



## Beyond Barbie: An Homage to Pantone Pinks

A tribute to the always dynamic, sometimes divisive color, whose use flourished with the iconic doll, and, in its recent resurgence, continues to be adored.



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Step into the vibrant world of pink, where the iconic Barbie doll reigns supreme, sprinkling its magic of femininity, youthfulness, and beauty wherever it goes. But, there's so much more to this lively hue than meets the eye. Get ready to dive into the colorful history, cultural impact, and emerging interpretations of pink as we uncover its hidden gems and challenge our perceptions along the way.

Pink isn't just a color; it's a time traveler. It has undergone a dazzling metamorphosis over the years, from being associated solely with baby dolls and ballerina slippers to strutting its stuff in adult wardrobes, thanks to fashion-forward designers like Madeleine Vionnet in the late 1920s.



Movies like *Funny Face* also played a crucial role in establishing pink as the epitome of soft femininity that every woman wanted to embrace. And let's not forget about the daring Elsa Schiaparelli, who introduced the world to the audacious Shocking Pink in the 1930s, and William Travilla, the mastermind behind Marilyn Monroe's jaw-dropping pink dress in *Gentlemen Prefer Blondes*. These hot pink shades captured hearts in mere moments for generations to come.

But pink isn't just about looking pretty; it's a symbol of defiance and activism as well. The fearless Indian female vigilante group, The Gulabi Gang, and countless protesters have chosen pink as their battle cry, encouraging women to rise and take political action, showcasing pink as a symbol of strength and unity.

From soft and nurturing hues to bold and invigorating tints, pink has the power to move us, shake up the status quo, and ignite meaningful conversations. It empowers us, filling our spirits with confidence and courage, helping us face life's exhausting challenges head-on.

With an astonishing array of pink Pantone shades, you can't help but get lost in their charm. Remember the trademarked Barbie Pink (219C)? Pantone designed that enchanting hue for Mattel in 2011. With the unveiling of Greta Gerwig's newly imagined Barbie, pink's popularity is soaring to new heights. Join us in our own Barbieland as we dive into the world of iconic Pantone pinks that have delighted customers worldwide for decades!

### Iconic Pantone pinks

#### Barbie Pink: PANTONE 219 C

Barbie Pink is uplifting, and inspires confidence, courage, vigor, and vibrancy — everything we need in a post-pandemic world. People want to escape, and they are latching onto something colorful and nostalgic and playful. When you think about color being a language that expresses what is taking place, this dynamic, energizing pink and its association with Barbie is about being daring and unafraid and taking chances.





### Pink Marshmallow: PANTONE 12-2907 TCX

Soft and delicious — just what you would expect from a pink marshmallow. This pale pink shade conjures up images of the floaty, feminine chiffon confectionery that started permeating Jazz Age Parisian evening wear, signaling the color's transition from the nursery to womens high fashion. PANTONE 12-2907 Pink Marshmallow is subtle enough for Barbiecore interior design fans to drench their entire walls in this soft shade.

### Mauve Shadows: 16-3205 TCX

Sophisticated and high class — this grayish pink trended swiftly and strongly in 1920s Europe, a stark contrast from the girlish light pinks and sexy bright pinks. The likes of Calvin Klein, Giorgio Armani, and Elie Saab embraced mauve, not only in women's fashion, but also in interiors, with Klein producing linens and other domestics in this high brow pink shade. Very close to lavender, mauve is a calming, elevated pink that exudes luxury



Harness the power of pink to evoke emotions and add a touch of enchantment to your creative endeavors. With Pantone Connect's instant access to all shades of pink, you can explore the various facets of this evocative color and infuse it seamlessly into your designs, unleashing your artistic potential. While you're at it, don't miss our other article, "**The Evolution of Pink**," which delves deeper into the fascinating journey of this captivating hue and its significance throughout history and in contemporary design trends

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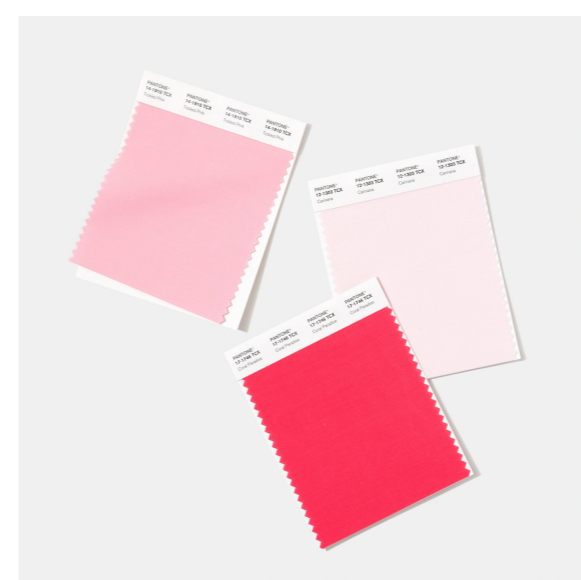
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