



Hidesign x Pantone

Accelerating Color Inspiration for
One of the World's Most Iconic
Leather Brands



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Hidesign's Challenge: A Long, Tedious Road to Leather-Friendly Colors

Hidesign is an iconic leather brand that sets the standard for handcrafted luxury office bags, travel bags, handbags, purses, wallets, and other accessories. Leather, however, comes with color-related challenges that don't exist on cloth. Shades differ from hide to hide, and even on different parts of the same hide. Getting everything just right requires significant time and experimentation, and Hidesign needed a way to optimize the process.

Pantone's Solution: Modernizing a 10,000 Year Old Practice

Because Hidesign follows lifestyles, not trends, it is always on the lookout for unique colors that can adapt to leather's unique challenges. All 2,600+ of the Pantone FHI Paper Traveler's color chips have a special coating that mirrors the treatment leather goes through in the tannery process, which makes them a perfect representation of what the finished product will look like.

Thanks to Pantone's TPG (Textile Paper Green) standards, Hidesign gets a color recipe that tells the tanner how to coat each piece of leather. That way, every finished product matches the designer's vision the first time, instead of requiring multiple iterations like Hidesign previously faced in its long, tedious production process.

The Results

- Hidesign's development process is now **smoother and faster, with more accurate results** — setting a new standard for brands that have always looked to Hidesign to lead the way.
- Paper Traveler's color chips give Hidesign the power to turn inspirations from nature into reality by comparing a vast range of color shades at the same time, and **their accuracy** makes it easier for Hidesign's network of artisans to communicate.
- Thanks to Pantone Connect, Hidesign's **operations are more sustainable** because their teams don't have to travel anywhere to see the true essence of a color. Instead, selections are easily shared across design, tannery, production, and marketing.

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“When we’re choosing a new color or theme, we’re not looking at trend reports but at lifestyles and cultures. We’re lucky to be a multicultural team, spread out across the world. It’s one thing to spot a color and quite another to get it right on leather. Having the Pantone Paper Traveler helps pull the exact shade from the dream of the designer to make it a reality”

- Dilip Kapur, Founder, Hidesign

About Hidesign

Founded in 1978 in Pondicherry, Hidesign is known for its exquisitely handcrafted, all natural, eco-friendly luxury leather goods and fashion accessories. Hidesign’s contemporary design uses vegetable East India tanned leathers and solid brass fittings, and is based on a long heritage of



great Indian craftsmanship.
Today, Hidesign is a global brand that is featured at some of the most exclusive stores in the world. The company runs 90 stores and a distribution network in 24 countries, including the United States, United Kingdom, Australia, India, South Africa, Russia, UAE, Portugal and Kenya.

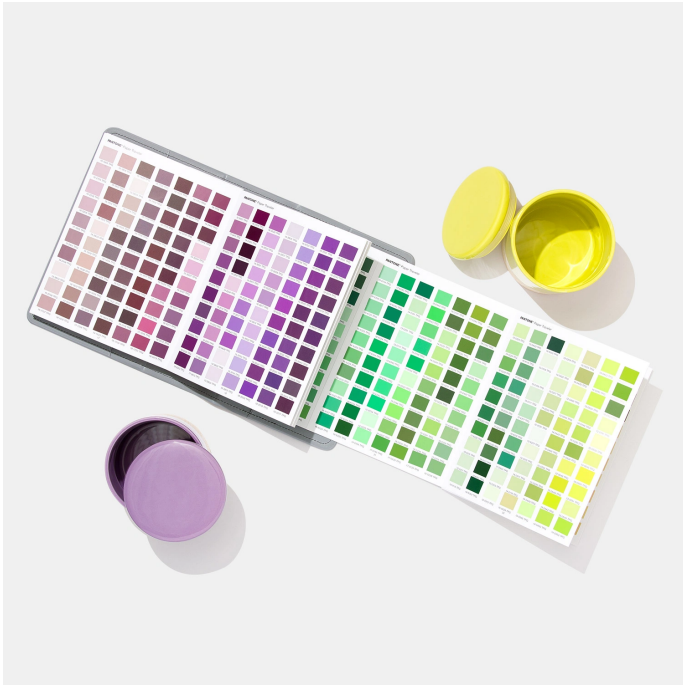


About the Pantone FHI Paper Traveler

The Pantone FHI Paper Traveler is a convenient booklet that offers portable access to all of the 2,625 Fashion, Home + Interiors Colors, which makes it easy and efficient to create color palettes. It's perfect for design inspiration on the go!

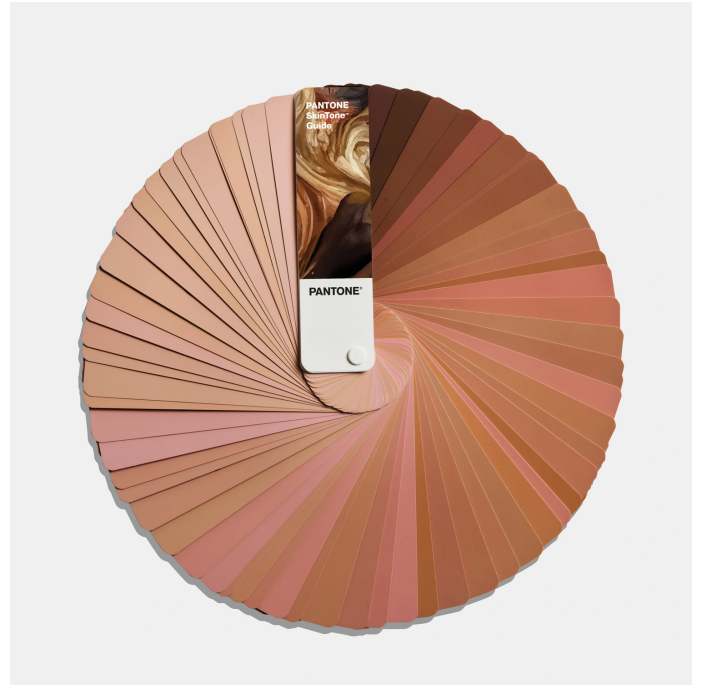
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