

ASPECTS OF  
PERSONAL  
FASHION

THERE ARE MANY THINGS TO  
CONSIDER WHEN DETERMINING  
YOUR OWN PERSONAL STYLE.  
ULTIMATELY, YOU GET TO  
DECIDE. THE FOLLOWING ARE  
BASIC GUIDELINES.

# YIN/YANG PERSONAL STYLE

Used to help you:

- Create harmony with your personality.
- Create balance with your physical appearance.
- Communicate a message with no words.



Yang



Yin

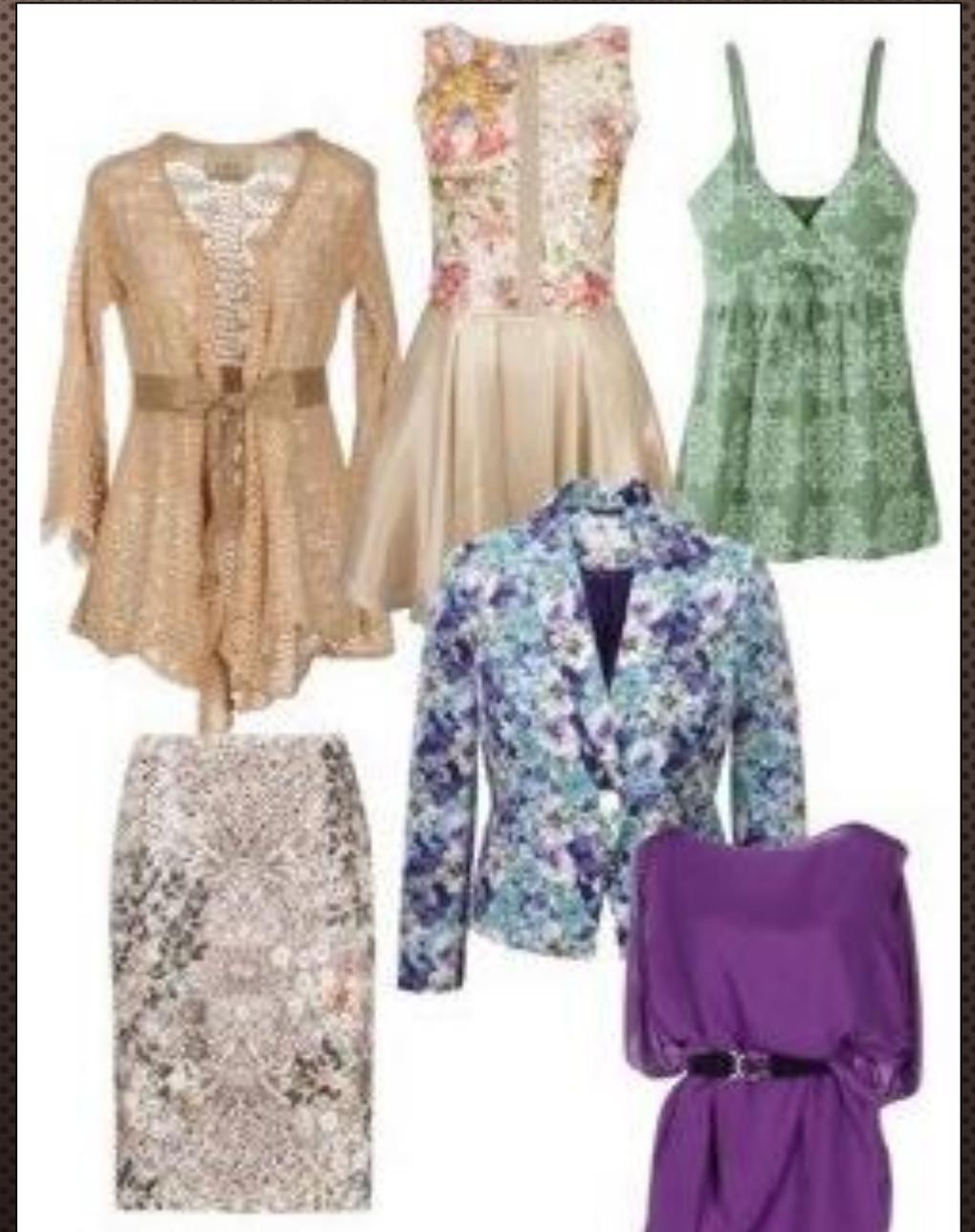
# YANG

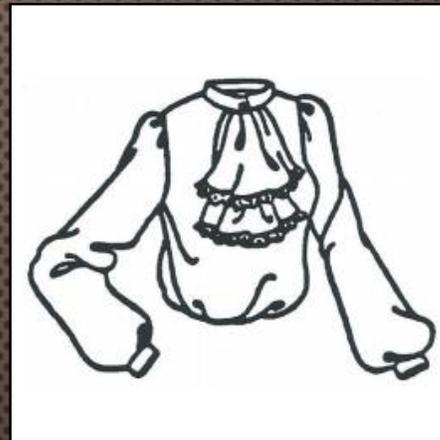
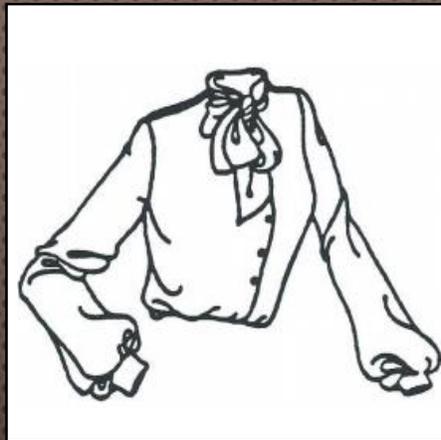
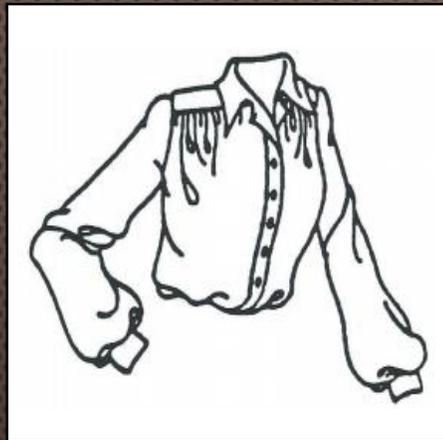
- Sturdy
- Straight Lines
- Angular Shapes
- Larger Scale
- Buttons
- Pleats
- Geometric Prints
- Heavyweight Fabrics



# YIN

- Delicate
- Curved Lines
- Rounded Shapes
- Smaller Scale
- Bows
- Ruffles
- Natural Flowing Patterns
- Lightweight Fabrics





**YANG**

**YIN**

# DRESSING FOR YOUR BODY SHAPE

## Hourglass

- Shoulders and hips similar width with a narrow waist.
- Use the waist as a focal point and wear clothing and accessories to accentuate it. (Wrap dresses, belts, etc.)
- V-neck tops/dresses and tailored or form fitting garments are flattering.



# DRESSING FOR YOUR BODY SHAPE

## Triangle

- Narrow shoulders and wide hips.
- Balance out the top with patterned or ruffled tops.
- Wear tops that accentuate the shoulders.
- Tighter pants with loose tops create the illusion of an hourglass figure.



# DRESSING FOR YOUR BODY SHAPE

## Inverted Triangle

- Wide shoulders and narrow hips.
- Wear more patterns on the lower half of the body, and more minimalistic tops.
- V-necklines create an illusion of narrower shoulders.



# DRESSING FOR YOUR BODY SHAPE

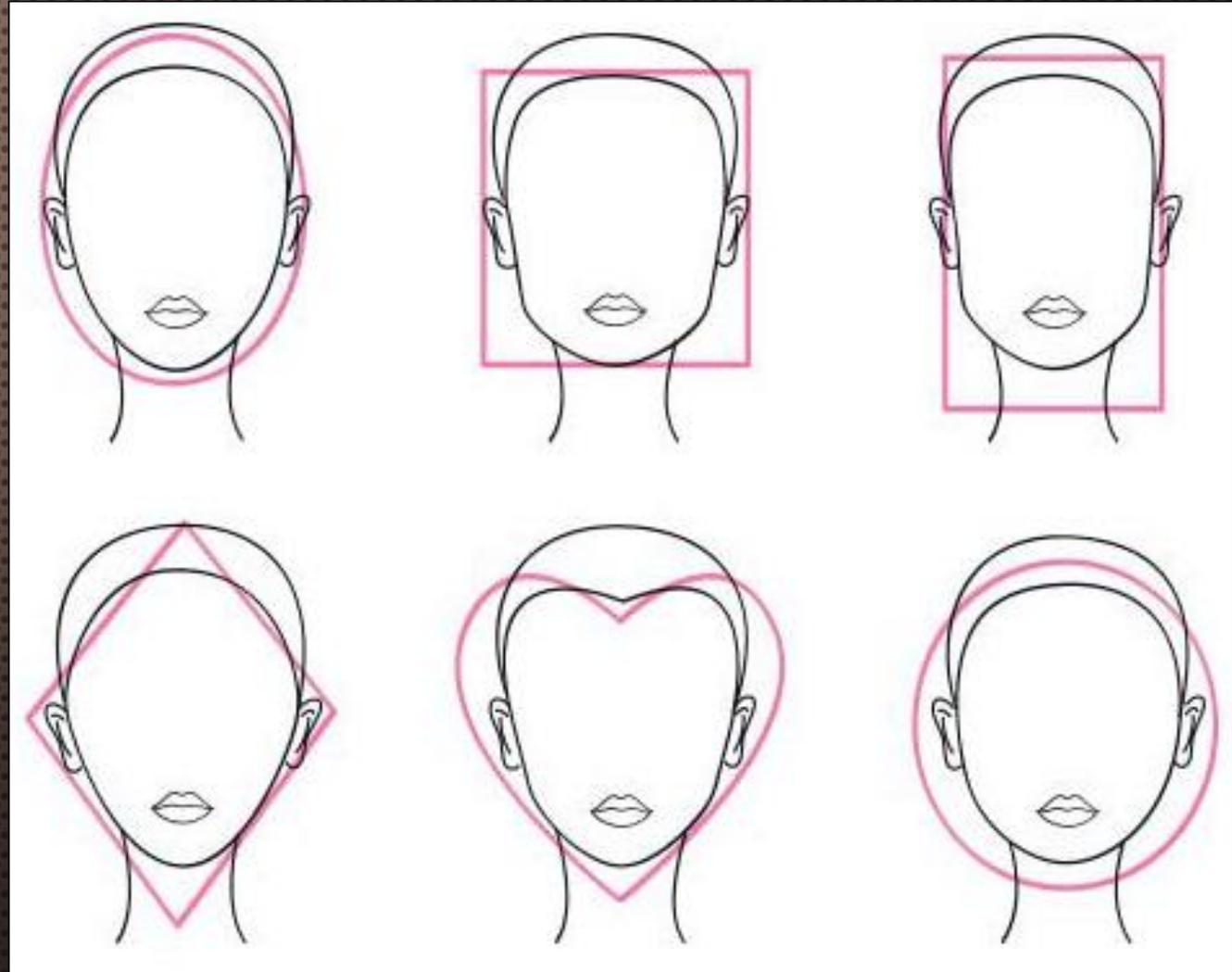
## Rectangle/Tubular

- Little variation between shoulders, waist and hips.
- Skinny jeans and knee length A-line skirts are flattering.
- Wearing belts or wrap dresses will help accentuate the waist.
- Sleeveless, strapless and sweetheart necklines are flattering for the top.



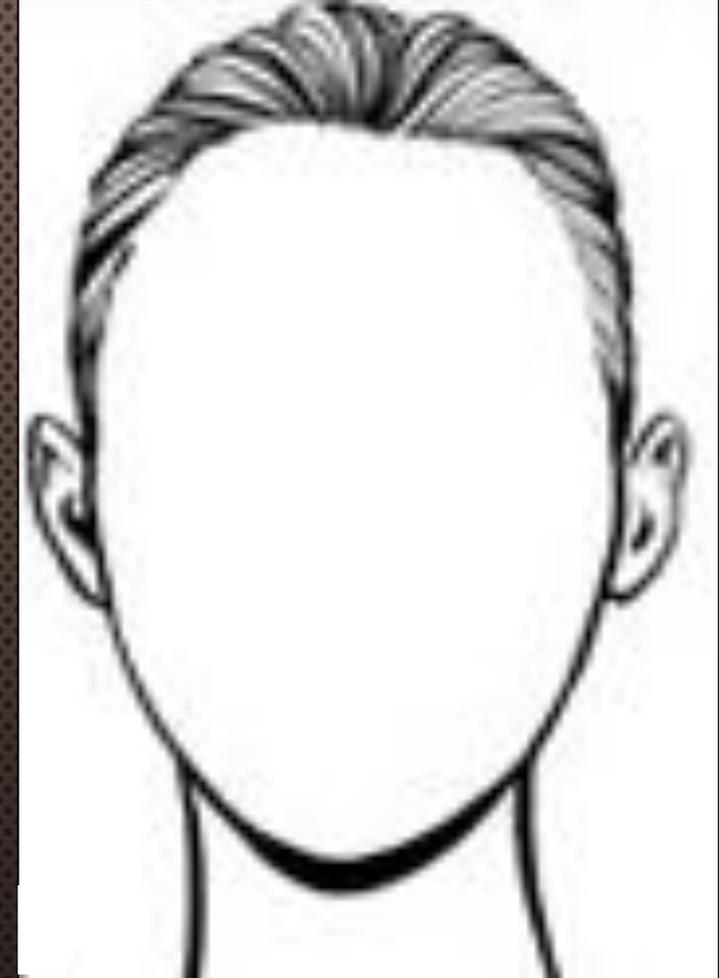
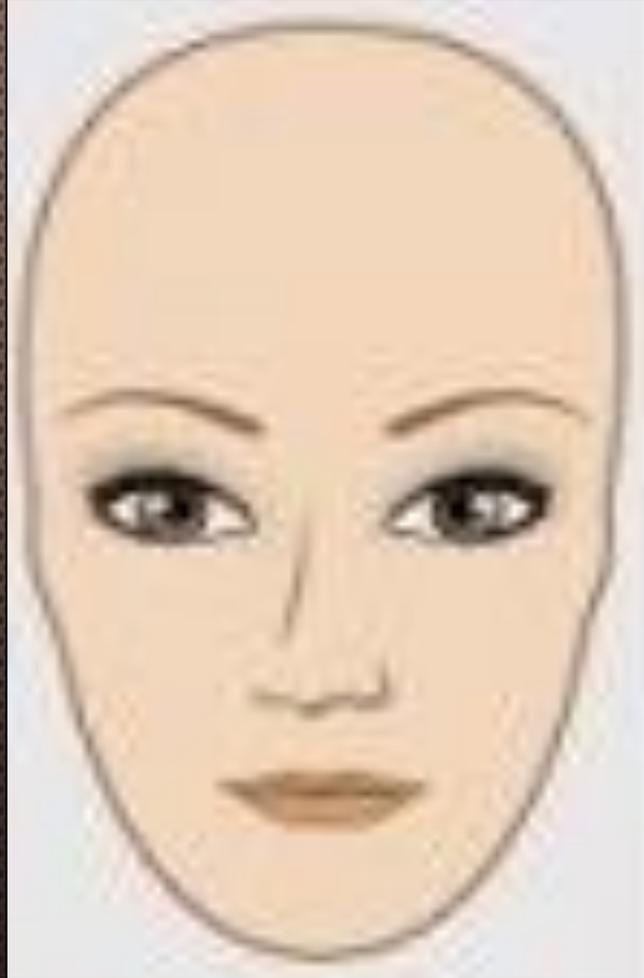
# FACE SHAPE

- Determining your face shape can help you choose haircuts and styles that are most flattering on you.



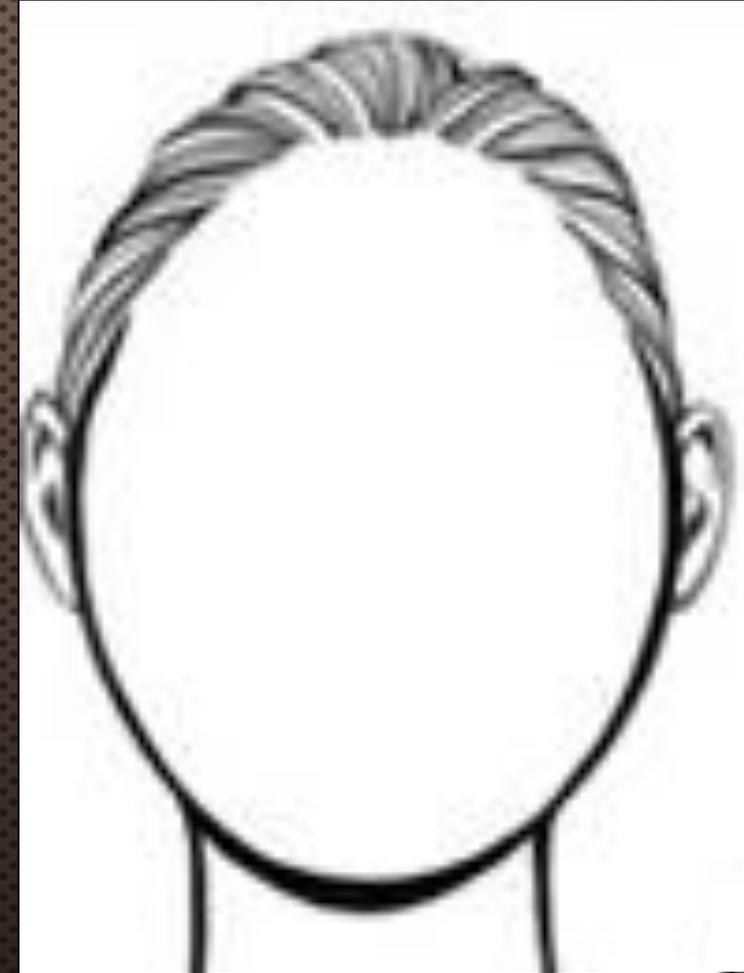
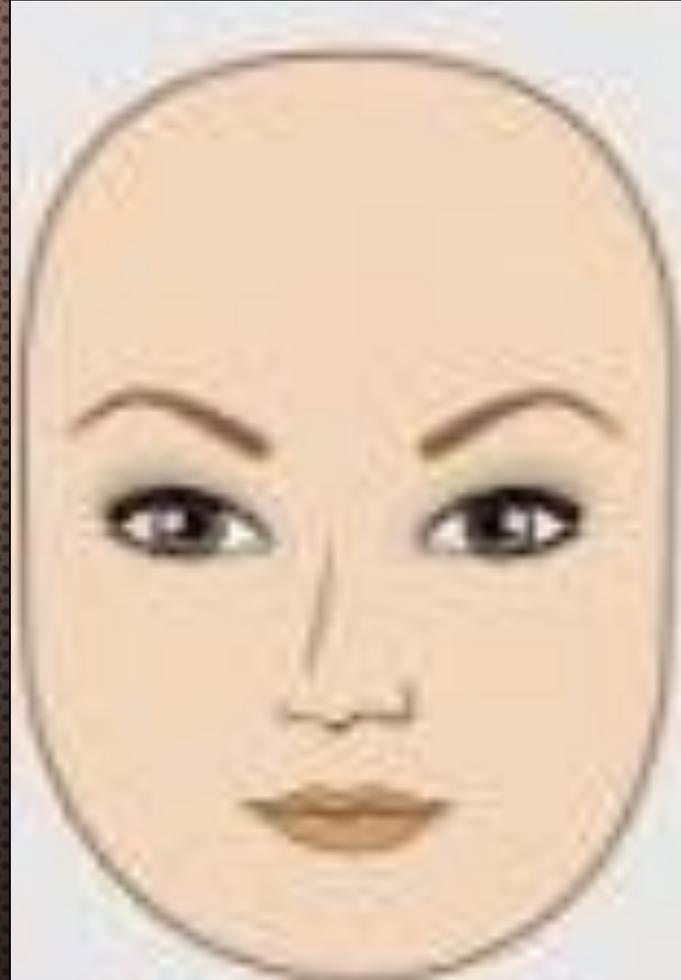
# OVAL

- Forehead may be slightly wider than the chin, and the length of the face is about one and a half times the width.



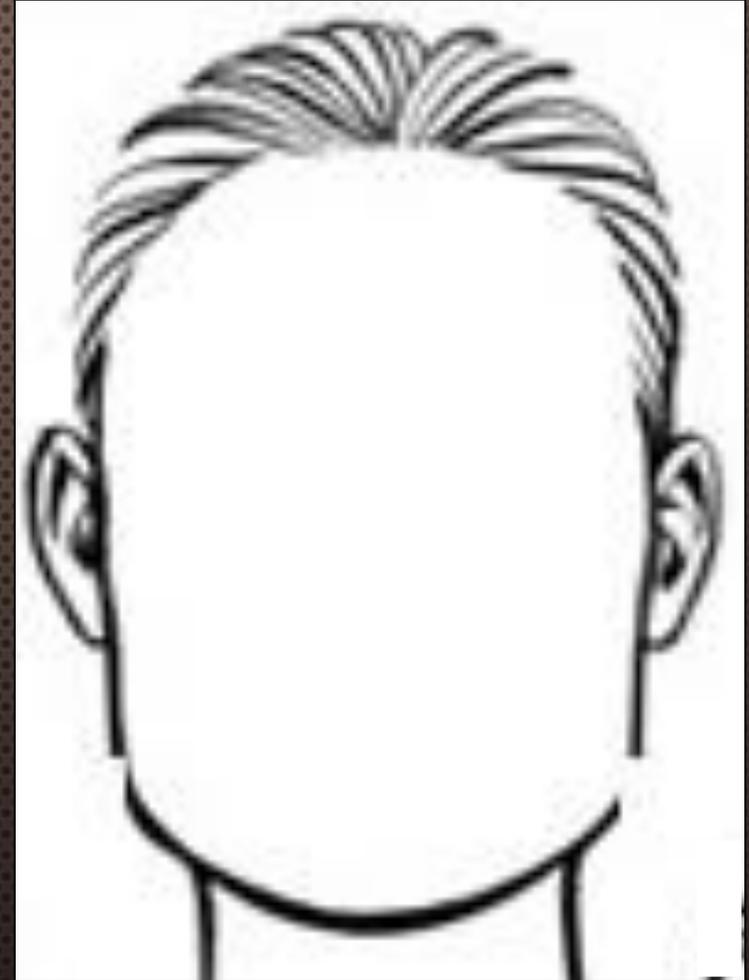
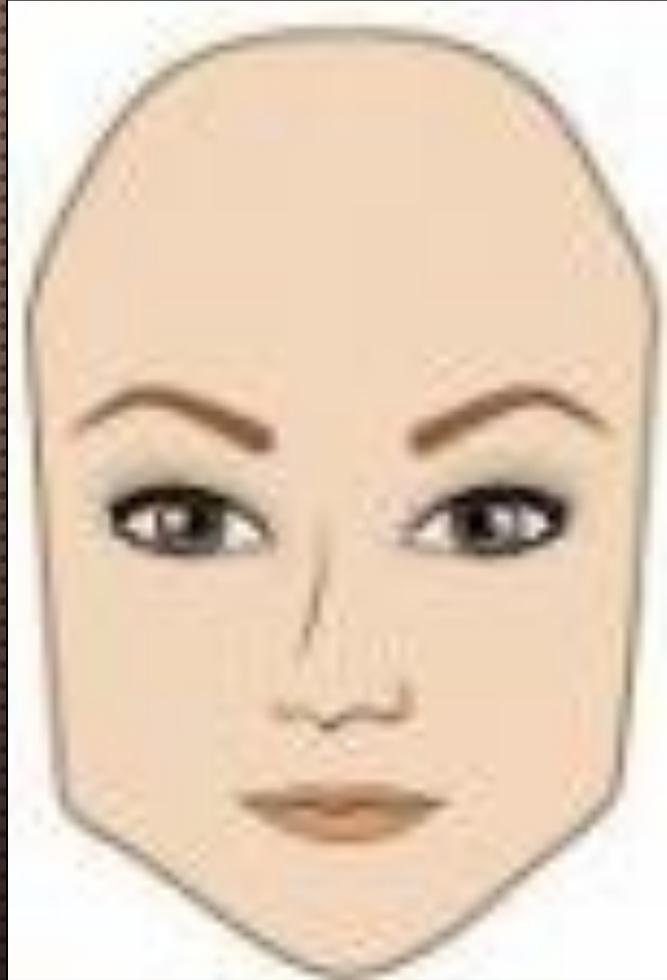
# ROUND

- Prominent rounded cheeks with equal width and length of the face.



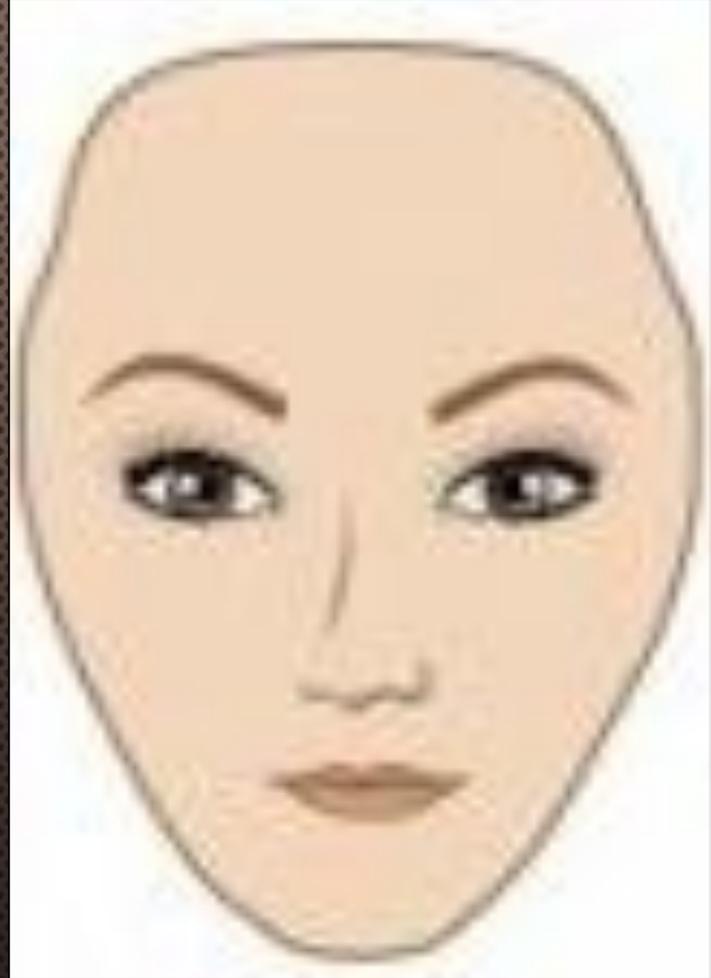
# SQUARE

- Prominent jaw and square chin with forehead and jawline roughly the same width.



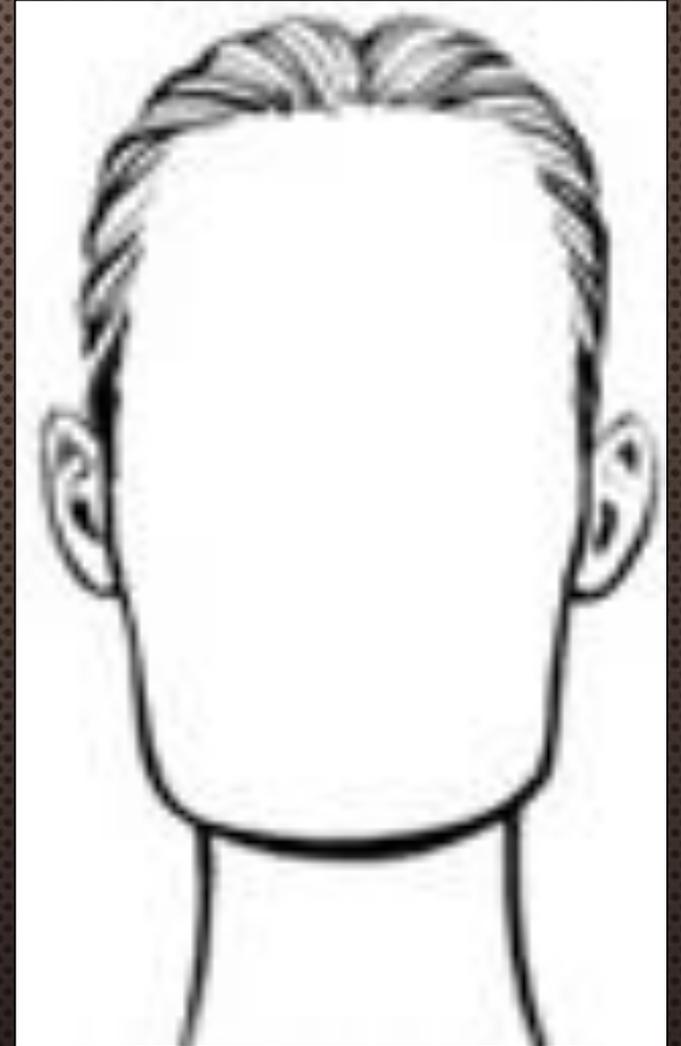
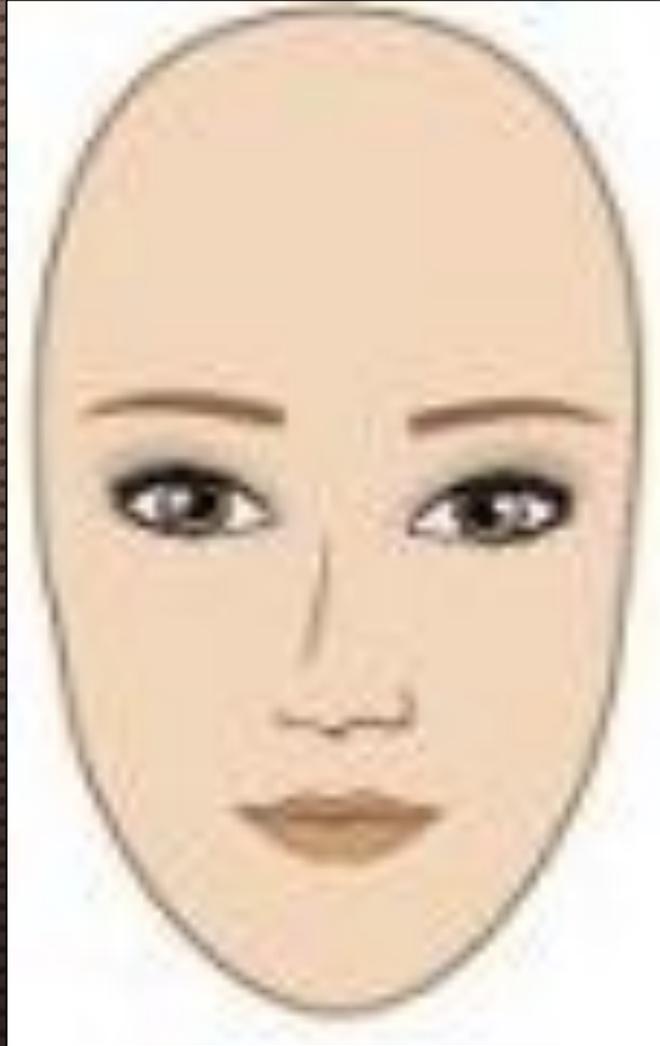
# DIAMOND

- **Narrow forehead and jawline with cheekbones at the widest point of the face.**



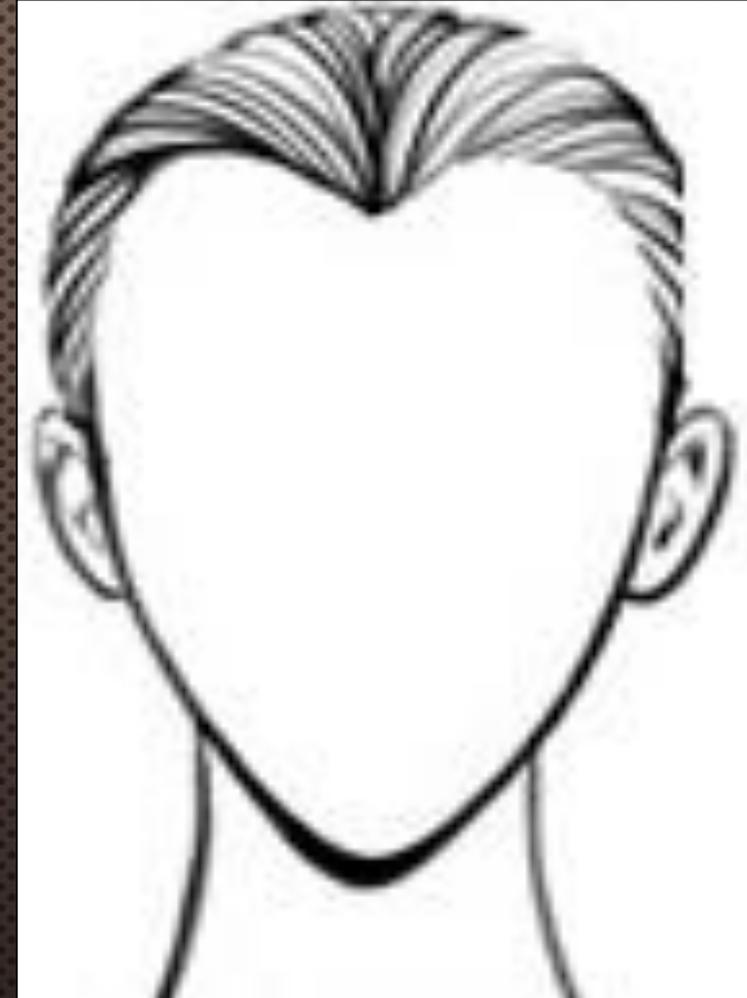
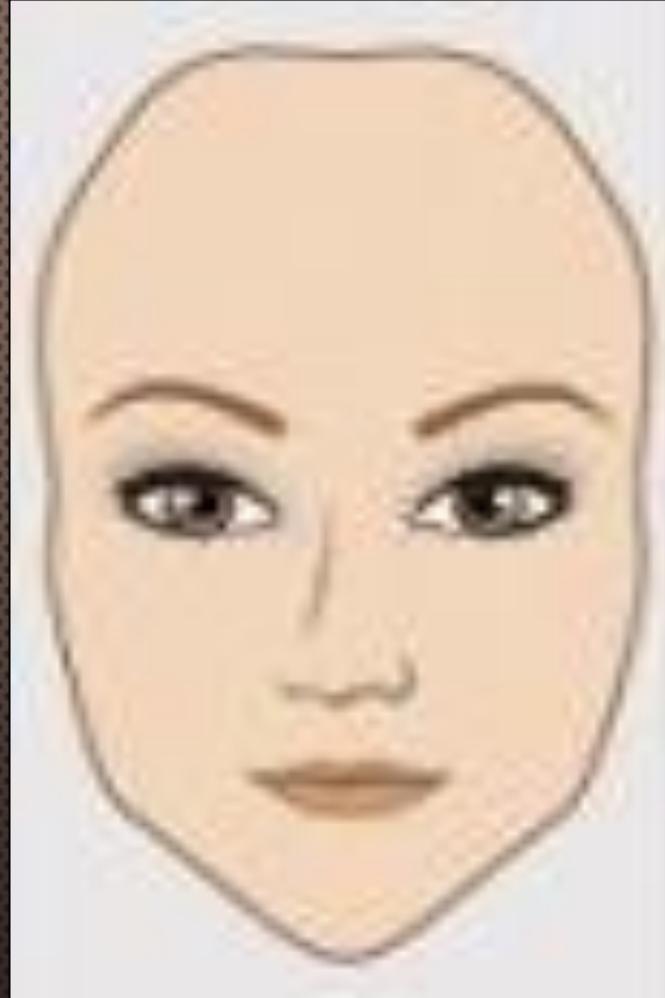
# OBLONG

- Longer shape and not as wide as the oval with a narrow chin.



# HEART

- **Wider forehead and cheekbones with a narrow jawline and chin.**



# PERSONAL COLORING

- Find the best colors to flatter your own natural coloring using the 4 color seasons.

- Winter
  - Summer
  - Autumn
  - Spring
- Cool Colors
- Warm Colors



# PERSONAL COLORING

- Personal coloring is determined by:
  - Hair Color
  - Eye Color
  - Skin Complexion



# COOL COLORS (WINTER AND SUMMER)

- 80% of people have Cool Coloring.
- **Skin Color:**
  - Milk white or rose pink complexion.
  - Veins often appear blue-gray.
  - Freckles are brown, beige and often far apart with a peppered look.
- **Eye Color:**
  - Any Eye Color
- **Hair Color:**
  - Ash tones are most noticeable.
  - Hair can be black, brown, blond, silver or salt & pepper.

# WARM COLORS (AUTUMN AND SPRING)

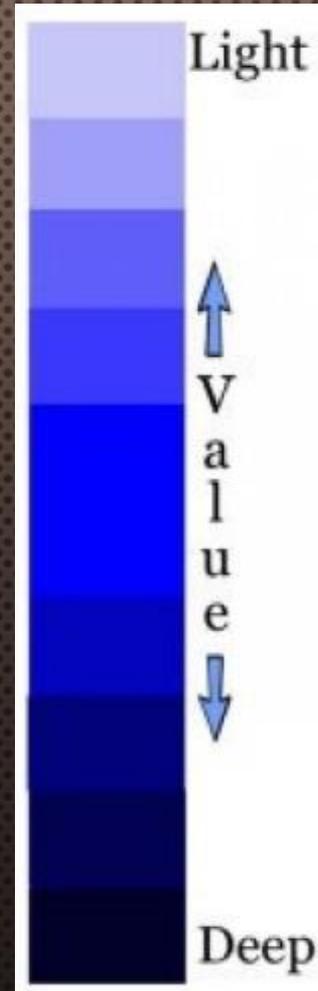
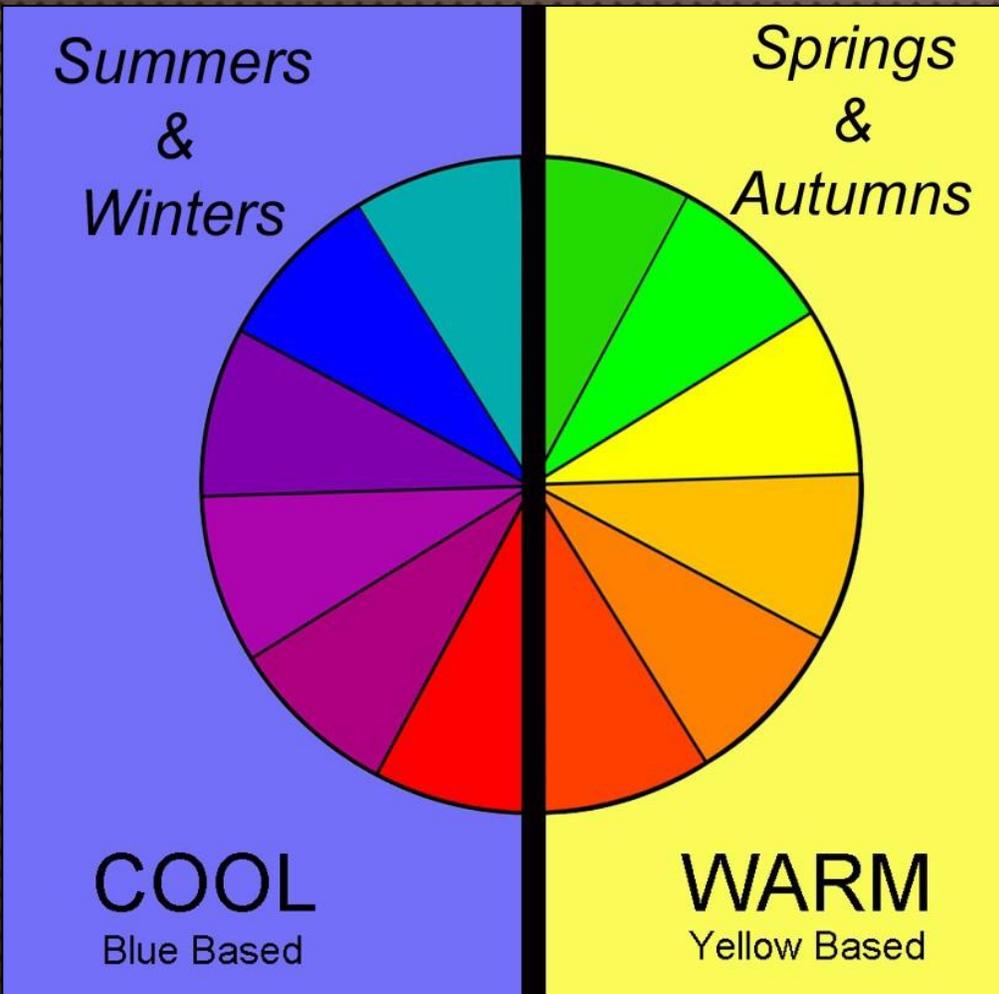
- **Skin Color:**
  - Peach or ivory complexions.
  - Veins often appear aqua colored.
  - Freckles can be reddish or golden brown, often found close together with a puddled look.
- **Eye Color:**
  - Any Eye Color
- **Hair Color:**
  - Golden or red-based hair.
  - Color can be chestnut, auburn, red, rust-red, or strawberry blond.
  - As hair whitens, it will turn a yellow-gray to creamy white.

# PERSONAL COLORING



COLOR SEASON ANALYSIS

# COLOR TEMPERATURE



- Colors that are blue based are Cool.
- Colors that are yellow based are warm.
- The value of a hue can be either light or dark (deep).

# COLOR UNDERTONES

## The best clothing colors for your skin tone

\* Finding your color profile: Look at the veins on your wrist or palm.



**COOL**

People with cool undertones have blue or purple looking veins



**WARM**

People with warm undertones have green-looking veins

# COLOR SWATCH TEST



- Perform a color swatch test to determine your color season:
  - Cool
    - Winter
    - Summer
  - Warm
    - Autumn
    - Spring

# WINTER

- Best colors for Winters are blue-based or pure colors.



## WINTER

**Hair**

**Eyes**

**Skin**

**Your Colours**

A 3x8 grid of color swatches. The top row contains neutrals and blues. The middle row contains greens, yellows, reds, and pinks. The bottom row contains purples, magentas, and light pinks.

# WHICH WINTER ARE YOU?

CLEAR WINTER

COOL WINTER

DEEP WINTER

## SKIN COLORS

milky white, fair, neutral beige, porcelain, pale olive may have grayish freckles

light and neutral beige, cool beige, ivory, cool olive

neutral beige, medium beige, olive, tan, cocoa, ebony, may have grayish freckles

## HAIR COLORS

light to deep brown, black-brown

light to deep ash brown, black-brown, gray, silver

medium to deep brown, black-brown, black, salt & pepper, gray, silver

## COLORS OF THE EYES

jewel like blue, green, hazel, light brown

grayish blue or green, brown, gray

grayish brown, deep brown, black-brown, deep hazel

# CLEAR WINTER

- Your Neutral Colors: pure white, black, navy, gray
- Avoid: warm and muted colors like orange, coral, warm browns
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be cool and rosy undertones, avoid bronzer.
- Your Jewelry: silver, white gold, rose gold
- Your style: dramatic and romantic



# COOL WINTER

- Your Neutral Colors: pure white, black, navy, gray
- Avoid: warm and golden colors- brown, orange, coral
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be cool and rosy undertones, avoid bronzer.
- Your Jewelry: silver, white gold
- Your style: dramatic and classic



# DEEP WINTER

- Your Neutral Colors: pure white, black, navy, onyx-gray
- Avoid: warm, golden and light colors like orange, coral, warm browns
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be cool and rosy undertones, avoid bronzer.
- Your Jewelry: silver, white gold, rose gold
- Your style: dramatic and natural



# SUMMER

- Best colors for Summers are blue, rose or gray undertones.



## SUMMER

Hair

Eyes

Skin

Your Colours

A grid of 40 color swatches arranged in 4 rows and 10 columns. The colors include various shades of brown, gray, blue, purple, pink, red, yellow, and green, representing a wide range of color options.

# WHICH SUMMER ARE YOU?

LIGHT SUMMER

SOFT SUMMER

COOL SUMMER

## SKIN COLORS

fair, light beige, rosy beige,  
may have grayish freckles

light and neutral beige,  
beige, may have grayish  
freckles

cool beige, rosy beige,  
porcelain

## HAIR COLORS

extra light to medium  
ash blonde

light to deep ash blonde,  
"mousy"

extra light or medium to  
deep ash blonde,  
gray, silver

## COLORS OF THE EYES

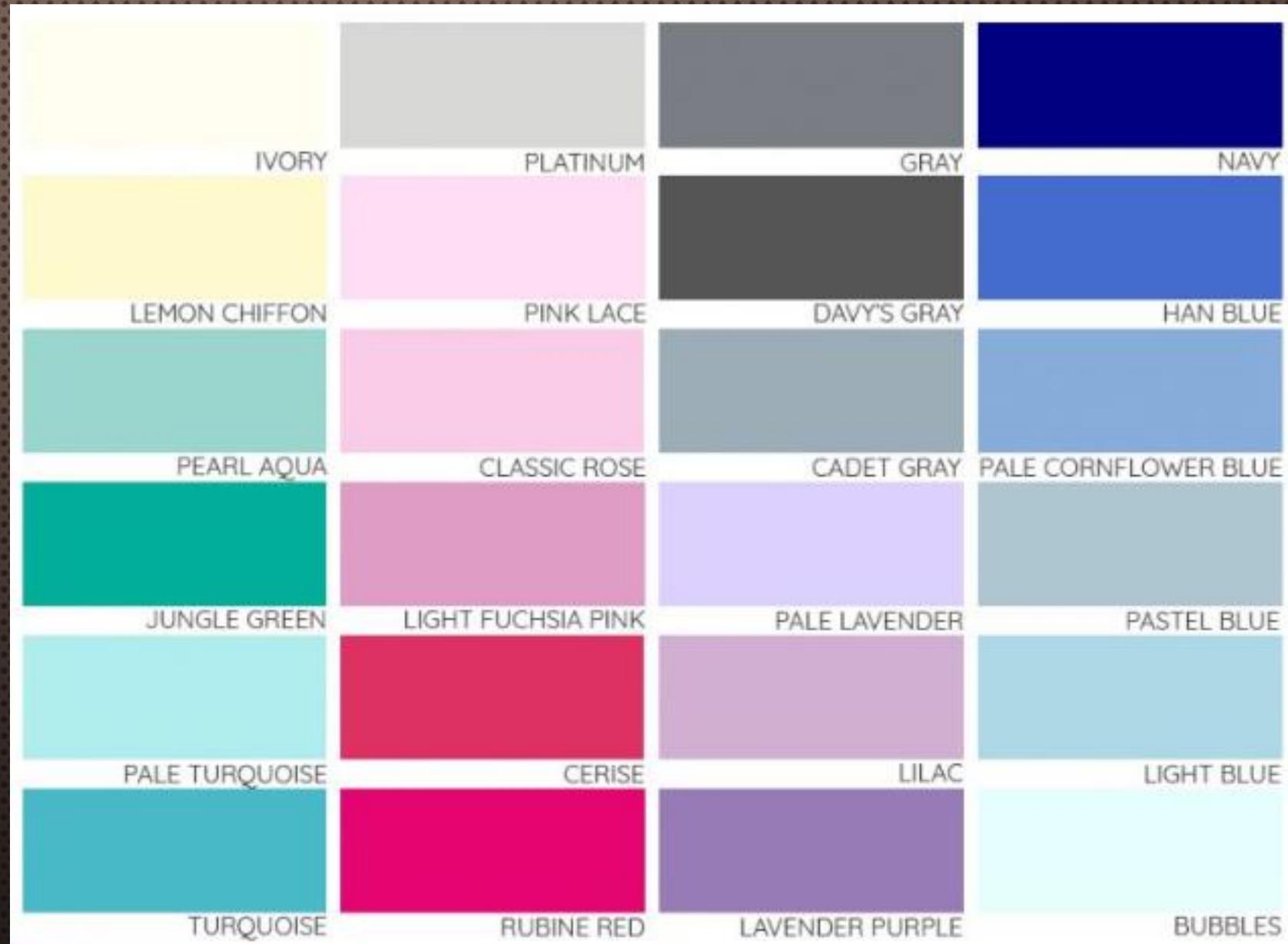
light and grayish blue  
or green

soft grayish blue or green,  
soft hazel, light brown

grayish blue or green,  
aqua, gray

# LIGHT SUMMER

- Your Neutral Colors: ivory, soft white, navy, grayish-blue and grays
- Avoid: black, dark and bright colors, browns and orange
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be rosy and cool undertones, avoid bronzer.
- Your Jewelry: silver, rose gold, white gold
- Your style: classic and romantic



# SOFT SUMMER

- Your Neutral Colors: soft white, navy, grays
- Avoid: clear and bright colors, browns and oranges
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be cool and rosy undertones, avoid bronzer.
- Your Jewelry: silver, rose gold, white gold
- Your style: classic and natural



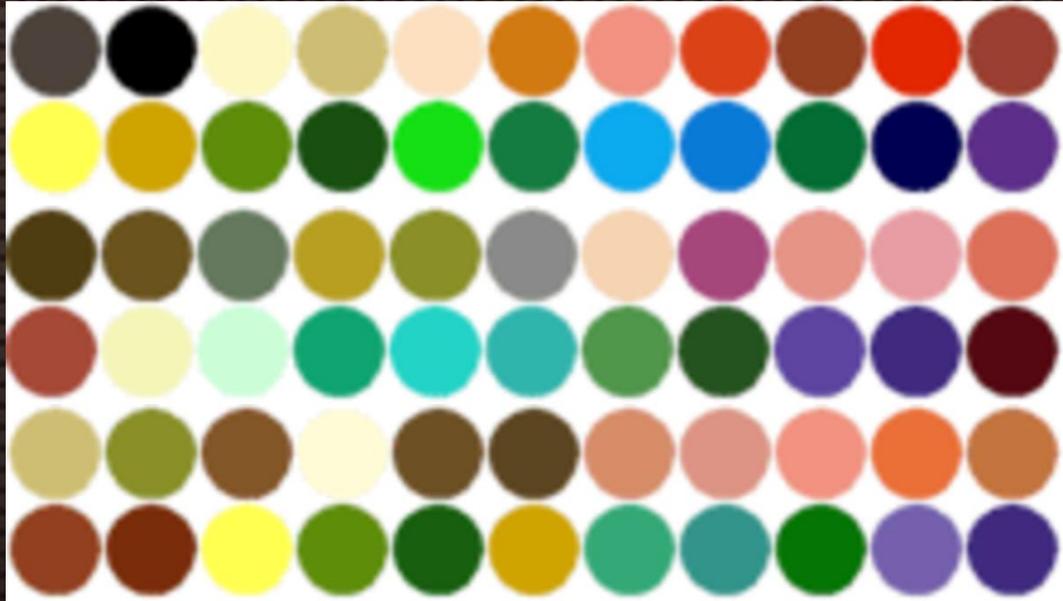
# COOL SUMMER

- Your Neutral Colors: soft white, navy and grays
- Avoid: bright and warm colors, browns and oranges
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be cool and rosy undertones, avoid bronzer.
- Your Jewelry: silver, white gold, rose gold
- Your style: classic and dramatic



# AUTUMN

- Best colors for Autumns are those with golden undertones.



## AUTUMN

**Hair**

**Eyes**

**Skin**

**Your Colours**

A comprehensive color palette for the Autumn season. It features a grid of 32 color swatches (4 rows by 8 columns) under the heading "Your Colours". The colors are organized into warm and cool groups, with warm colors (yellows, oranges, reds, browns) and cool colors (teals, greens, blues, purples) both present. The overall theme is rich and varied, suitable for clothing and accessories.

# WHICH AUTUMN ARE YOU?

WARM AUTUMN

SOFT AUTUMN

DEEP AUTUMN

## SKIN COLORS

golden or neutral beige,  
ivory, cream, bronze,  
may have freckles

beige, neutral beige, warm  
olive, latte, may have  
freckles

medium or neutral beige,  
bronze, caramel, warm olive  
may have freckles

## HAIR COLORS

light golden blonde, light  
strawberry blonde

medium to deep blonde,  
medium strawberry blonde,  
can be ashy

deep golden blonde, light  
brown, medium auburn,  
chestnut

## COLORS OF THE EYES

warm blue or green, hazel,  
medium brown

grayish blue or green,  
light hazel or brown

warm deep brown,  
dark green, deep hazel

# WARM AUTUMN

- Your Neutral Colors: soft white, cream, navy, chocolate brown
- Avoid: cool and soft colors, black, gray, pink, lilac
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be peachy and gold undertones, you can use bronzer and avoid pink blusher.
- Your Jewelry: gold, bronze, copper
- Your style: natural and romantic



# SOFT AUTUMN

- Your Neutral Colors: cream, navy, caramel, taupe brown
- Avoid: dark, cool and bright colors, black, gray, pink, lilac
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be peachy and gold undertones, you can use lighter bronzer and avoid pink blusher.
- Your Jewelry: gold, lighter bronze, copper, rose gold
- Your style: natural and classic



# DEEP AUTUMN

- Your Neutral Colors: cream, navy, dark chocolate, black-brown
- Avoid: cool, bright and dusty colors, gray, bright pink, lilac
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be peachy and gold undertones, you can use bronzer and avoid pink blusher.
- Your Jewelry: gold, bronze, copper
- Your style: natural and dramatic



# SPRING

- Best colors for Springs are those with clear yellow undertones.



## SPRING

**Hair**

**Eyes**

**Skin**

**Your Colours**

A 5x8 grid of color swatches representing the color palette for Spring. The colors are organized into rows: the first row contains warm neutrals and yellows; the second row contains various shades of blue and cyan; the third row contains various shades of purple and magenta; the fourth row contains various shades of red and pink; the fifth row contains various shades of orange and peach.

# WHICH SPRING ARE YOU?

LIGHT SPRING

WARM SPRING

CLEAR SPRING

## SKIN COLORS

ivory, peachy with golden undertone, may have freckles

peachy, creamy, golden beige, may have freckles

peachy, ivory, porcelain, may have freckles

## HAIR COLORS

light golden blonde, light strawberry blonde

light to medium golden blonde, strawberry blonde, light copper

light to deep golden blonde, bright red

## COLORS OF THE EYES

light and soft blue or green

turquoise, light green, light hazel

bright and clear blue or green, warm brown

# LIGHT SPRING

- Your Neutral Colors: ivory, cream, beige, caramel, navy
- Avoid: every dark and cool shade such as black, dark brown, dark gray, plum, burgundy, fuchsia
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be peachy and gold undertones, don't use bronzer
- Your Jewelry: lighter gold, rose gold, lighter bronze, lighter copper
- Your style: classic and romantic



# WARM SPRING

- Your Neutral Colors: cream, beige, caramel, warm brown, navy
- Avoid: every dark and cool shade such as black, grays, plum, burgundy, fuchsia
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be peachy and gold undertones, don't use bronzer.
- Your Jewelry: gold, rose gold, lighter bronze, lighter copper
- Your style: romantic and natural



# CLEAR SPRING

- Your Neutral Colors: navy, cream, soft white, caramel
- Avoid: dusty and pale colors such as light gray, pastels, muddy browns
- Your Makeup: use your palette colors to your eyes, lips and nails, foundation and blusher should be peachy and gold undertones, don't use bronzer
- Your Jewelry: gold, lighter bronze, lighter copper, white gold
- Your style: romantic and dramatic

