SHADE

SUMMER
The Universal 4X4 Color & Makeup Profile

Color has a huge impact in our lives. Wearing the right colors will give you a feeling of confidence and overall well-being. You will look younger, fresher, more vibrant. And people will notice. Studies have shown that color is one of the first things people notice about a person. There are many other factors that will determine your best look, but never underestimate what the right colors will do for you. It is much easier to forgive most fashion mistakes when you are wearing a fabulous color specifically selected from your seasonal palette.

Color analysis is the first step in finding the right clothes to compliment your eyes, skin, and hair coloring. If you have not had a color analysis done, you should make an appointment with a consultant soon to discover your best colors to wear. A good image consultant can help you look spectacular in every style from lazy casual to business professional to very formal.

When you wear your right colors, everything will harmonize. People will notice YOU first, not your clothing.

This woman is an Autumn, specifically a shaded Autumn. The photo on the left shows her wearing her right colors that harmonize with her warm coloring. When you look at the photo on the right, you notice the bright pink and blue top first, not HER. It doesn’t harmonize with her coloring. It is as if the color is wearing her, not her wearing the color.
The Shaded Summer

In the 4x4 Color System®, each of the general four seasons – Winter, Autumn, Spring and Summer – is divided into four specific subcategories.

**Pure**: the most saturated of the colors for that general season.

**Tinted**: colors for that season tinted with white. The lightest in value of the four seasons.

**Toned**: colors that have a touch of gray added to them. Medium value.

**Shaded**: colors that have a touch of black added to them. The darkest value.

Shaded Summers have the following color characteristics:

**Undertone** – Cool

**Chroma** – Muted

**Value** – Deep

Shaded appear at dusk in a halo of soft sunset colors of summer. Their hues are dusty, cool, muted and dark, suggesting evenings when things are settled for the day. Colors like deep gray, burgundy, aubergine, navy, deep dusky red, pine and spruce find themselves the cornerstone of this palette. Light neutrals such as stone, taupe or beige enhance the natural beauty of the Shaded Summer and look better yet when contrasted with darker colors.

Your secondary season is Autumn and, while many of those colors will look good on you, Summer is your dominant season and those colors will give you your best look.

**Contrast**: High, medium or low contrast all work well for the Shaded Summer. The greater the contrast in eyes, skin and hair, the more freedom they have to increase the contrast in their wardrobe. For a sophisticated effect, wear a dark and light neutral together in medium contrast.
The Shaded Summer’s Best Light Neutrals: Soft White, Oyster, Rose Beige, Stone, Taupe, Light Gray Green, Pewter.

Best Dark Neutrals: Charcoal, Mahogany, Deep Gray Green, Navy, Dark Rose Brown, black.

Soft Summers can be either light with more neutral coloring or deep with a rich medium coloring. Toned Summers’ (the lighter of the two soft summers) eyes, hair, and skin show very little contrast and are slightly warm and cool. Shaded Summers (the deeper of the two) have medium or dark brown hair with medium-colored eyes of brown or blue-green, and though they are deep in coloring, their contrast is minimal.

The Toned and Shaded Summers are similar in their need for cool, muted colors. The difference between the two is a matter of value: Toned Summers need the lighter of the Soft Summer colors while the Shaded Summers need the darker of the Soft Summer colors.

Some of the best core colors for both Soft Summer seasons include medium to dark grays that are both warm and cool, navy, charcoal blue, reddish browns, deep teal, charcoal blue, deep reds or blues and deep turquoise.

Lighter versions of these colors suit the Toned Summer and darker versions suit the Shaded Summer. The differences can be subtle, but when you fine-tune your colors to match you perfectly, you will shine.
Build your wardrobe with a few core outfits, jackets, and dresses. They should be in fabrics that are both classic and durable such as linen, wool, silk and cotton. The best colors are those that you can coordinate with many items; that way, you can wear them over and over with a fresh and new look most of the time. You can add less-expensive clothing to your core that you may not want to last forever. Many of the man-made fibres are attractive and inexpensive. They also allow you to wear trendy clothing for a few months and then give them away without investing much.

Most Summers shy away from prints because they can overwhelm their soft, natural look. However, you should not avoid all prints. Soft, feminine prints in a medium intensity, with a pattern smaller than your fist, can be quite alluring. You will still appear soft in feminine prints that tend to blend, avoiding hard, sharp edges. You may also want to try texture in your fabric for a more interesting look. Choose a soft fabric with an interesting texture in your favorite medium color and add a belt or other accessory to complete the look.

Satin may look great on others, but a general rule for Summers is to wear matte fabric or the soft sheen of silk. Rather than glitter, choose beading or pearls for accents on your evening wear to keep that soft and elegant look.

Summers typically do not change a great deal as they age. Keep in mind, though, that muted colors are not a good choice on many women over 50 because of prevalent ideas which associate certain muted colors – like dusty rose or mauve – with the elderly. Gray hair goes well with a medium intensity color, and you should continue to look great in the colors you have worn all of your life.

**Wearing Black:** Shaded Summers are actually the only Summers who can get away with wearing black, due to the depth and coolness of their coloring. But dark charcoal is even better and looks great against the skin. Contrast is always a good way to show off black because it enhances every color placed next to it.

### Changing Your Hair Color

Changing your hair color can be tricky, especially if you are over 50. While those still under 50 and who are not yet gray can choose a wider range of colors, the over-50 Summers are confined to a much smaller range. Keep your color in a medium range of cool to natural blonde or medium brown. As in wardrobe colors, hair color that is too light will wash you out and colors that are too dark will make you look hard and unnatural. Those under 50 can also choose light to medium-dark ash. Be aware that the green in ash often looks gray in people who are trying to conceal their natural gray coloring.

Try highlights to give depth to colored hair. Natural hair colors are not flat; they have many colors to them, as if each strand is individually painted its own special color. Both highlights
and lowlights (added by a professional) will give you a natural look that will fool just about everyone.

Hair colors associated with Shaded Summers are: auburn, medium to dark brown, dark blonde.

Keep in mind that changing hair color can be fun, but it could also push you into a different seasonal category. For example, if you have blue or green eyes, changing your hair color to warm blonde may change your season to a Tinted Summer, and with that you would want to change your wardrobe to slightly warmer colors.

**Changing Your Eye Color**

Colored contact lenses can be fun and can be changed as often as you change your clothing. As with your hair color, remember that when you change your eye color, you may be changing your season as well. You may have on your best outfit, look absolutely radiant and then diminish it all with the wrong color of contact lenses.

For Shaded Summers to stay in season, they should choose soft teal, soft hazel, gray-green, gray-blue, or soft brown lenses.

Medium-blue contacts with medium brown hair can change your season to Pure Summer.

Bright, clear blue lenses with fair skin and dark brown hair can actually put you into the Pure Winter season.

As you can see from the photos below, changing your hair color and eye color can push you into different categories. If you do this, remember to adjust your makeup to reflect the new coloring as well.
Makeup for the Toned Summer

Makeup looks best when you follow your own natural coloring. Stay soft and blended with mid-tone colors to complete your best Toned Summer look.

**Foundation**

- Always match your base makeup to your face. Other body parts may not be the same color.
- Lighter colors will match your own skin tones best. Look for colors in the ivory to medium beige range.
- Blush tones should be in shades of plum, dusty rose or soft coral.
- Wear natural looking makeup as bright shades will make you look harsh.

**Lipstick**

- Always choose matte to semi-sheen lipstick in shades of berry, watermelon, rosy pinks, warm brown, or blue red.

**Eyes**

To give the illusion of wide- or close-set eyes being more ideally set, use contouring to visually move the eyes either closer to or away from the nose.

- The best highlight shades for Toned Summers are: soft pinks, champagne, light gray, mint and dusty plums.
- Using a contour shade can help give the illusion of a defined and sculptured eye. It helps to correct such things as close-set eyes, hooded eyes or other ‘problem’ areas.
- The best contour shades for Toned Summers are: amethyst, purple, smoky gray, deep plum, blue-gray, and medium blues.
- Select matte eye shadows over frost or shimmer.
- Eyeliner colors that are best for Toned Summers: soft brown, charcoal, navy, aubergine, teal, and plum.
- Mascara colors are always best in natural colors such as dark brown and black.
Accessorize

Sometimes your accessories can be more important than your entire outfit. They serve multiple purposes such as allowing you to wear clothing that you may not be able to wear because the color just does not work with your season, or the accessory may be in a color that does not work for you, but you can wear it in small amounts away from your face. They can change the look of your expensive core outfits and keep your look fresh and updated. The great thing about accessories is that they can be changed so easily.

- Your best metals are: rose gold, light gold, white gold, and pewter
- Your best gemstones are: cinnamon diamonds, sapphires, rubies, pearls and opals
- Your best eyewear colors are: rose gold, white gold, black metal, wine, gray and plum
Personality Considerations for Your Personal Season

Colors not only reflect our moods, but when they are worn in consideration of your own personality, the result can be stunning. Each of the general four seasons — Winter, Summer, Spring, and Autumn — has a personality association. To fully understand the color palette your consultant has selected for you, you must understand that aside from your natural coloring, colors are linked with personality, which helps you bring your inner beauty to the outside where you can shine.

**Seasonal Personality Types**

These are the personality types that have been determined to follow the seasons:

**Summer** — Phlegmatic: Tranquil, reserved, and slow in decision making.

**Winter** — Melancholic: Thoughtful and pensive.

**Spring** — Sanguine: Cheerfully optimistic, hopeful, and confident.

**Autumn** — Choleric: Aggressive and straightforward.

**Summer**

Summers tend to think things through and make well-informed decisions. They are tranquil and do not like to be in stressful situations. Summers are not risk takers and will take their time making decisions until all the facts are in for fear of making a wrong choice or causing stress. They would rather make no decision than to cause chaos. They are reluctant to change even when there is solid proof that change is for the better. They will ultimately make the move after all of the pros and cons have been considered.

Being quiet and reserved, they prefer to remain in the background where they will never cause any problems or stressful situations. Their natural tact makes Summers hard to read and it often makes them good leaders and negotiators. They get things accomplished, although it takes a good amount of time while they check out all of the possibilities for getting it right the first time.

Because they are tranquil, other people see them as safe for confiding their innermost secrets. They tend to be good listeners and are very tactful in touchy situations. While they will try to be truthful in the most positive way, they will most likely tell people what they want to hear rather than a truth that may evoke a stressful situation.
Summers could live forever in a quiet, peaceful setting with harmony among their peers and little or no change to disrupt their lives.

**Winter**

Winters put a lot of thought into everything they do. They are natural leaders and love to be placed in leadership positions. They do not take authority lightly and strive to stay in control of every situation and task. They are perfectionists and usually expect perfection from others.

Though Winters are truly people pleasers, they tend to stay more to themselves without contacting friends and family members on any type of regular basis. They are often mistaken as uncaring and cool to those who want to get close. Winters seem aloof and distant to others when they may in fact be completely immersed in the conversation. Their tendency to hold a sober facial expression while concentrating on exhilarating conversations makes them seem unappreciative. Yet to get their point across, Winters tend to be a little dramatic. Taking the time to practice smiling and laughing will make the Winter much more comfortable in social situations.

You will not often find a subject that Winters are not versed in. If you do, they will change the subject, stay quiet, or ask questions about it, to give them time to do some research without ever admitting their limited knowledge.

Aside from being natural leaders and research buffs, Winters are very organized and like to have everything in its place and lists of what to do each day. They tend to have lists for everything so that nothing gets lost or forgotten.

Winters are leaders, perfectionists and dedicated to knowledge. They are loyal friends and find comfort in order. Leadership comes easily to them as they inspire everyone around them; they get things done. While having a tendency to keep to themselves, they do value their friends and family members. They would do better to make an effort to contact loved ones on a more regular basis.

**Spring**

Springs go through life with enthusiasm. They are bright, fun and creative. No one is more optimistic than Spring. Even when things don’t go as well as expected, Springs will find a way to make the situation seem better than the original expectation. Many are inspired and motivated by the contagious enthusiasm and the tireless energy they put into everything.

Unpredictable Springs are ready to jump into any fresh and bold idea that comes to them. They are teeming with positive thoughts and expectations but don’t necessarily think things through. Undaunted when an idea fades, they are off to the next idea with just as much enthusiasm. Scatterbrained is another perception of Spring as they sometimes lose things like keys or glasses. Springs move from one project to the next very quickly; because of this their
intelligence is often underestimated. They study very hard and can retain surprising knowledge on many subjects. They notice little things and are much more detailed in ways that others may miss entirely.

Springs are jokesters and storytellers; they have a great flair for drama and humor. Their stories often have a large sprinkling of both. Small talk comes easily to them and they can skilfully talk to almost anyone. They love people and tend to have many circles of friends rather than one or two close friends. They are fun to be around and others feel comfortable and appreciated in their company.

Springs are optimistic, fun, engaging, and unpredictable. They have many friends and are great conversationalists and storytellers. They go after new, bold, and worthy ideas with a dauntless spirit, full of dreams of opportunities to open up for them.

**Autumn**

Autumns are strong, self-motivated people who have the energy and drive to set and attain any goal that they desire. They know what to do in leadership roles and often dominate any discussion. Due to their ability to quickly assess any problem or project and apply a solution, Autumns may miss out on important ideas offered by others that could save time and money, or improve on quality.

Planning ahead finds Autumns ready for most situations and certainly ready to find solutions to unforeseen problems much more quickly. Autumns want to know all the facts and are then ready to make quick decisions that they will stick to whether they are right or wrong. They make excellent business executives, professionals and entrepreneurs. To change the direction of an Autumn, you must show them the facts to prove another solution is highly superior to the one that Autumn has chosen.

High self-confidence and a quick-moving mind often mean that Autumns are less patient when they are in disagreement with others. They are quick to express opinions even when it may be hurtful to others. Autumns often do not realize how their words can impact others. Though Autumns do not always take criticism well, they do not mind expressing their views to others.

Autumns are confident, self-motivated, quick-thinking fact finders. They are always in control of situations through planning ahead and storing facts that allow them to quickly follow through in most situations. They are stubborn and at times quite sensitive. They are highly independent, organized and superb in business.

Autumns love outdoor activities and prefer a multitude of physical activities such as spending time in the gym.
Using Contrasting Colors

Plain outfits of the same color can get pretty boring, and though you may be wearing an incredible color, it just becomes more interesting when it is worn in contrast with other colors. Successful contrasting depends on the depth of the contrast and your own personal coloring. It is also dependent on the type of clothing appropriate for the occasion.

**High contrast** is most often worn for afternoon and festive occasions that are more casual. Hawaiian prints are a prime example. This combination of colors is bright with a bold background such as black, red, or royal blue and combined with at least one other bright color of equal intensity. Another example is wearing bright colors opposite on the color wheel like red and green, yellow and purple, etc. Not everyone can wear this combination well, as it can easily overwhelm a woman whose coloring is soft or pale. A woman with warm or dark coloring can be stunning in high contrast outfits of her best colors.

**Medium Contrast** is more of the classics we see almost everyone wearing, and it is appropriate in most styles for most occasions. Black and white, for example, or dark blue and light blue are just two of the many combinations. It is basically light and dark combinations of mostly similar colors. Professional people wear this combination in suits or other business attire. You will also find medium contrast combinations in garments for casual to formal wear. It works well with most fabrics and is independent of personal coloring. Choose your best color with a medium contrast, select the appropriate style and fabric for your occasion and feel confident as you walk out your door.

**Low Contrast** is achieved with colors that have very little difference in their intensity. They may be either dark or light, with colors almost blending together. One of the drawbacks to low contrast is that it has little or no impact, and often the wearer is not noticed or not taken as seriously in a business setting or occasions where making an impression is critical. Another pitfall of the pale, low contrast combinations is they can make you look older and washed out. If you are older and want to choose the pale combinations, make sure that you wear them lower on your body and have colors with more depth against your face. If you want to be seen as reserved and quiet with an air of confidence, you may want to step out in either a dark or light combination for an elegant evening. It also works well for casual elegance in the afternoon when you are in a more serene setting.
Achieving Contrast

Contrast can be worn for many reasons. First, it makes your overall look much more interesting. Second, you may have suits or dresses that are classic in style and neutral in color. You may have purchased them with the idea that an expensive core garment can be worn more often by changing the accessories, which can be accomplished with an array of colors. Third, many brilliant colors are sometimes too overwhelming to stand alone in an overall monotone outfit. Bright colors are much more appealing in small amounts.

**Accessorize:** You may like a color that is not in your personal color palette. You can still wear it as long as it is away from your face or worn below the waist.

**Layering:** Add excitement by mixing, matching and piling on the layers. Business attire is often purchased at a high price and kept updated with blouses, scarves, etc. Most often core clothing is costly, fitted and classic in style. They are also usually in colors that are more traditional or neutral in tone. By itself, this item may be fairly dull and may not be able to stand on its own. The key to keeping it fresh is using layers beneath it such as a blouse, vest or sweater. Choose colors from your palette that match the outfit and complement your personality. Be careful of low contrast if you are older to avoid looking drab. You may like soft colors, but you will look and feel much better in something a little brighter.

**Prints:** An easy way to get contrast is to have it already built into your garment. Just check to make sure that at least 80 percent of the range of colors is in your palette and you are good to go. This rule applies to prints, patterns and plaids. As a rule of thumb, for all-over prints or patterns: if you are large, you can wear a large print, and if you are small, you should choose a small print. The wrong size print can be overwhelming.

**Need More Choices?**

You may be disappointed that your favorite color is not in your palette. You may have a closet full of colors that you just discovered you should not be wearing. Can you find a way to make use of those items, especially the ones that you really just cannot part with? Relax. There may be more ways to wear those garments than you previously thought.

**Universal Colors**

There are some magical universal colors that just look good on everyone. They have both cool and warm tones and mostly medium intensity so you won’t look either washed out or overwhelmed with these colors close to your face. For your best look, you must still keep with your recommended contrast level.
<table>
<thead>
<tr>
<th>Universal Colors</th>
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<tbody>
<tr>
<td>Soft White</td>
</tr>
<tr>
<td>Teal Blue</td>
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<tr>
<td>Medium Purple</td>
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<td>Stone</td>
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<td>Periwinkle</td>
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**Working with Preferences and Exceptions**

Everyone has personal preferences that may not work if you stick to the colors in your palette. Most of us had a closet full of clothes that we discovered were completely wrong for us when we applied the palettes to help us decide what to keep and what to discard. Fortunately, there are some rules for keeping some favorite items and allowing them to be a fabulous part of your current wardrobe. If the style is right and color is the problem, you don’t have to toss it away. Anything worn below the waist is fine, if it can be worn with a color or colors from your palette above your waist. Around your face you will need to wear a color from your palette that brings your face to life.

You can keep less flattering colors away from your face by simply showing more skin. The more skin you show, the less impact colors will have on you. The way that they reflect against your face is what determines their suitability. If you want to wear a color that is wrong for you and you don’t want to accessorize it, it would be much better with a low neckline and without sleeves. Shiny, textured or sparkly fabrics also add a little confusion, allowing some forgiveness of incorrect colors.

Medium intensity colors are much more universal than heavy intensity colors. Though they may not be in your palette, medium colors are much easier to wear and can work quite well with a medium to low contrast outfit.

More skin = less impact
Know Your Color Schemes

**Analogous** – Adding colors directly to the left or right of your selected main color on the color wheel.

**Complementary** – Choose a color from the color wheel and use accents in the color directly opposite it. The high contrast of complementary colors creates a vibrant look, especially when used at full saturation. You may also add a neutral color to separate them and tone down the intensity.

**Split Complementary** – The split-complementary color scheme is a variation of the complementary color scheme. In addition to the base color, it uses the two colors adjacent to its complementary color. This scheme is best accomplished with accessories.

**Monochromatic** – Only one color is used and, while there may be differences in shades, it is often done with different fabrics to create an interesting illusion.

One color – white – in different fabrics creates a monochromatic look.
Paint Your Intentions with Color

Color sets the mood. Hospitals are painted with soothing colors so the patients can rest and heal. Restaurants are decorated in colors that stimulate people’s appetite and urge them to either relax or rush out the door. You can do the same thing with the colors you select to wear on your body. Show that you are a no-nonsense businesswoman, an elegant hostess, or a flirty romantic. Certain life situations bring out specific parts of your personality; make sure that you emphasize your intentions by dressing the part. You will make an amazing impact that can help you achieve what you are aiming for. Wear the wrong colors and it can say something entirely different.

Select your best colors and consciously set the mood when you go out into the world. Walk out the door with the confidence that you know exactly what you are saying to others with your appearance.

To appear:

Professional and engaging – wear medium to medium dark colors with light colors for contrast.

Powerful and in control – match a dark color with high contrast. Navy blue with red has traditionally commanded attention in the business world.

Cheerful or stimulating - use medium contrast, selecting a lighter main color and a dark color for contrast.

Feminine and soft – choose light or muted colors with little or no contrast. Older women should choose light colors over muted to avoid appearing older and washed out.

Sophisticated and dignified – wear dark colors with light or bright accents and accessories.

Elegant and refined – select rich colors in monotone or no contrast.

Formal – accessorize dark colors with a bright, high-contrast color.

After selecting your style, find specific colors to further make your statement. As an example, for a formal evening you might select a dramatic black dress and choose an accessory in red to add excitement, purple to be seen as regal, or blue to add a sense of serenity and well-being.
Color Psychology

Color is a powerful communication tool. Its effects are instant and can be profound. Whether you are conscious of it or not, you are constantly sending out signals to others with the colors you wear. Here are some general beliefs associated with certain colors. Use them to your advantage.

**Red:** *Aggressive, sexual, rage, heat, danger, and courage.*
Red is often used to display power in business situations where red would be used more as an accent. For a flirty evening, wearing red sends out a signal that you are in the mood for fun and excitement.

**Pink:** *Feminine, romantic, young, and gentle.*
Pink gives a soft appearance and evokes feelings of romantic femininity. Wearing pink shows a soft, flirty side that is a little whimsical.

**Orange:** *Lively, cautious, and playful.*
Orange is an exciting color that moves people to action. Wear orange for sports, or for when you want to get things done.

**Green:** *Serene, peaceful, soothing, and nurturing.*
Green is a comforting color used to relax and heal. Wearing green gives a feeling of serenity and nurturing.

**Blue:** *Cool, tranquil, trustworthy, and conservative.*
Blue is a color that can be cool and calming as well as powerful and convincing. Wearing navy blue in business says that you know who you are and what you are doing. Other shades of blue bring tranquillity with a sense of well-being and honesty.

**Violet:** *Royal, virile, and courageous.*
Violet is a powerful, virile color. Vibrant violet brings out a sense of honor and courage. Wearing violet commands attention.

**Purple:** *Royalty, wealth, flirtatiousness, and sophistication.*
Purple is the color of kings. Wearing purple gives the impression of wealth and sophistication when worn in the darker shades. Light shades offer a feeling of romantic youth.
**White:** *Purity, innocence, and truth.*

White is a sacred color that resembles purity. White is the color of virginal brides showing purity and honour. Wearing white displays a signal of trustworthiness. It is a color that does not hide blemishes.

**Gray:** *Conservative, mature, and dull.*

Gray is a color of solid conservatism. Wearing gray evokes an image of maturity in thought and conservative action.

**Brown:** *Reliable, natural, conservative, and unassuming.*

Brown is a rich, natural color that exudes conservatism. Wearing brown in business shows conservatism, reliability and consistency. Lighter shades bring out feelings of nature and well-being.

**Black:** *Powerful, formal, subdued, depressed, and dramatic.*

Black is a powerful color that can bring out many emotions. Wearing black to a formal event is elegant and the utmost in formality. Black is also used in mourning the passing of a loved one, or showing depression. No color is more striking and brings emotion as quickly except possibly red. Black always makes a powerful statement and can show further intentions with the use of accessories.

Descriptions of the meaning of colors and the impressions they make are generalizations. The impact of the statements you will make in these colors often has to do with the shade you choose. Light colors always carry a feeling of youth, while the darker ones evoke more mature feelings. Bright is lively and muted can be dull. Some of the muted shades are never a good choice if you are over 50 because the connotation is that these colors are for the elderly. If you have graying hair, they will seal the perception that you are older than you may be.
Everyone Can and Must Wear Black

Black is the one color that just cannot be avoided. At times there is no substitute. It should be a color that looks great on everyone, but that just isn’t true. However, there are some rules that can be applied to the color black which can help make it a great color for everyone. Black has always been a high-fashion color and it seems to be trapped at the top of the list forever.

If you are not one of the lucky ones who wear it well, relax. Black can still look like it was made just for you.

- Makeup is a must for any occasion. Whenever you wear black, you may want to wear brighter makeup to keep from looking tired or gloomy. If you are older and facing wrinkles, you may want to avoid dark eyeliner. Stick with a lighter mascara such as brown or black-brown and brighten your face with blush and lipstick.

- Keep black away from your face. Place a contrasting color, selected from your palette, close to your face or add an accessory as a bright accent.

- Show more skin. Many black dresses have scoop or V-necks which pull black away from your face and often reveal some cleavage. For most women, this is a very flattering look, and for those who do not have black in their palette, it works wonders.

- Wear big, bright jewelry. A necklace and earrings in a bright color such as turquoise or ruby will add enough contrast to offset black.

- Metallic threads add dimension and allow for more adaptability for those who should stay away from solid black.

- Whether solid black is your best color or not, you will always look more interesting by using contrast. You will also reveal more about your personality and your mood.
Business Color

Business attire is very different from any other type of clothing. You have an image to project and you want to be taken seriously. No matter what business you are in, you have a certain image to maintain that demands that others perceive you as a leader in your field. If you are in mostly business settings, you want to appear polished and ready to meet the challenges of the day. Typically that means staying clear of patterns and prints, except in blouses and accessories. The dominant color should be on the dark side with a medium to low contrast.

The exception to the rule is if you are in a creative field such as advertising, art or music. If you want people to perceive you as an artisan, you must dress the part. Wearing a dark business suit while you are trying to convince a CEO that you can decorate a lobby in a dazzling style that exudes professional success is futile if you look like you have been in board meetings all day. You must still follow the color palette for your Season/Group and wear colors that allow your creative spark to shine.

It goes without saying that you should not only follow good hygiene, but take the time to groom yourself. If you do not know how to achieve a professional look with makeup, take a class. A professional appearance with makeup, manicure, pedicure and styled hair goes a long way toward making your associates believe you are the best person for the job. You will get promoted faster and earn respect when you offer new or innovative ideas that go beyond traditional rules while looking the part.

Your Face Is Your Fortune

Color is all about the face. No doubt different colors look best against your skin; however, what you wear closest to your face is the deciding factor. You can get away with colors that are more neutral or negative for your skin tone if you wear them touching your extremities. Put those colors next to your face and you will discover that you begin to pale or take on an odd coloring. If you like a color that does not look good next to your face, merely move it away and add an accessory that is a better color for you closer to your face.
Eyewear

Remember to choose eyewear that works with your hair and skin tone. If you have light-colored hair, select glasses that have light to medium colored frames. Medium-colored hair looks best with a medium-colored frame, and dark hair looks best with dark, medium or bright frames.

Consider as well the warmth or coolness of your coloring and choose neutral, warm or cool colors to frame your eyes perfectly. If you prefer metal and have warm coloring, choose gold tones. With cool coloring, you should choose silver tones. It is important to select a pair of eye glasses with a shape that complements your face.

• Find glasses that fit your head size. The frames should be just past the side of your head without collapsing or stretching the ears. Eyes should be centered in the lenses.

• The top of the glasses should rest at or just below your eyebrows. Tops that rest lower can give you a sinister or unkempt appearance.

• Use your frames to build illusion into your face. Wide-set eyes can be pulled in by placing a dark bridge on your nose. Close-set eyes are best offset with less attention drawn to the inside corners of the eye.

• If you have begun to get wrinkles, wear light frames to give your face a fresher and lighter appearance. Light or frameless glasses will make your wrinkles less noticeable and give you a more youthful appearance.

• Choose eyewear that has no lines for bifocals; they are outdated and make you look elderly at any age.

• If you need width in your face, choose glasses with decoration at the temples. If you have a wide face, you will want to avoid anything that will bring attention to the side of your face.

• Remove sunglasses when you are indoors as there is a clandestine air around people who hide their eyes in inappropriate places. They are seen as being cold and untrustworthy.
Hats

Hats come and go in the fashion industry. We don’t see them too often, but if you like hats, they are perfectly acceptable when worn with the consideration that they fit your face as well as your style.

- The brim should never be wider than your shoulders
- Irregular brims make the head look narrower.
- Rising crowns and vertical designs add length to the face.
- Large brims add fullness to the temples.
- Hats that sit back on the head or are wide across the temple area pull attention from a weak jawline.

Face Shapes

There are nine face shapes. To achieve the perfect hairstyle and the perfect makeup, you need to find your face shape to be able to complement it with the right hairstyles and other techniques.

1. Oval
2. Oblong
3. Rectangle
4. Round
5. Triangle (pear)
6. Square
7. Diamond
8. Inverted Triangle
9. Heart
Oval

Oval-face-shaped people can fortunately wear a wide variety of hairstyles. This type of face features a gently rounded hairline and jawline which is considered the “ideal” shape because of its natural balance and proportion. You can pull off any hairstyle with flair. Oval faces have perfect features; the only thing I would not recommend is bangs because it covers your beautiful features. If you have great features, why cover them? If you have any sharp features in your face, consider softer hairstyles to soften those areas. Otherwise, you can wear just about any style that suits you.

Makeup for the Oval Face

Oval is the ideal shape for a face. You do not have to contour to compensate for your facial shape. Light advances and dark recedes so, if you need to bring out or diminish an area just apply where needed. Blush is applied directly under the ball of the cheek bone and extended out fading toward the ear.

Earrings

Most earrings will look beautiful on an oval face. Beautiful cheekbones are enhanced with earrings that are diagonal and point upward toward the back of the head.

Square

A square face has an equally square jawline and hairline. With those two strong facial features, the key to harmonize this fascinating face shape is to introduce an element of softness by creating waves and curls to balance the square-shaped face. Wispy bangs, flowing layers, angles cut around the face starting at the cheekbone, will create a unique strength and beauty. Hair that is past the shoulders is complementary. If you have short hair, you can create the illusion of length by adding height at the crown.

Makeup for the Square Face

To make the face appear longer, apply darker makeup to each side of the forehead. You will also want to darken the jawline for a softening effect. Apply blush to the ball of the cheek and fade out toward the ear to give a softer, rounded appearance.

Earrings

• More long than wide to give the illusion of a longer face
• Shapes that are best include teardrops, rectangle, and oval.
Round
The features of a full, round face are the round hairline and chin line. The main characteristic of this face shape is that the cheeks are the widest part; creating the illusion of length will complement the face shape. Creating fullness and height at the crown is the best for a round face to give the illusion of a longer face. Keeping a straight hair style with no width and volume will avoid any additional width to the sides of the cheeks.

Makeup for the Round Face
To give the appearance of a longer face, apply dark makeup to the arc on either side of the forehead. Apply additional dark makeup to the jawline, from the tip of the ear. Finish the look with blush starting from the center of the eye, under the ball of the cheek, fading upward to the temples.

Earrings
• The round face needs long earrings to lengthen the appearance of the face.
• Shapes best suited for round faces are teardrops, ovals, and rectangles.

Diamond
The Diamond face shape is well known for its narrow forehead and chin and very wide cheek line. The best way to approach this shape is to choose a hairstyle that adds width to the top and bottom to make the middle of the face synchronize with the rest of the face. Volume at the cheek line should be avoided, as it will only serve to emphasize the width of the face. Wide, wispy bangs and a chin-length cut can help build width where it’s most needed.

Makeup for the Diamond Face
To broaden the forehead and chin, a light makeup should be applied to the outside of the forehead and along the jawline. Bring the cheeks in with dark makeup applied directly on the cheekbone and above the tip of the nose. To soften the chin apply blush on and beneath the jawline and at the tip of the chin.

Earrings
• Earrings should add width to the diamond face.
• The diamond face requires the earrings to be wider at the bottom than at the top.
• The best shapes for the diamond face are teardrops, ovals, pear shapes, triangles.
Triangle

The narrow part of this face is at the temples, slightly wider at the cheeks and widest at the jawline. To flatter and complement a triangular face, create fullness at the upper part of the face, drawing attention away from the jawline, by using lots of layers to create a full style at the top of the forehead that tapers off as it approaches the lower part of the face.

*Makeup for the Triangle Face*

Darker makeup at the jawline and chin will bring the jawline and chin in to appear smaller. Light makeup at the outside of the forehead will make the forehead appear wider. Blend the blush in a V-shape from the brow bone to the temple and down to the cheek and the center of the face.

*Earrings*

- Earrings for the triangular face should be long and narrow.
- Earring shapes for the triangular shaped face are teardrops, ovals, and rectangles.
These two face shapes are similar in that they both have a wide forehead with a small jawline and chin line. The key for a more flattering look is creating the illusion of a narrower forehead and a wider chin.

Adding fullness to the lower part of the face will accomplish flattering looks. Chin-length bobs are flattering, as are wavy curls, all of which create an illusion of width at the chin. Having some side bangs with hair longer than your jawline will complement your face.

**Makeup for the Inverted Triangular/Heart Face**

Apply darker makeup to the sides of the forehead to make it appear smaller. Apply lighter makeup to the jawline give the appearance of a wider jaw. Blush should be applied to the ball of the cheek, extended and faded toward the center of the ear.

**Earrings**

- Earrings should be long and narrow to give the illusion of length in the face.
- The best earring shapes for inverted triangles/hearts are: teardrop, oval, rectangular and oval.
Oblong and Rectangle face shapes are similar to oval and square shapes, respectively, except both are longer than they are wide. Wearing a variety of hairstyles that have width and volume will complement this face shape. A short to medium hairstyle is more desirable, with some bangs to counteract the length by creating softness.

**Makeup for the Oblong/Rectangular Face**

Makeup is used to add width to the cheekbones and shorten the face. To accomplish this, dark makeup is added at the hairline and just under the chin. As dark colors recede there is an illusion of that part of the face diminishing. Shading is added to the hollow of the cheeks from the ear downward toward the corner of the mouth and highlighter is added high onto the cheeks. Blush should then be applied to the cheekbones directly under the outer corner of the eye. This will pull the appearance of the cheeks further out, broadening the appearance of the face. Never apply blush lower than the tip of the nose.

**Earrings**

- The best earrings for an oblong or rectangular face are wider than they are long.
- Dangling earrings are good with long hair that is worn down. When it is worn up dangling earrings emphasize length in the face.
- Best shapes for the oblong or rectangular face are round, teardrop, oval and inward angles.
Color Shades that Work with Your Season

Shade – 1 – Purest Color
Shade – 2 – 50% White added
Shade – 3 – 50% Gray Added
Shade – 4 – 50% Black added

**Tinted Winters** look best in shades 2 and 1 as well as some colors in shade 4 on the cool side of the color wheel.

**Pure Summers** look best in all shades from the cool side of the color wheel.

**Tinted Summers** look best in shades 1 and 2 on the cool side of the color wheel and some colors in the same shades on the warm side.

**Toned/Shaded Summers** look best in 3 and 4 on both sides of the color wheel.
**Pure Winters** look best in shades 1 and 4 on the cool side of the color wheel and some colors on the warm side.

**Toned Winters** look best in shades 3 and 4 on the cool side of the color wheel and some colors on the warm side.

**Shaded Winters** look best in shades 2 and 5 on the cool side of the color wheel and some colors on the warm side.

**Pure Springs** look best in shades 1 and 4 on the warm side of the color wheel as well as some colors on the cool side in the same shades.

**Tinted Springs** look best in shades 2 and 3 on the warm side of the color wheel as well as some colors in the same shades on the cool side.

**Toned Springs** look best in shade 3 and 4 on the warm side of the color wheel as well as some colors in the same shade on the cool side.

**Shaded Springs** look best in shades 4 and 1 as well as some colors in shade 1 on the warm side of the color wheel.

**Pure Autumns** look best in shades 1 and 4 on the warm side of the color wheel.

**Tinted/Toned Autumns** look best in shades 2 and 3 on the color wheel and some colors of the same shade on the cool side of the color wheel.

**Shaded Autumns** look best in shades 1 and 4 on the warm side of the color wheel as well as some colors in shade 4 on the cool side of the color wheel.