VooDoo Trend Color Feasibility Study

Verde Isle is an electric blue-green. A vibrant green, this color goes well with ocean blues and pastel yellows. This color is trending for Spring/Summer 2023, celebrating growth, innovation, and curiosity.

Are there any possible risks to matching this color? Will it meet your quality standards?

When we analyze the feasibility of a color, we generate a report on the color's performance with the most commonly used substrates, fastness requirements, and recipe recommendations.

We also develop a natific Optimized Spectral Curve (nOSC). The nOSC represents the optimized version of the color and can be sent to suppliers to start the lab or production matching process.
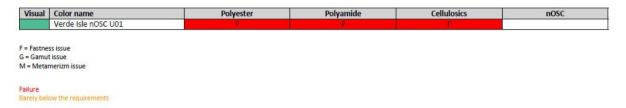
Then, we give you all this information (including a qtx file with your custom nOSC) so you can have full confidence in how your color will look and perform - all before going to production.

Keep reading to see the results of our analysis on 2023 trend color Verde Isle!

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Verde Isle VooDoo Feasibility Study Results

After VooDoo did the analysis, we found that the key challenge for matching Verde Isle is managing metamerism across polyester, nylon, and cotton. Additionally, as a turquoise shade, there are naturally limitations in brightness on polyester.

Overview

Visual	Color name	Polyester	Polyamide	Cellulosics	nOSC
	Verde Isle nOSC U01	F	F	F	

F = Fastness issue
G = Gamut issue
M = Metamerizm issue

Failure
Barely below the requirements

Now that we have identified the potential risks, we can work to avoid them. To help you manage the challenges in matching Verde Isle, we created the optimized nOSC U01 as standard for this color to improve the feasibility on different fibers.

Since an optimized spectral curve is generated using your materials and quality requirements, you know exactly what the outcome will be before you place a single order.

Recommendations for Verde Isle based on VooDoo Feasibility Analysis

1
Closely monitor metamerism across materials

2
Limited ability to achieve the desired brightness on polyester.

3
Utilize nOSC to improve color match of Verde Isle.

Do you have a new trend color you aren't certain about?

natific VooDoo can be used to check one new color or we can analyze your entire seasonal palette. Contact natific at support@natific.com to get started!

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