



finding your best COLORS



Finding Your Best Colors

Copyright © 2015

Preen Publishing LLC / EnFemmeFashionGuide.com

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, without prior permission from the publisher.

Finding Your Best Colors

You already know that wearing the wrong style is a big mistake. But what you might not know is that wearing the wrong COLOR is equally unflattering.

Studies show that 50% of all non-verbal messages come from color! The color you wear has a strong subconscious impact on how people perceive you – especially when you present yourself as a woman.

Wearing the right colors gives people a positive impression of you, while the wrong colors can spell disaster.

You only have one chance to make a first impression – so make it a good one!

In this report, we'll show you how to use color to dramatically improve your feminine image. You'll learn:

- The hidden meaning of common colors – and how to use this knowledge to your advantage.
- How to quickly and easily access your personal color profile.
- How to find your best and worst colors so you can control the subconscious messages you send to others.

THE MEANING OF COLORS: White



White is associated with purity, simplicity, and freshness. It stands for new beginnings, so wear white on first dates... or any time you want to look pure, innocent, or even virginal.

THE MEANING OF COLORS: Blue



Light blue sends out messages of peace, trust, and understanding. Dark blue says knowledge, authority, and order (think police uniforms). Dark blue is associated with masculinity, so use this color sparingly. The best blues for crossdressers and TG women are light blue and baby blue.

THE MEANING OF COLORS: Red



Red is the most intense color of all. It is associated with passion, desire, and love. Red is so stimulating that even a touch of red packs a punch. Wear this color when you want to get noticed, and make sure you don't overdo it.

THE MEANING OF COLORS: Green



Green is the color of nature and conveys growth, harmony, freshness, and fertility. It's the most restful color to the eye and has a calming effect on people. Light green symbolizes freshness and youthfulness, while dark green is associated with money and ambition.

THE MEANING OF COLORS: Purple



Purple brings together the stability of blue and the energy of red. It is associated with power, nobility, and luxury. Purple also communicates mystery, magic, and creativity. Wear purple when you want to show the world your sexy, powerful, mysterious side.

THE MEANING OF COLORS: Black



Black is the ultimate color when you need to be associated with power, elegance, and formality. Black is undeniably chic. Wear this color when you want to convey elegance, sophistication and a touch of mystery.

THE MEANING OF COLORS: Yellow



Yellow is associated with joy, cheerfulness, and energy. It is also seen as childish, unstable, and spontaneous, so avoid wearing yellow when you want to be taken seriously. Wear yellow to show off your fun, playful side.

THE MEANING OF COLORS: Orange



Like yellow, orange is associated with joy, enthusiasm, and attraction. Our eyes see it as a hot color, so it creates the sensation of heat. Orange also increases oxygen supply to the brain, stimulating mental activity. Orange is a great color to wear when you want to liven things up.

THE MEANING OF COLORS: Pink



Pink is the color of romance and love. Of all the colors, pink is the most feminine, so this is a great color to incorporate into your wardrobe. Bright pink conveys playfulness, while pastel pink expresses tenderness. Just be sure to use pink in moderation since too much pink can make you look either too young or too saucy, and that may not be appropriate.

THE MEANING OF COLORS: Gray



Grey is a true neutral color in that it's a bit detached and can lack emotion and warmth. It can also have a cooling, stabilizing effect when paired with vibrant colors. This is a great color to wear when you need to come across as professional and trustworthy. However, too much grey can get boring, so be sure to punch it up with some fun colors.

THE MEANING OF COLORS: Brown



Brown is the color of earth, and naturally, it's a stable, wholesome, and down-to-earth color. Dark browns can give off a serious vibe, but not as severely as black. This is a great color to wear for mellow occasions or if you want to appear reliable and genuine.

THE MEANING OF COLORS: Beige



Beige is a combination of pale brown with a touch of grey. It's a simple, conservative color that's friendly, approachable and non-threatening. It's perfect for times when you want people to open up to you.

HOW TO ACCESS YOUR COLOR PROFILE

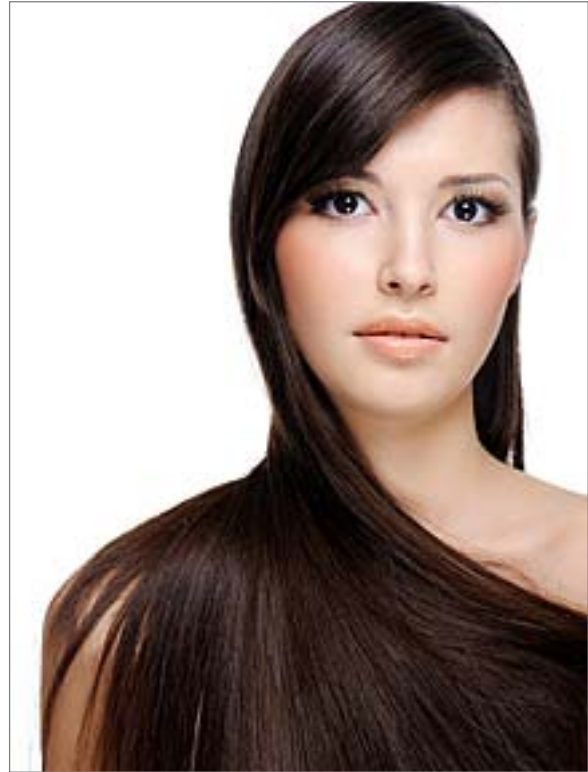
Understanding the meanings of colors is important, but that shouldn't be your only criteria when choosing a color to wear.

The most important thing is choosing the right colors for YOU. A color needs to complement your own personal coloring - namely, the color of your skin, hair, and eyes. That's why a particular color can liven up one person while making another person look pale and sickly.

In order to find your best colors, you must first know your personal color profile. The quickest and easiest way to analyze your coloring is by "seasons". We'll show you how to do this, but for a custom analysis, we suggest seeing a trained color consultant.

HOW TO ACCESS YOUR COLOR PROFILE:

Step 1



Take a look at your natural hair color, as well as the color of your eyebrows and eyelashes. Are they light or dark?

- If your hair is salt and pepper, imagine the darkest and the lightest colors blended together to make one color.
- The same goes for highlights and lowlights: blend them into one color, or use your mid-range color as a guide.

HOW TO ACCESS YOUR COLOR PROFILE:

Step 2



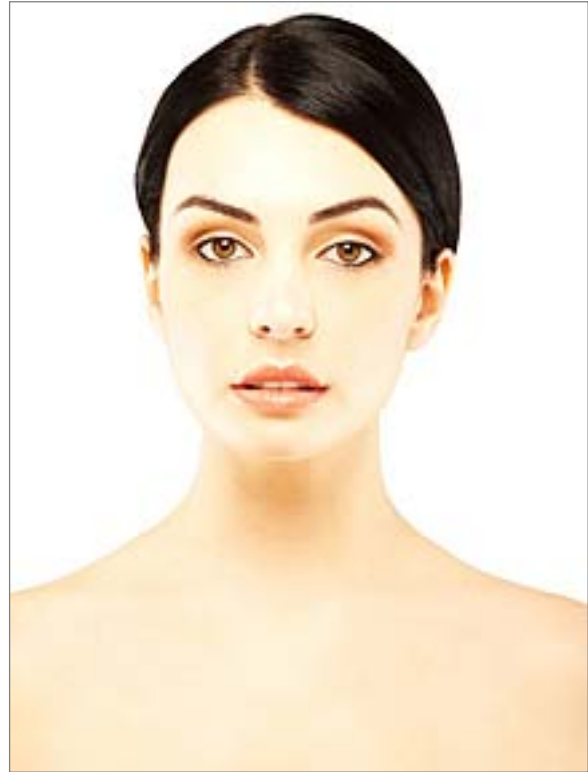
Once you've determined whether you have dark or light hair, it's time to figure out if your hair has a warm tone or cool tone.

- ❑ Warm toned hair has a golden, auburn, or red cast – regardless of how light or dark it is.

- ❑ Cool toned hair has a platinum, ash, or ebony cast without any gold or red tones.

HOW TO ACCESS YOUR COLOR PROFILE:

Step 3



Finally, examine your skin tone. Is it light or dark? Is it warm or cool? Chances are, if your hair is warm, your skin will also be warm. The same goes for cool tones.

- Warm skin tones have golden undertones, such as peach, beige or golden brown.
- Cool skin tones have blue, or rosy/pink undertones.

That's it! Now let's figure out what your "season" is:

COLOR SEASON: Spring



Spring is your color season if you have light hair and light skin with warm undertones.

- You have an ivory, cream, or peach complexion and your hair is golden blonde, strawberry blonde, or light auburn.
- You likely have blue or green eyes and you may have rosy cheeks or freckles.
- Spring coloration is just like the season: fresh, bright, and sunny.

Some famous Springs include: Charlize Theron, Naomi Watts, and Nicole Kidman.

COLOR SEASON: Summer

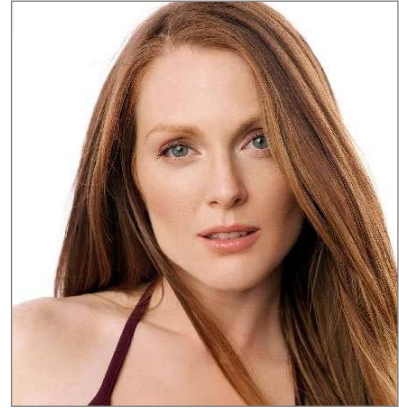


Summer is your season if you have both light hair and light skin with cool undertones.

- There is low contrast between your hair color, eye color, and skin tone.
- Summers are usually natural blondes or fair-skinned brunettes with pale eyes.
- Summer coloration is light, cool, and delicate looking.

Some famous Summers include: Cate Blanchett, Uma Thurman, and Judi Dench.

COLOR SEASON: Autumn



Autumn is your season if your overall color tone is warm and your hair is on the medium to dark side with fiery or golden tones.

- You're likely a warm brunette or redhead.
- Your skin also has golden undertones, and can range from pale peach to golden beige to golden brown.
- Think of your Autumn coloration as that of a rich autumn landscape.

Some famous Autumns include: Angelina Jolie, Jennifer Lopez, and Julianne Moore.

COLOR SEASON: Winter



Winter is your season if your overall color tone is cool with dark hair.

- You either deeply colored eyes or light clear eyes with good contrast between your hair color, eye color and skin tone.
- Your skin has blue or pink undertones and ranges from pale white to olive to ebony.
- Many Asians and African Americans fall into this season.
- Winter coloration is deep, rich, and dramatic.

Some famous Winters include: Courtney Cox, Catherine Zeta-Jones, and Megan Fox.

YOUR BEST AND WORST COLORS: Spring

Spring Best Colors



Springers need to choose colors that are lively and bright, but always with a touch of warmth to complement their warm features.

Salmon, peach, coral, apricot, honey, sky blue, lilac, aqua, cocoa, soft brown, olive, sage, turquoise, beige and cream are wonderful choices.

Gold is your best metallic color.

Spring Worst Colors

Avoid any color that's too muted or drab - these colors will dull your vibrant complexion. Colors that are too dark, especially black, are too heavy and stark for your light features. Also stay away from pure white - it's too harsh for your golden tones. Choose a soft white or ivory instead.

YOUR BEST AND WORST COLORS: Summer

Summer Best Colors



Because Summers have low contrast between their features, they look best in colors that are soft and serene.

Neutrals and pastels with cool undertones are your best bet: Rose pink, dusty pink, royal blue, powder blue, lilac, light apricot, pale lemon, light teal, mint, light aqua, taupe, pewter, and light to medium grey are great choices. Black and white are also in your palette, but because your features are so delicate, be sure to keep them away from your face and pair them with softer colors.

Silver is your best metallic color.

Summer Worst Colors

Again, your delicate features shouldn't be overwhelmed with jarring, bright colors. Spice colors and earth tones are also too warm and rich for your cool and serene color profile.

YOUR BEST AND WORST COLORS: Autumn

Autumn Best Colors



Think of all the rich, earthy, spicy colors of an autumn landscape, and it's easy to figure out your best colors.

Like your skin and hair coloring, choose shades with warm undertones like golden brown, chocolate, bronze, rust, moss, olive, evergreen, amber, camel, mustard, pumpkin, salmon, peach, coral, rust, mahogany, maroon, light navy, orange-red, daffodil, muted purple, tan, warm grey, beige, and cream.

Gold is your best metallic color.

Autumn Worst Colors

Your warm features clash with clear, bright colors. Pastel colors, especially ones with blue tones, are too cool for your coloring and will make you look pale and even sick. Black and pure white are too cold and bold for your rich coloring and make you look tired.

YOUR BEST AND WORST COLORS: Winter

Winter Best Colors



Because Winters have high-contrast features, they look best in deep, vivid, and intense colors like as jewel tones, darks, and icy bright. Make sure all your colors have cool undertones.

Choose bold colors like scarlet, ruby, fuchsia, burgundy, raspberry, cobalt, deep navy, plum, violet, dark teal, emerald, pine, icy green, peppermint, cornflower, cool pink, lemon yellow, pewter, charcoal, taupe, and cool light grey. You look stunning in black and pure white.

Silver is your best metallic color.

Winter Worst Colors

Avoid muted colors, powdery colors, and especially avoid earth tones like golden brown, milk-chocolate, moss, mustard, or pumpkin – these types of colors will fade your vibrant features and make you appear sallow.

The Truth about Black and White

Most people think that black and white are safe colors for everyone, but as we just explained, they're not.

Most cool-toned women (except for Summers with very fair coloring) look great in rich black and stark white. Winters have the best profile for pulling off black and white, so if you're a Winter - lucky you - you can wear them to your heart's content!

Black and white are not part of the Spring and Autumn color profile – however, you CAN wear these colors within certain guidelines.

Here's how to wear black and white if you are a Spring, Autumn, or Summer:

WEARING BLACK: Tops



When wearing a black top, make sure the color is worn as far away from your face as possible. For example, try a low, scooped neckline or plunging V-neck instead of a high neck top.

Also, the less black you wear, the better, so try sleeveless or short sleeve styles.

WEARING BLACK: Bottoms



Black is a lot easier from the waist down. It's fine to wear a black skirt, pants, or shoes – particularly when you pair them with a colorful top. This is the best way to incorporate black into your look.

WEARING BLACK: Fabrics



Choose fabrics that are soft or textured, such as knits and soft weaves. These materials absorb light and make the black appear softer. Soft details, such as frills and ruffles, or light fabrics, like chiffon, also help ease the starkness of black. Finish off with some gold jewelry around your face to further soften your look. You can stop there, but for the best results, wear a jacket or cardigan in one of your correct colors over the black top.

WEARING WHITE: Choosing the right tone



When it comes to white, you can follow the exact same rules for wearing black. However, unlike black – which is loved for its sophistication and figure slimming – white doesn't play as important a color role. Therefore, it's still your best bet to swap pure white for soft white, ivory, or cream.

The Power of Color

So there you have it! As you can see, there's more to color than meets the eye. Color is a powerful form of communication that can boost or drain your energy and change the way people perceive you.

Color is one more tool you can use to create your best feminine impression. Use it wisely!