

Courtesy of Norma (Tunney) Austin (above right) Dress reportedly made from Indian Head cotton fabric

Alice blue

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Alice blue is a pale tint of azure that was favored by Alice Roosevelt Longworth, daughter of Theodore Roosevelt and which sparked a fashion sensation in the United States.

The hit song "Alice Blue Gown", inspired by Longworth's signature gown, premiered in the 1919 Broadway musical *Irene*. The musical was made into a film in 1940 starring Anna Neagle and Ray Milland.

The color is specified by the United States Navy for use in insignia and trim on vessels named for Theodore Roosevelt. [citation needed] "AliceBlue" is also one of the original 1987 X11 color names which became the basis for color description in web authoring. The name "Alice Blue" was trademarked in

Alice Blue			
	— Color coordinates —		0
Hex triplet	,	#F0F8FF	
sRGB ^B	(r, g, b)	(240, 248, 255)	
CMYK ^H	(c, m, y, k)	(6, 2, 1, 0)	
HSV	(h, s, v)	(208°, 6%, 100%)	
Source		X11 ^[1]	
B : Normalized to [0–255] (byte)			
H: Normalized to [0–100] (hundred)			

2001 by a costume company called "Alice Blue Fancy Dress & Costume" in the U.K. but the livery color chosen by them was not the correct Alice Blue shade, but instead a rich royal blue.

References

1. ^ W3C TR CSS3 Color Module, SVG color keywords (http://www.w3.org/TR/css3-color/#svg-color)

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