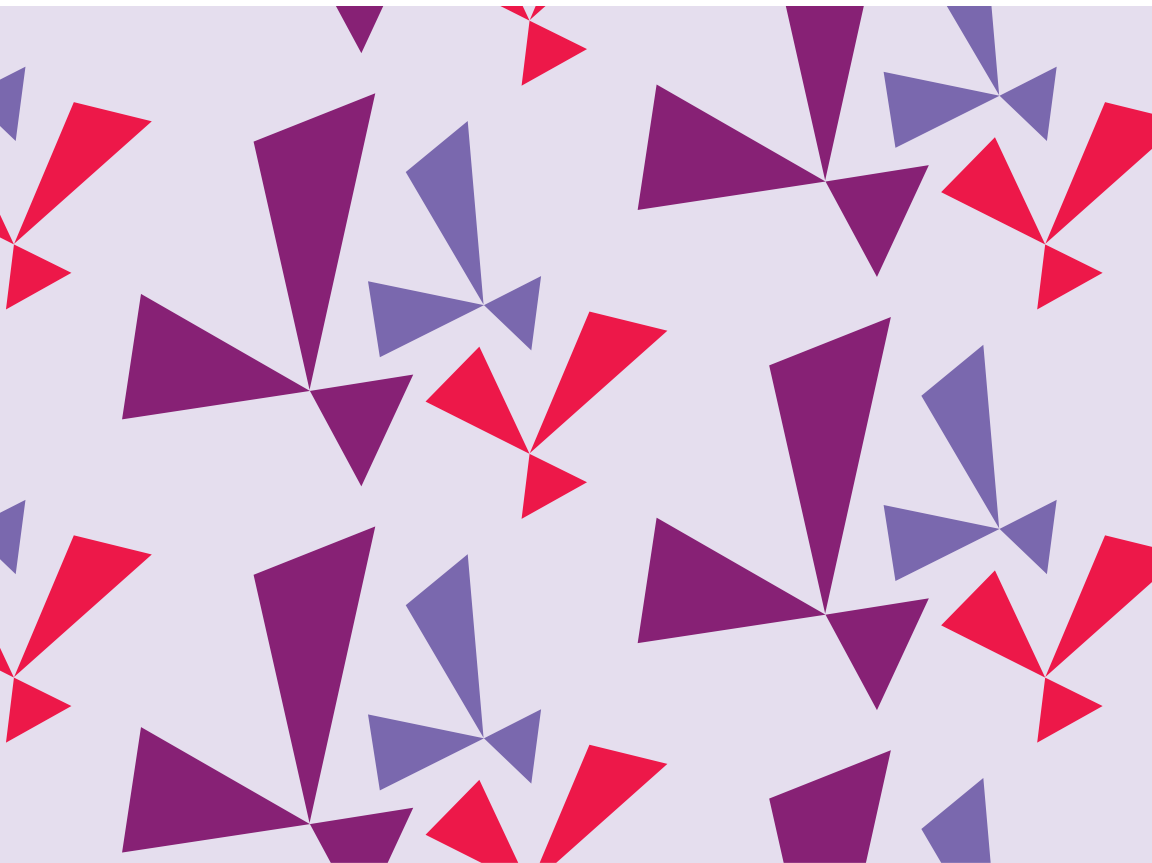


violet



and pattern

violet and luxury



R/G/B



131/26/116



122/100/172

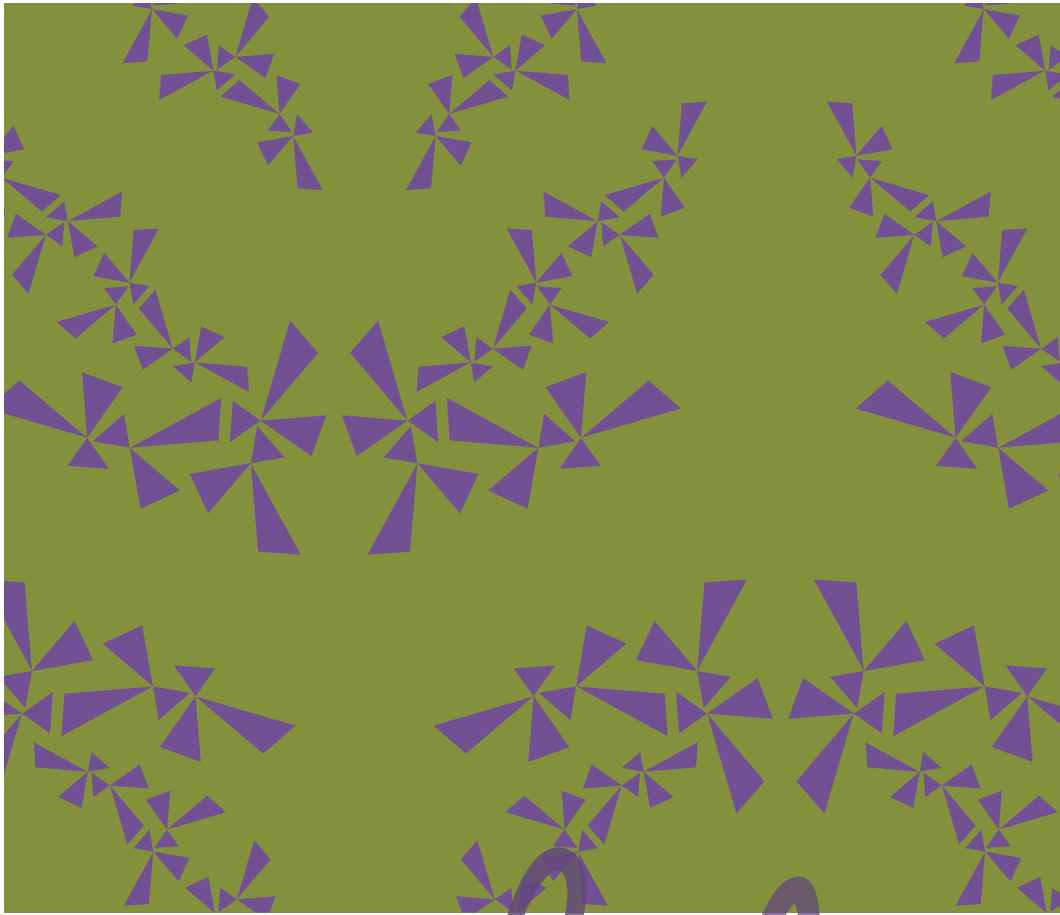


231/223/237



227/8/77



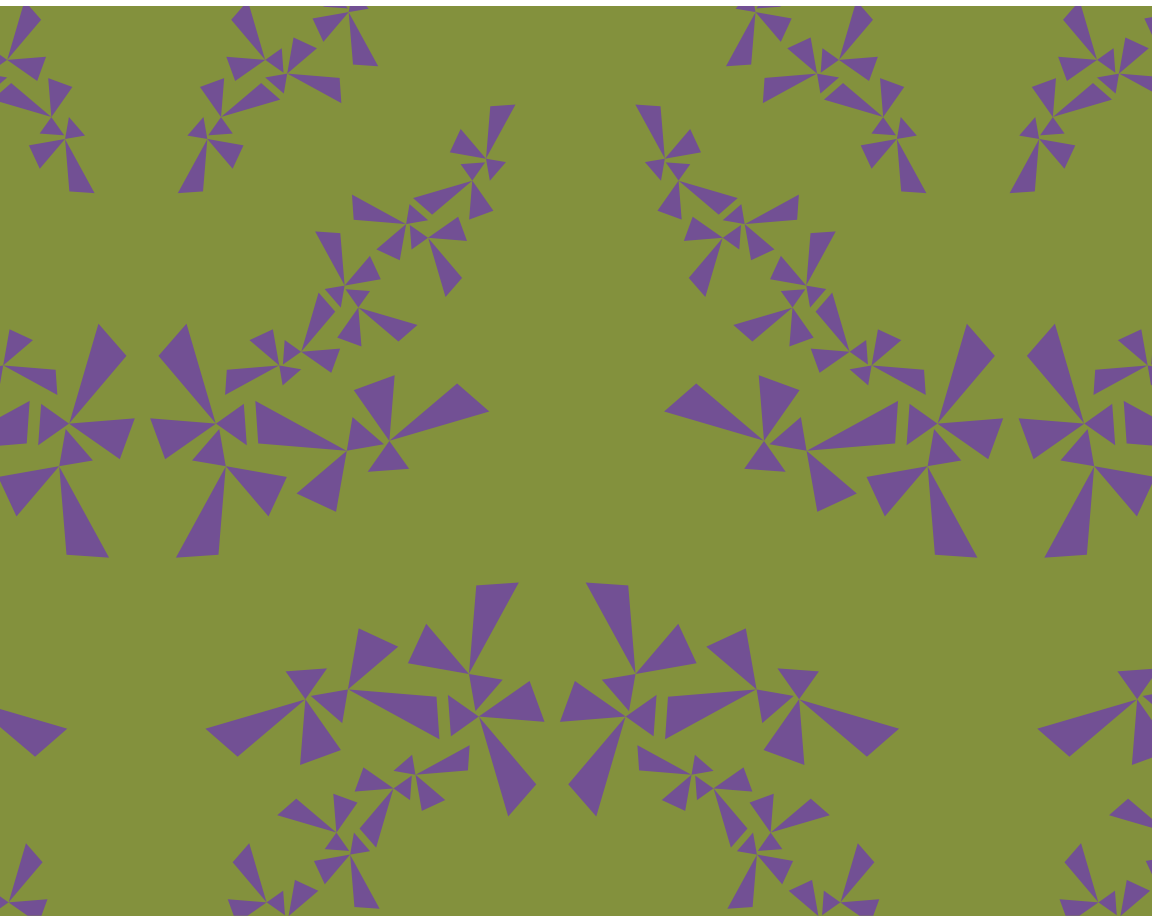


violet



and pattern

violet and luxury



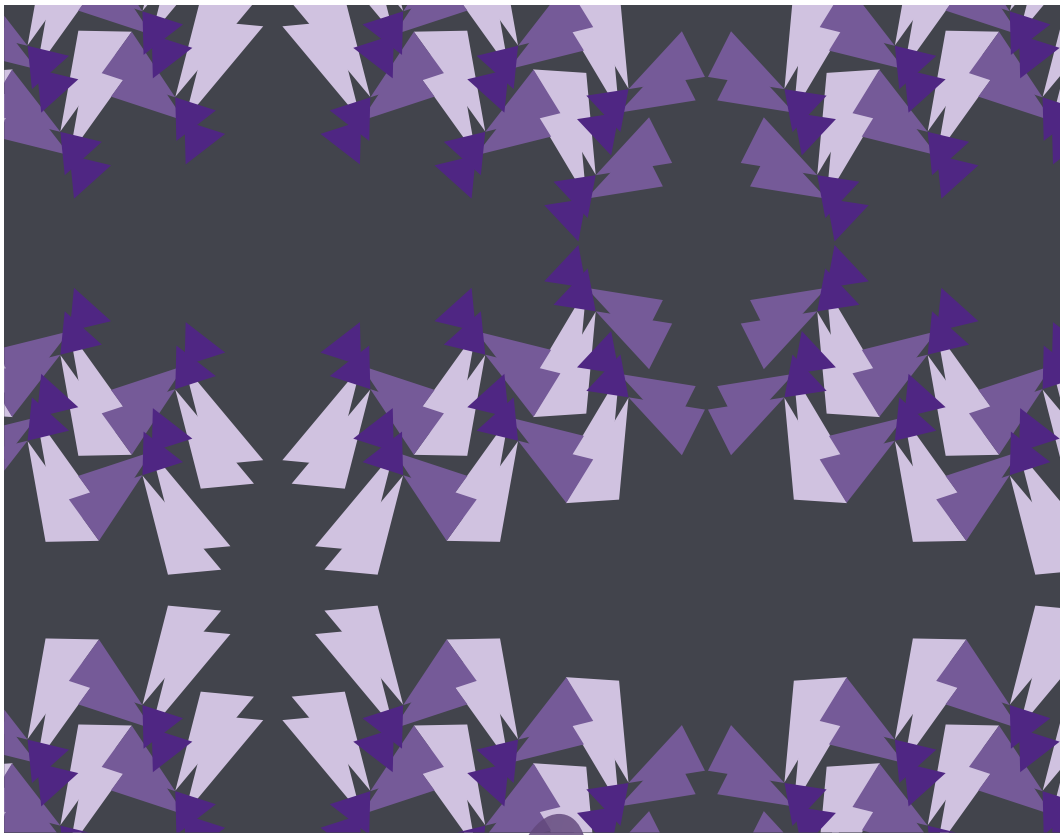
R/G/B



114/75/148



131/147/65

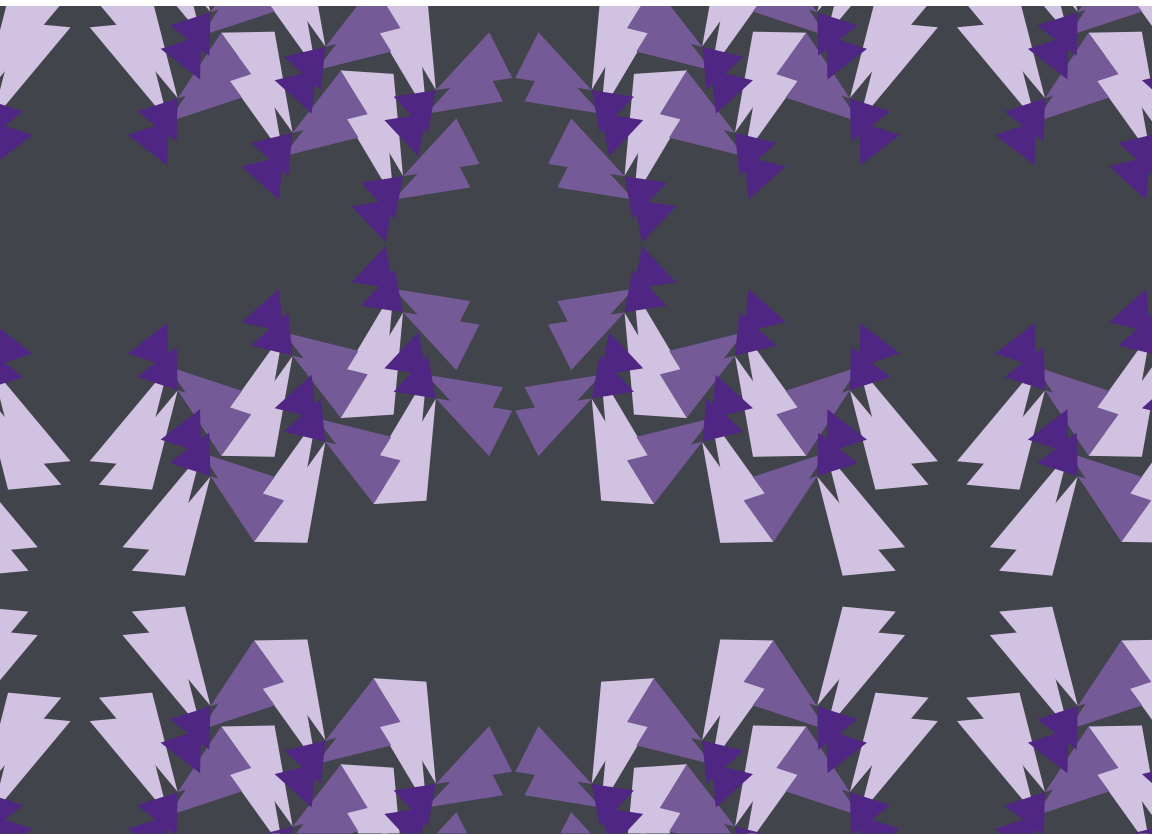


violet



and pattern

violet and luxury



R/G/B



80/26/129



118/86/151



207/192/223



66/67/76

violet



and pattern in context



