

beyond SALON

PARKER GEIGER, Image Expert

For those of you who have never heard of Color Analysis, it is a system that helps determine the best colors for your wardrobe, accessories, hair, and makeup.

Color is the core element in building a personal or professional image. In fact, today more than ever, from top executives to celebrities, people are realizing how critical color is in the branding process.

Color is not only used to build one's wardrobe. Many are now starting to realize that color is one of the most powerful communication tools to help market and brand themselves. For example, color can create a more authoritative or approachable look, as well as a more formal feel. It all depends on how one wishes to position him or herself.

Aside from the psychological impact of color, there are many advantages in knowing which colors best harmonize with one's skin, hair, and eye color. Just to mention a few:



Saves Time and Money

You can reduce your shopping time by 50% and your mistakes by 100%. For example, once you know your wardrobe color boundaries, you can simply walk to the rack of clothing and scan for your colors. If they are not there then move on... you just saved time. Not to mention making a purchase that is not a good investment.

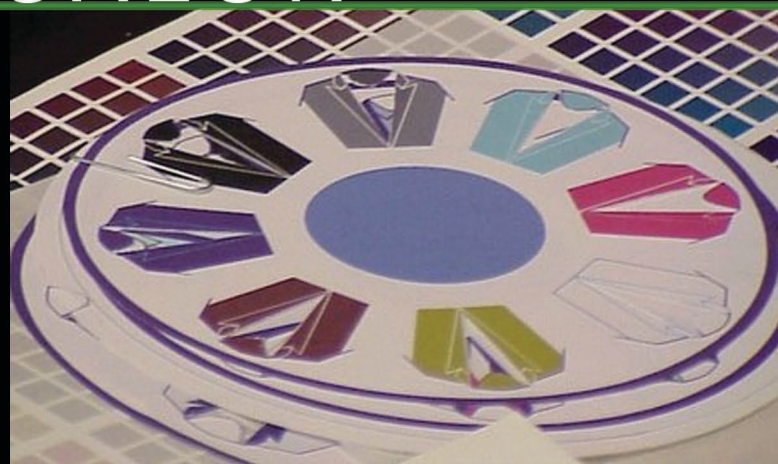
You should always look for the sale items first, but don't let price determine the purchase. Look to see if the garment is in your color palette range. If it is, then ensure that the style is right. Then there is the consideration of fit. But that is another whole article. But just considering color and style, if they work, then purchase the sale item.

As you shop, be aware of fashion color trends. They are important in helping one ensure that his or her image is current. The key is to know how to interpret from your palette. For example, if gray is "in", are you better in a dove gray (warm undertones) or a charcoal gray (cool undertones)? A particular Wardrobe Color Palette makes this determination.

Builds Self-Confidence

Wearing the right colors is important, but by itself, is not going to make you successful. Knowing you are doing all the right "things" creates confidence, and it is that confidence that translates into success.

You will also be equipped with knowledge of color analysis when you venture to make purchases for any items for your wardrobe. It will not be easy for salespeople to sell you something that is not right for you. You will know with certainty whether or not garment is a good investment.



Color Concept

Below are the 4 Wardrobe Color Palettes that I have created to help teach you how to wear colors more effectively, while at the same time saving time and money. Review each palette and see if you can determine which palette belongs to you.

"Identifying your Wardrobe Color Palette will empower you by building self-confidence."



FIRE

Color Concept: Think warm, clear, and bright colors. Think of a wood fire, how the flames are predominately bright yellow and red and almost transparent. Yes, there are some blue flames as well, but that is how nature mixes warm and cool colors; however, the predominant concept is warm.

EARTH

Color Concept: Think deep, rich, warm tones from the earth, such as clay. This palette is great in that it contains bright colors like that of the leaves when the fall season first begins. But it also has muted tones, reminiscent of when those same fall leaves have lost their vibrancy.

AIR

Color Concept: Think blue, cool, gray, and dusty. Imagine the mountains in the horizon and how the haze blends the sky and mountains as one. You can see the distinction, but they "blend" together. This palette has a soft richness to it.

WATER

Color Concept: Vivid, sharp contrast between light and dark. Water is clear and crisp, like that of the colors that make up this palette. Think of a pool of clear, blue water. You can see right through its clear consistency. Or consider the Caribbean's clear ocean water, with a consistency almost like glass.