

The PIGMENT PRINCIPLES

PART TWO

NOW THAT SUMMER IS UPON US, the sun is directly overhead and the bright colors we wear in this season look their best because the sunlight is shining directly overhead. Bright colors look natural during this time of the year. That's why fuchsia, spring green and bright yellow look out of place in the winter; the sun is lower in the sky, nature does not have flowers blooming in the landscape, and those bright colors almost look muddled ... **back to the summer**, where we are!

There are an abundance of shades of green to choose from; lime green, soft apple green, deep forest, olive, and list the goes on. Bright lime green looks best on young people with clear complexions. The brightness of lime reflects light and draws attention to our skin so that if you have blemishes, strong lines, etc., on your face, they will be more evident when you wear brights. Apple green is popular right now because so many people look soft, confident and calm when they wear it. Olive and deep forests greens add to a person's aura of stability and dependability. In business or when you entertain, wearing **green is great for introducing a new, invigorating idea, plan or product**. Greens can be tricky to wear because of the yellow combined with the blue.

Yellow does not work with all skin tones especially if you have been sick, had a headache or an upset stomach. When our PH is out of balance from not feeling well, more bile is released in our system which can make the skin appear more yellowish. If you wear yellow or a yellow green color when you are "under the weather", more people will notice that you don't feel well because the yellow clothing will draw attention to the extra yellow tone of your skin. Yellow as a color is so bright; everyone notices the color and you in it. If you want to make a dramatic entrance, yellow makes it easy to be noticed right away. We associate yellow with bright, cheerful, sunny days. If you are working with a project that has lost its steam, wearing **yellow** when you try a new

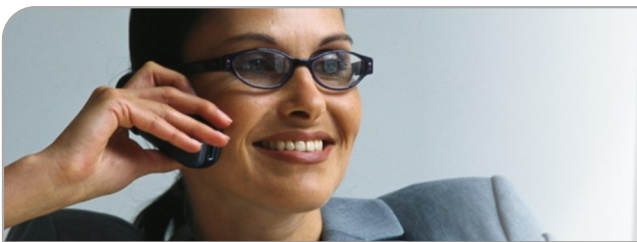
approach will make for a high-energy impact. So, wear yellows when you are healthy and feeling great because everyone will see you coming!

Orange communicates that you are in the mood to play. You will notice more people wearing orange in the warm months when we are particularly active in outdoor sports. Orange also revs up an audience and people who are attending all types of games or outdoor activities. If you wear orange in a conservative office setting, however, people might respond inappropriately. Wearing orange, you will be taken more seriously in business if your line of work is "fun in the sun", sports or the fashion industry. Orange is best at the company picnic rather than inside in the boardroom.

Pink emits youth, energy and enthusiasm. People tend to feel younger when they wear all shades of pink. The brighter the pink the more attention you draw to yourself. This is great if you are leading a meeting, or find yourself the center of attention at a function. The soft shades of pink help others see you as reassuring. If you are going to be dealing with a person who is upset or you are the one delivering bad news, soft pink will keep them calmer and will not provoke them emotionally. If you have to conduct an exit interview, wearing pastel pink could keep a volatile situation from escalating into emotional fireworks. If you have to fire someone, don't wear red!!






Purple lets people know you "think outside the box", see yourself as unique and don't believe you are obligated to follow the mainstream.

Linda Thomas AICI, CIP, Corporate Image Advisor and author of *My Closet, My Boutique: How to Organize Your Image*, designs training for companies who wish to encourage their employees to present themselves as positive, professional, and effective. For a list of programs and products, visit www.powerfulappearance.com.



The Power of Color

Linda Thomas AICI CIP
Corporate Image Advisor
940-321-2594
Linda@PowerfulAppearance.com

	Green	<i>"I am bringing new, fresh ideas to this presentation."</i> Wear when people are looking to you for a new, invigorating idea, plan, or product.	All pieces of clothing
	Orange	<i>"I am in the mood to play."</i> You will be taken seriously only if your line of work is "fun in the sun", outdoor or a fashion industry.	Any piece
	Pink	<i>"I am young, energetic and enthusiastic."</i> The brighter the pink the more attention you will draw. The softer the pink the more reassuring your demeanor.	Suit, pants, skirt or jacket for women, shirt for men
	Purple	<i>"I am great with other women. I am creative, innovative, and unique."</i> Purple lets people know you "think outside the box".	All pieces of clothing for women, shirts or ties for men
	Yellow	<i>"I want to be noticed today."</i> You cannot be ignored when you wear yellow, but it also adds a cheerful tone to the atmosphere. Wear this color for a high energy day.	All pieces of clothing for women, shirts or ties for men

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Corporate Image Advisors



Linda Thomas

Linda@PowerfulAppearance.com