Archroma Sign Partnership With Carlin To Promote Color Inspiration Tools In France



The Color Atlas by Archroma® on display at a Carlin color workshop held on June 21, 2018 in Lyon, France

Archroma, a global leader in color and specialty chemicals, recently entered in a partnership with Carlin, the world's very first trend forecasting agency founded in 1947, aiming to promote the use of Archroma's exclusive color inspiration tools to fashion designers and stylists in France.

Under the terms of the new partnership, Carlin will use the 'Color Atlas by Archroma®' color references in the Carlin's 16 publications per year, including the InMouv trend books. Carlin will also use the Color Atlas during its color workshops, and Carlin and Archroma will organize regular conferences and events for fashion brands in major French cities, including Paris.

The partnership agreement also appoints Carlin as Archroma's sales agent for its color management products in France, including the Color Atlas by Archroma® color library and related tools. Archroma's color management services will continue to be sold through the existing channels.

The Color Atlas by Archroma® uses complementary tools to enhance creative possibilities for designers and brands. It incorporates the six-volume 'Color Atlas' Library, with over 4,300 colors on cotton poplin; the two-volume 'Color Atlas Compact' for improved portability; and the 'Color Atlas Online' which enables you to take an image with your smartphone and identify the closest Color Atlas shades.

“Just like designers, brands, retailers, manufacturers and Carlin, we are passionate about color trends,” explains Chris Hipps, Global Director of Archroma Color Management Services. “We redefined the concept of a color library for the textile industry with our Color Atlas, an essential and inspirational reference that gives creatives options that they had never dreamed of. With our new partnership with Carlin we’ll be able to share our Color Atlas and our passion for color with a new audience.”

“Carlin is at the forefront of trend forecasting,” explains Edouard Keller, Head of International Sales, Carlin. “And that includes the use of color. Archroma offers a suite of services and tools that are both practical and instantly available for our clients; this is what makes their solution so attractive to us. Our partnership with Archroma will empower us to share the advanced Color Atlas and associated tools with creatives throughout France, helping them to unlock their creativity with color.”

Watch this video to discover the possibilities of the Color Atlas by Archroma®: https://www.