

COLOR ME!

YOUR SECRET GUIDE TO WEARING COLORS



WHY COLORS MATTER?

Your style should be a mixture of your preferred silhouettes, materials and colors which all together project a certain vibe. And how you style it, that's an extra unique personal touch you add into the whole self-expression. So back to the topic YES, colors matter. Wearing colors that enhance your features and reflect your personality allows you to express your authentic self. When you wear such colors, you flourish with confidence, otherwise you flounder - even when you have personal qualities to succeed.



DIFFERENT WAYS OF THINKING ABOUT COLOR OR "THE POWER OF COLOR"

According to color analysis, certain colors can enhance your overall appearance better than the others. But then there is also a psychological effect which you can use to create different moods or portray different emotions.

Colors should be in harmony with your unique style and reflect who you really are. You can also use colors taking into account your body shape and the final effect you plan to achieve. So this, my dear, this is the power of color.



COLORS AND COLOR ANALYSIS

Based on your overall appearance and the coloring of your eyes, hair, and skin you can easily determine which colors flatter you the most through the techniques of color analysis.

This might sound silly, because why shouldn't you wear whatever color you want, and sure you can, but it is beneficial for you to know how. Wearing colors which don't suit you can make you look washed out or overpower your features whereas the right colors can make you look alive and even reduce that unhealthy appearance you might be struggling with to cover.

HOW TO WEAR COLORS ACCORDING TO THE COLOR ANALYSIS:

- If you want to get the most out of the colors that flatter you, the pieces that are closest to your face have the biggest impact on your complexion.
- Regardless of your color season you can still feel free to wear shoes, bottoms, bags or any other pieces which are either far from your face or as an accent absolutely in any color

- What is the contrast in your natural appearance? Hair & eye against the skin? The best is to reflect that in your outfits. This means that the colors you combine should contrast each other in that intensity in which natural appearance does.
- What is your dominant characteristic? What is the first thing you notice when you look in the mirror - dark, light, warm, cool, muted, bright? You could take it from there. If your overall look is warm, you most probably will suit the warmer colors better, and so on.
- Colors should be in coherence with your unique style and personality as well, meaning: when you love to wear romantic style, maybe neon colors are not the one you would wear even if they could suit you, etc. Take the overall vibe you want to portray into consideration too.
- When you are putting together an outfit, it is recommended to have three colors at the most. If you want to add any other color. The safe bet is to wear neutral colors (such as black, white or grey & their shades). As said: it is recommended. Experiment and create your own rules.





PSYCHOLOGY OF COLORS

From a psychological perspective, you either pick the color based on the mood you are in (consciously or unconsciously) or you use the color which triggers the mood or emotions you want to be in. Apart from colors having an impact on ourselves, they also influence others around us. There are common generalities of what people think about each color. In other words: There is the same impression of one color for different people. Despite these similarities in perception, your personality or various associations can change your opinion of color as well. EG turquoise color may signalize love or positivity because your grandma who passed away once gave you your favorite skirt. There is a mixture of different feelings and emotions which makes you feel a certain way about that particular color.

Thus you can wear colors depending on how you want to be perceived. And that is amazing to know, because you can play with colors on different occasions. Do you want to be noticed? Do you have an important presentation you want to nail? Are you heading to an interview for your dream job? Or to the charity event?

TRUE COLORS BY DAVID ZYLA

Costume designer and stylist David Zyla recognizes a combination of true colors which is unique to every person. Those colors are basically different shades/tints linked to your natural appearance and help you apply psychology of colors to the max.

Essence Color

This is your version of white which harmonizes your skin tones. Such color reveals your essential self. It is your honest color. Wear it when you need or want to be open.

Romantic color

This is your version of red taken from your flushed cheeks. It is an intense color revealing passion and romantic vibes.

Dramatic color

This one is the darkest color from the veins below your wrist. It reveals your charisma, power and sense of authority. It is great to be worn when you want to make a strong, long lasting impression.

Energy color

This is the darkest color from your iris, which produces calmness. It helps you to restore the energy balance.

Tranquil color

This is the lightest color from your iris, which makes you feel relaxed. As it helps you to release stress, try to wear it after a very intense day.

**DO YOU WANT TO DISCOVER YOUR WOW COLORS
AND LEARN HOW TO WEAR THEM WITH CONFIDENCE?
COLOR ME VIRTUALLY! SESSION IS WHAT YOU NEED!**