

FASHION FORECAST

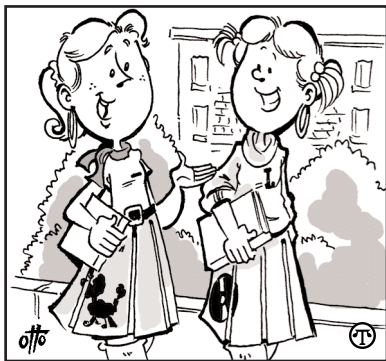
Think Pink

(NAPSA)—From men's ties to children's school supplies, pink is one of the hottest colors in fashion and consumer products this season.

"Pink is a very youthful color; it's bold and fresh, carefree and whimsical. It's used more sparingly than red, so it really stands out in a crowd," said Michael Wood, Vice President of Teenage Research Unlimited.

Donald Trump has embraced the pink phenomenon and now more than ever, men are clamoring to be like the Donald and don the pink tie. From the fashion runways of Marc Jacobs, JCREW and Steve Madden, colorful retro designs show that it's hip to be pink. Jessica Simpson has glamorized pink with her tasty make-up line, Dessert. Even boys are copying the pink wardrobe and tennis shoes popularized by rapper Cam'ron. Don't forget the original king of pink, the Pink Panther. A remake of the original movie is slated for 2006.

Even the manufacturers of school supplies are returning to the era of hoop earrings, legwarmers and jelly bracelets. Wilson Jones, a leading office products manufacturer and inventor of the



three-ring binder, is introducing a flashback to the 1980s in its back-to-school 3RB Style binder and divider line.

Wilson Jones' new line, available at Wal-Mart, represents a retro flair with bright pink colors and a variety of trendy designs for younger girls, as well as high school and college students.

"Pink spans every age group—from toddlers to teens," said trend watcher Carol Lucarelli. "It's a color that makes you feel confident and bold, yet young at heart."

For both boys and girls, toddlers to teens to college kids, pink is the popular color this year in clothes and school supplies.

For more information, visit www.wilsonjones.com.