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Spring Fashion, Lincoln Continental's Rhapsody Find Common Ground in Beauty, Serenity

- Shades of blue are popular in fashion this spring – ranging from tranquil to refreshing and included as part of a palette based on nature, according to Pantone Color Institute
- Rhapsody is the signature Lincoln Black Label theme for the 2017 Lincoln Continental; the unique monochromatic interior offers rich, layered tones of blue in a multitude of textures
- Rhapsody has many inspirations, among them Lincoln's heritage, the sheer beauty of color, even a classic Gershwin tune

DEARBORN, Mich., MARCH 13, 2017 – Versatile shades of blue, popular in spring designer collections, create the signature Black Label theme of the 2017 Lincoln Continental.

Rhapsody uses a rich blend of materials to create a layered effect that complements the monochromatic tone in shades of blue.

The materials are purposely arranged to flow like water: Glossier materials highlight the upper portion of the interior, while more lush touch points are lower, down to the softer, thicker carpet. Supple leather, rich Alcantara® sueded cloth, mesh and shearling combine to create an exceptionally diverse tactile experience.

“Rhapsody takes a bit of our Lincoln heritage, our signature blue, and modernizes it,” says David Woodhouse, design director, The Lincoln Motor Company. “It’s soft, it’s beautiful, and it’s truly inspiring.”

The versatility of blue is part its allure. The Pantone Color Institute placed three blue shades in the Top 10 colors of the season as part of a palette based on the relaxing, refreshing beauty of nature.

Leatrice Eiseman, executive director of the Institute, says in the consulting group's 2017 Fashion Color Report that the range of colors evokes a spectrum of emotion and feeling.

In her book “Color: Messaging and Meaning,” Eiseman, a renowned authority on color, delves into the psychological applications and contexts of color.

Blue, she writes, has long been associated with serenity, respite and tranquility in nature, while industries have found the hue a perfect representation of quality and achievement.

In some cultures, she says, blue is even considered a color of protection.

In the Lincoln Continental, the unique, monochromatic style of Rhapsody sends a message all its own, says Marcia Salzberg, senior designer for color and materials, The Lincoln Motor Company. She agrees that blue is an incredibly versatile shade.

“Through the texture and the tones, we were able to evoke feelings of warmth, comfort and security – we’re able to offer a bit of sanctuary.”

The inspiration for the style was as unique as the interior itself.

“We had so much inspiration, from all around us,” says Salzberg. “We looked at the color of custom business suits, at nature, how day fades into night, how the sky gets so soft and velvety. We looked at our heritage, at Lincolns of the past – at how blue was such an important, signature color.”

They also listened, she says, to George Gershwin’s Rhapsody in Blue.

Hearing its long overture’s many highs and lows was inspiring. “I just thought, ‘That’s so representative of our lives today,’” says Salzberg. “It doesn’t matter who you are or how much money you have – you have joys in life, you have those high crescendo points and yes, you have some lows.

“We felt it simply captured the tempo of life for the Lincoln client.”

About The Lincoln Motor Company

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