

The Psychology of Colour

Colour is scientifically proven to have a profound effect on human response and behaviour, both when we are wearing it and when we see it worn on others. You are making a statement with every personal colour choice you make, so here are some interesting insights into the psychological effects and meaning of the most popular colours, to enable you to use colour with intention!



Red

Has the longest wavelength & makes you most visible when wearing it

Stimulating, courageous, powerful, assertive

Be careful when wearing red in certain situations as it is considered a “dangerous” and aggressive colour



Yellow

An emotional colour

Promotes extroversion, creativity, confidence, optimism



Blue

Governs speech & communication

Helps creative expression, intellect, clear thinking Is mentally calming



Green

Has unlucky connotations

Promotes balance, compassion & understanding



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Black

Everyone's "safe bet"

Signifies sophistication, glamour, security, seriousness
authority



Brown

Earthy, reliable & approachable

Warmer & softer than black, can be perceived a slow to change



Grey

Has a very neutral look

Gives off an air of sophistication, may give the appearance of a lack of confidence



White

Represents purity

Perceived as innocent & impartial



Pink

Love & femininity

A soothing colour radiating warmth & love!



Personal Colour Analysis

70% of **ALL** fashion items sold in Britain are black, despite the reality that the personality type that suits black is a very small percentage of the British population. When you consider that there are millions of colours available....

Whilst no one would sensibly suggest that you ignore fashion completely, it is well worth paying attention to your own personality, rather than trying to be a completely different person every time a new fashion idea is decreed. If, for example, you are warm and friendly, you love life and live it to the full, you are not going to be able to express yourself well, nor feel your best, in cold, draining colours and hard shapes, no matter how fashionable they are.

Everyone has a palette that works best to support their personality and you will always look and feel good in those colours; and it is even more fascinating than that. Within your own palette, there are five keynote colours that will support each of your basic psychological modes. This is entirely individual and, even if you and your best friend have similar core palettes

Understanding your own palette makes wardrobe planning and shopping infinitely easier; if you look at colours first, rather than cut or style, you do not waste any time trawling rows of black garments, looking for one that will be right for you.

Our one and half hour Colour Analysis Consultation is £90 and is a wonderful investment which will give you information and insight that will help you for years to come. You will receive carefully tailored advice about the most harmonious and complimentary colours for your unique combination of skin, hair and eye colour. You'll also get to take away a personal colour swatch fan to assist you in building your wardrobe. Contact us on 01422 241115 for further information or to make an appointment.

