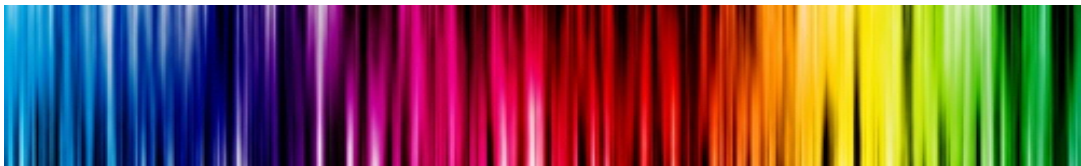
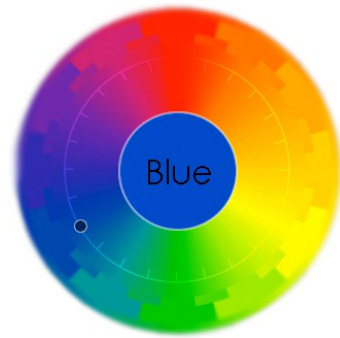
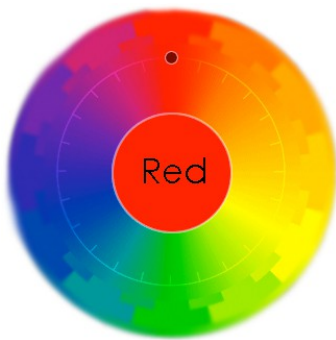


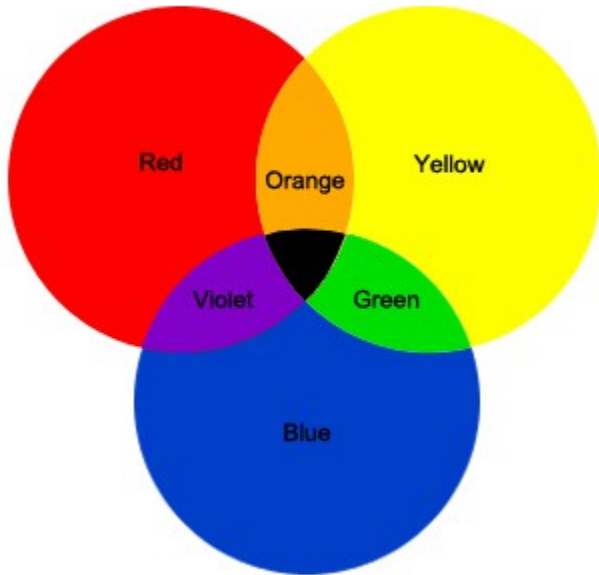
Colors



Primary Colors



Secondary Colors



Tertiary Colors



Each colour has:

Hue
Saturation
Value (Lightness)

Hue: determines the property of colour



Saturation: determines how grey or vivid the colour is



Value: determines the lightness how much white or black is in the colour

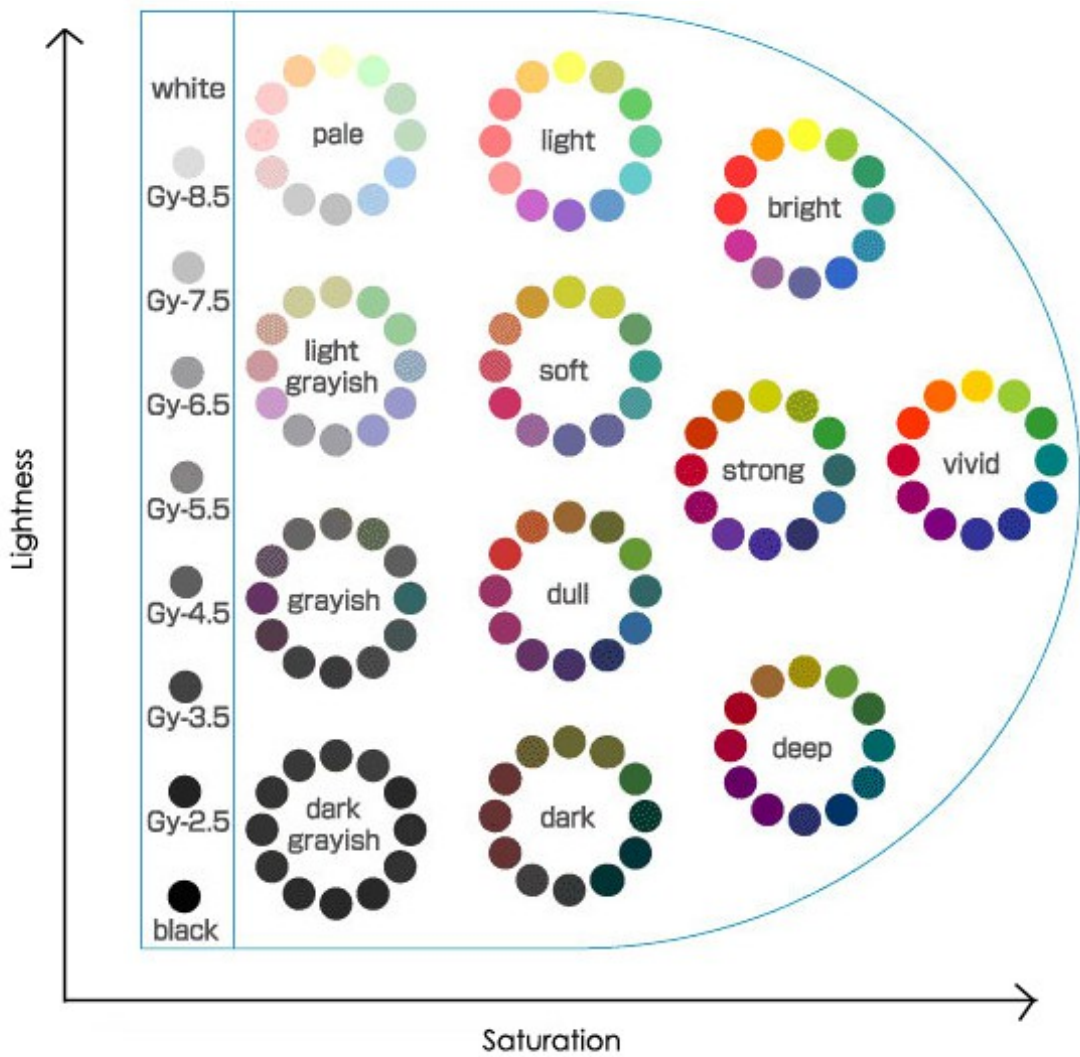


Hue and Tones

Color Wheel

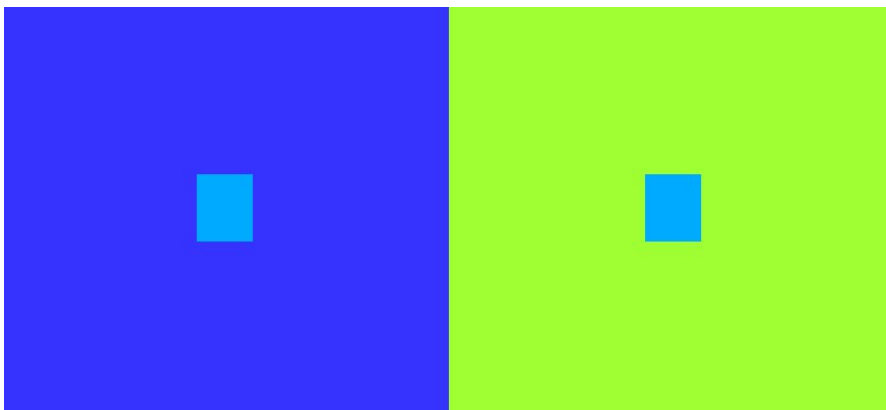


Tones



Colour Play

How do the inside colours look like?

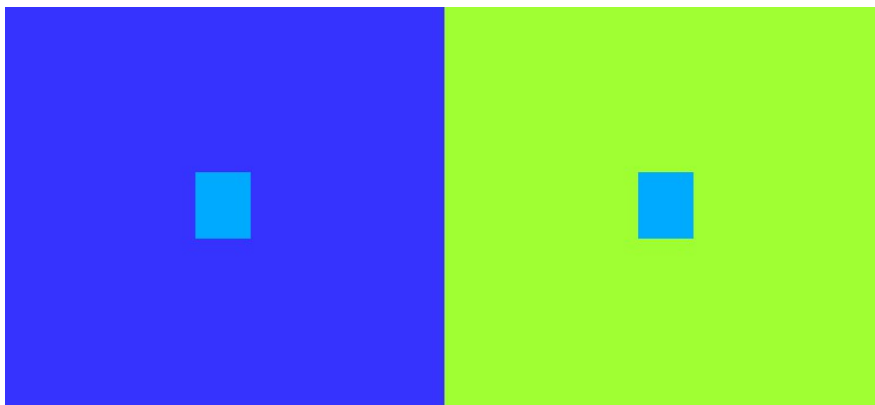


The Blue inside looks lighter here The Blue inside darker lighter



No, it's the same colour

Why?



The outside colour is darker
than the inside colour

The outside colour is lighter
than the inside colour

Because the outside colours are different

You eye automatically compares the colour due to its surroundings

So the darker outside colour
makes the inside colour
lighter than its actual colour

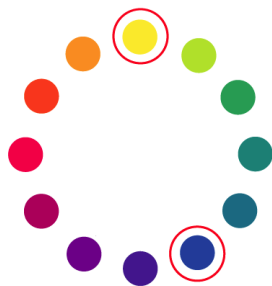
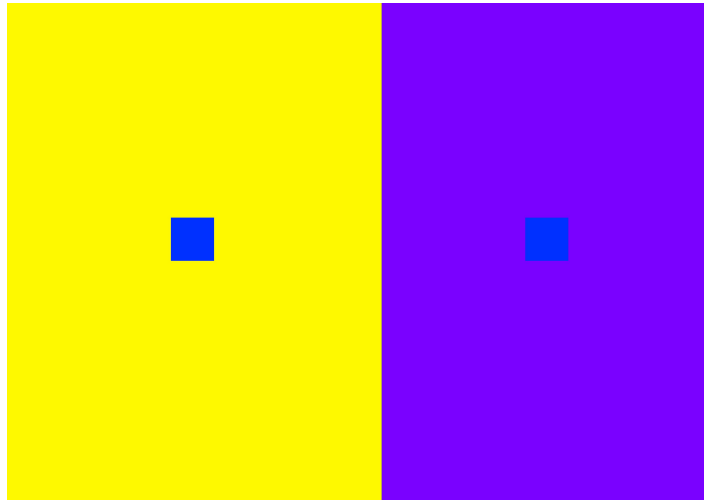
And the lighter outside colour
makes the inside colour
darker than its actual colour

Colour Comparison of Hue

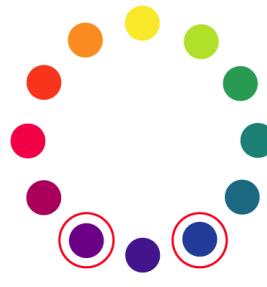
Same Saturation, Same Value

Different Hue

(How vivid does the colour look?)



Very Opposite Hue



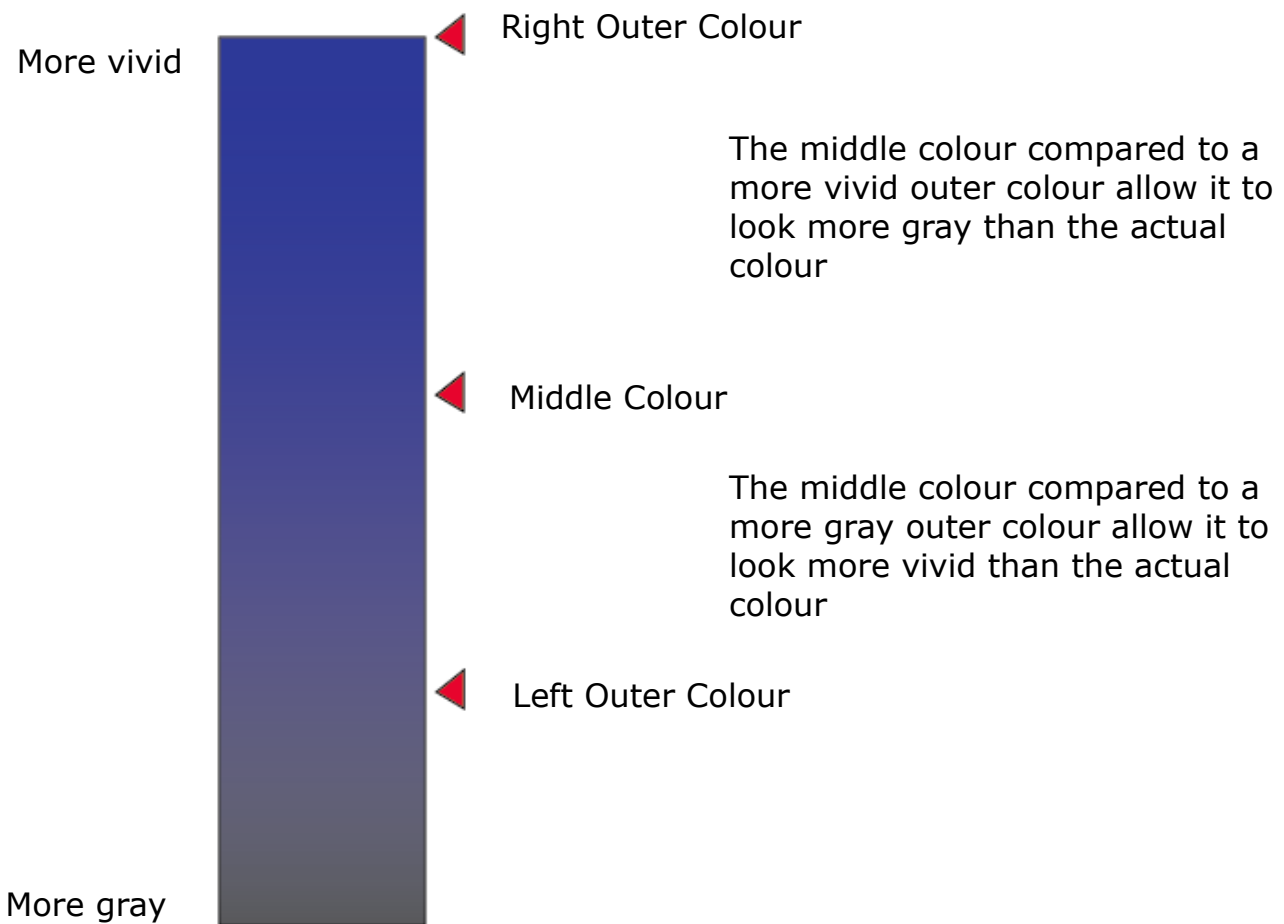
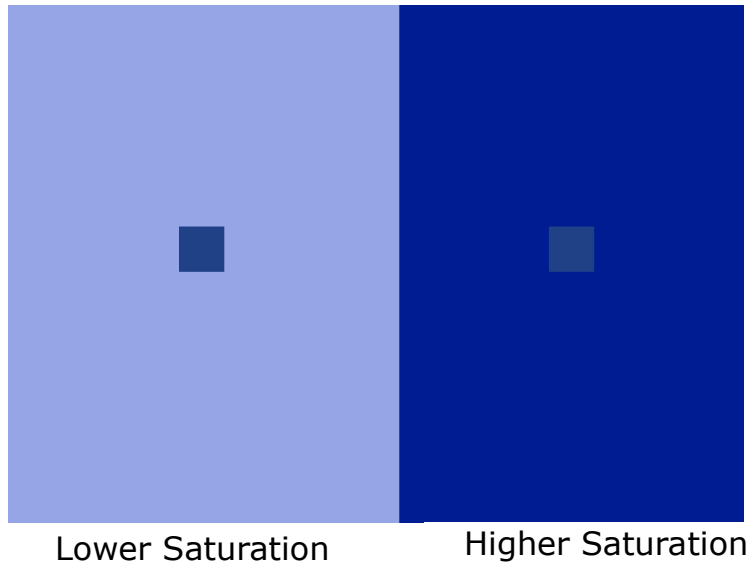
Similar hue

Blue looks more vivid on the left side
than the right side
when they are actually the same colour

Colour Comparison of Saturation

Same Hue, Same Value

Different Saturation
(How gray is the colour?)

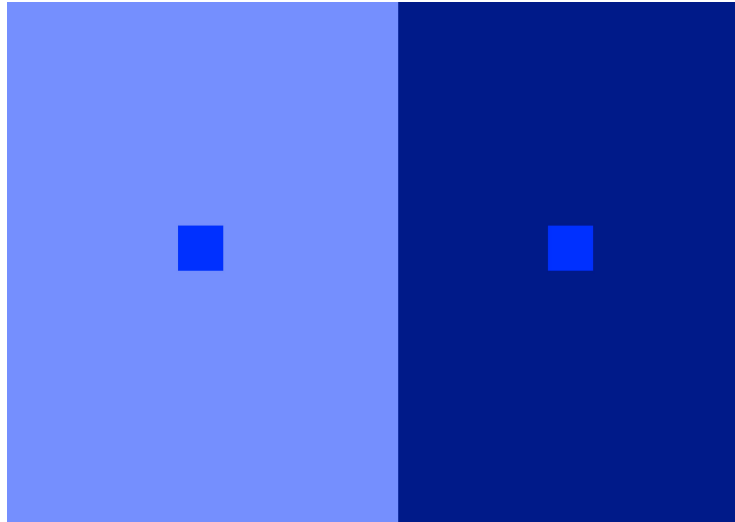


Colour Comparison of Value

Same Hue, Same Saturation

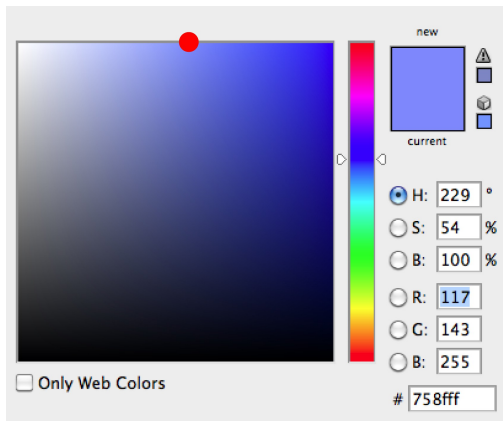
Different Lightness

(How much white or black is inside the colour?)

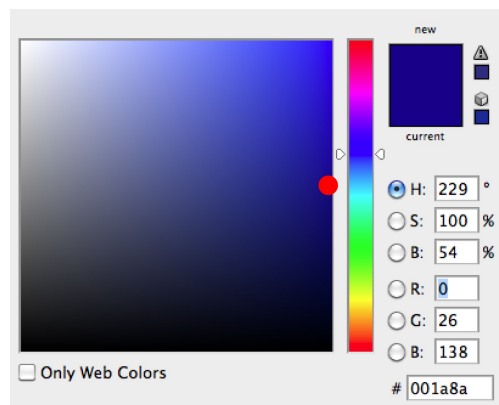


Lighter
(more white)

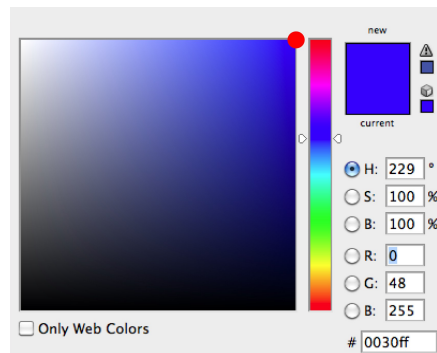
Darker
(more black)



Left Outer Colour



Right Outer Colour



Inside Colour

Color Emotions

What kind of colours give you what kind of emotions?



Scarlet Red



Light Yellow



Brick Red



Bright Yellow



Warm Red



Golden Yellow



Light Pink



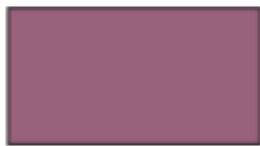
Green Yellow



Magenta



Cream



Mauve



Beige



Mauve



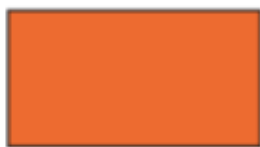
Brown



Fuchsia



Coffee



Orange



Fawn



Peach



Lilac

Color Emotions



Purple



Olive Green



Lavender



Khaki



Plum



Lime



Violet



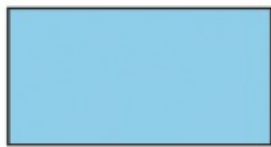
White



Navy



Gold



Sky Blue



Silver



Turquoise



Bronze



Aqua



Black



Dark Green



Cool Grey



Light Green



Warm Grey

Color Emotions

Milan Fashion Campus

These may be some of the emotions that colours may give you



Scarlet Red
Aggressive, Exciting



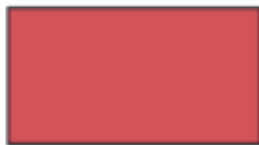
Light Yellow
Summery, Inspiring



Brick Red
Strong, Secure



Bright Yellow
Cheery, Cowardly



Warm Red
Arousing, Seductive



Golden Yellow
Sunny, Sumtumnal



Light Pink
Feminine, Sweet



Green Yellow
Tangy, Fruity, Sharp



Magenta
Flamboyant, Passionate



Cream
Clean, Classical



Mauve
Mellow, Subtle



Beige
Timeless, Dependable



Mauve
Mellow, Subtle



Brown
Earthy, Friendly



Fuchsia
Fun, Energetic



Coffee
Durable, Succulent



Orange
Glowing, Vital



Fawn
Organic, Practical



Peach
Healthy, Gentle



Lilac
Refined, Graceful

Color Emotions

Milan Fashion Campus



Purple
Futuristic, Sensual



Olive Green
Durable, Muddy



Lavender
Scented, Nostalgic



Khaki
Military, Resourceful



Plum
Sophisticated, Plump



Lime
Acidic, Refreshing



Violet
Fantasy, Mysterious



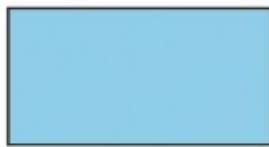
White
Purity, Goodness



Navy
Safe, Reliable



Gold
Luck, Extravagance



Sky Blue
Happy, Trustworthy



Silver
Prestigious, Cool



Turquoise
Spiritual, Exotic



Bronze
Warm, Rustic



Aqua
Cleansing, Refreshing



Black
Elegant, Sinister



Dark Green
Organic, Natural



Cool Grey
Miserable, Reputable

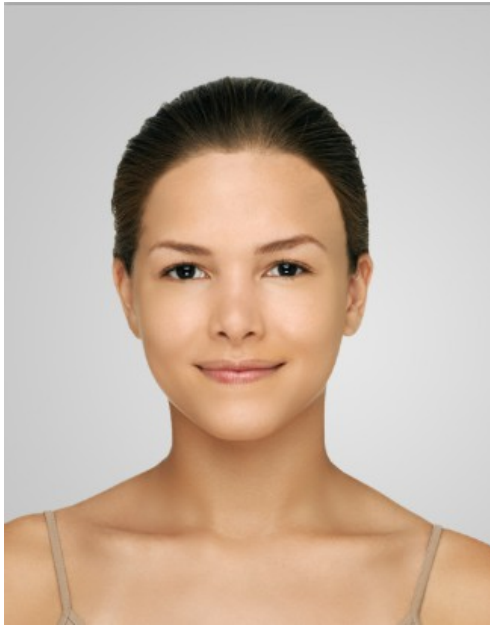


Light Green
Edible, Fresh



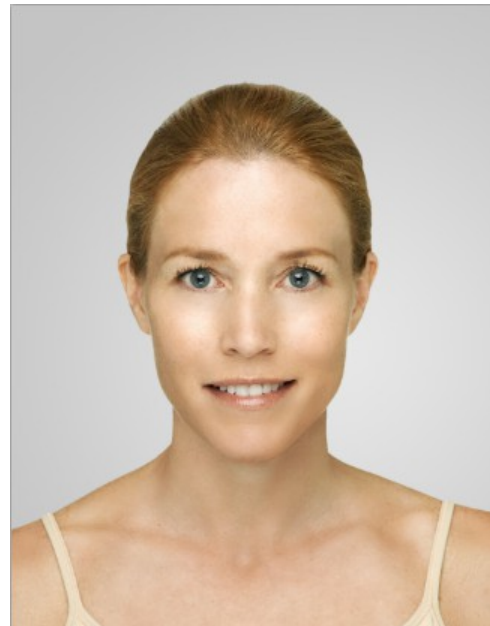
Warm Grey
Sober, Worldly

Check you skin tone.
Are you a *Warm* or *Cool* skin tone?



Warm Tone

Yellow base skin



Cool Tone

Pink base skin

What is your skin tone?

How to check:

1. Check you veins inside your wrist. Is it more green or blue?

Green veins mean you are
warm tone

Blue veins mean you are
cool tone

2. Do you turn pink when you run hard?

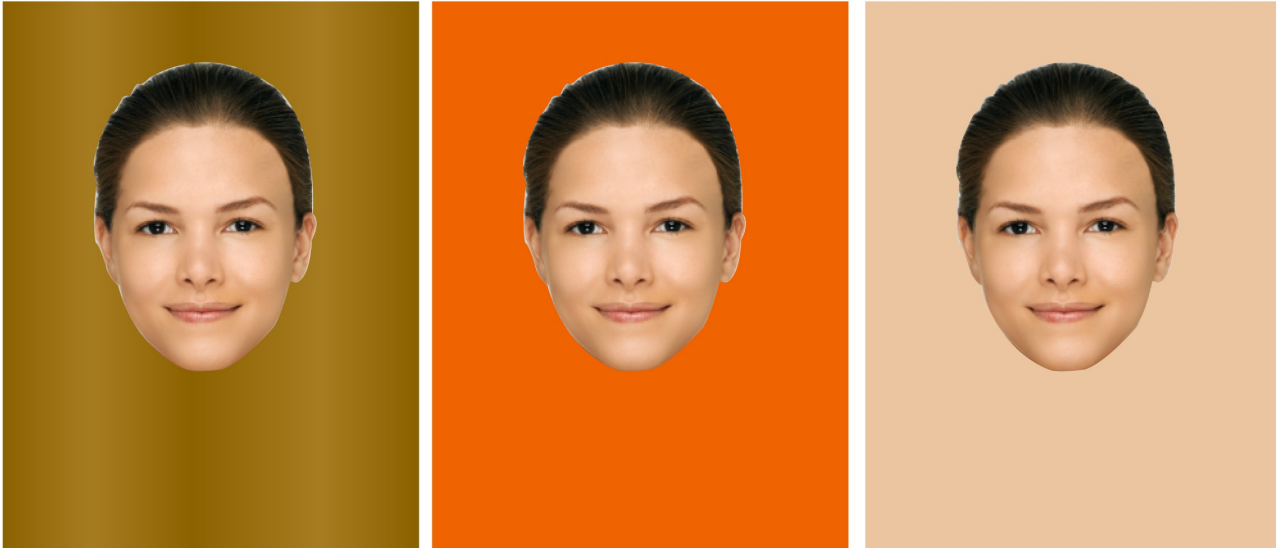
If *no*, you are
warm tone

If *yes*, you are
cool tone

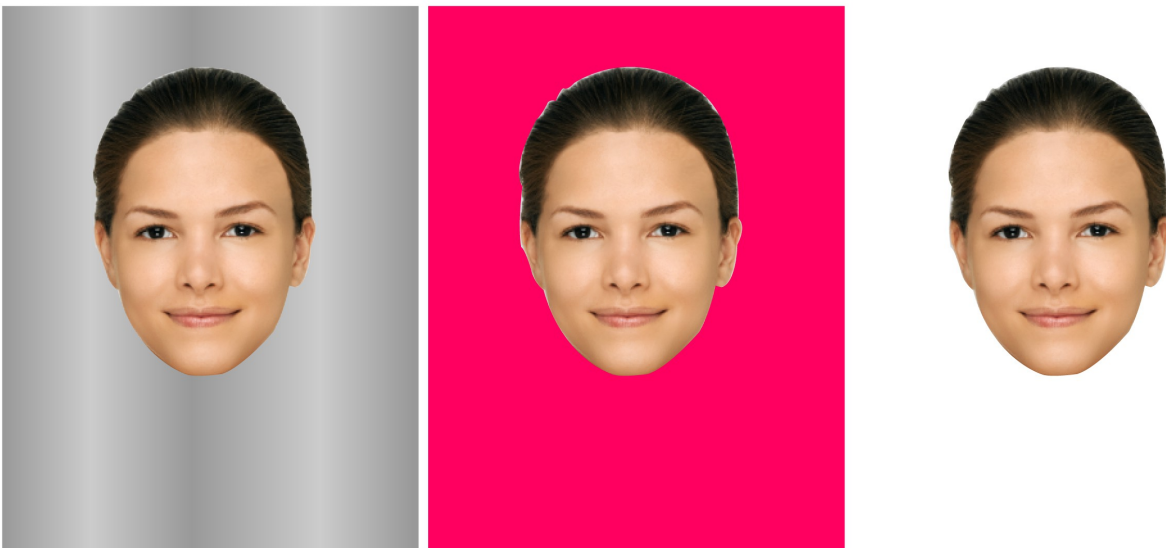
Skin Tones

Warm skin tone

Your skin has a yellow based under tone



You would look better when dressed in warm color it will bring your yellow under tone more visible

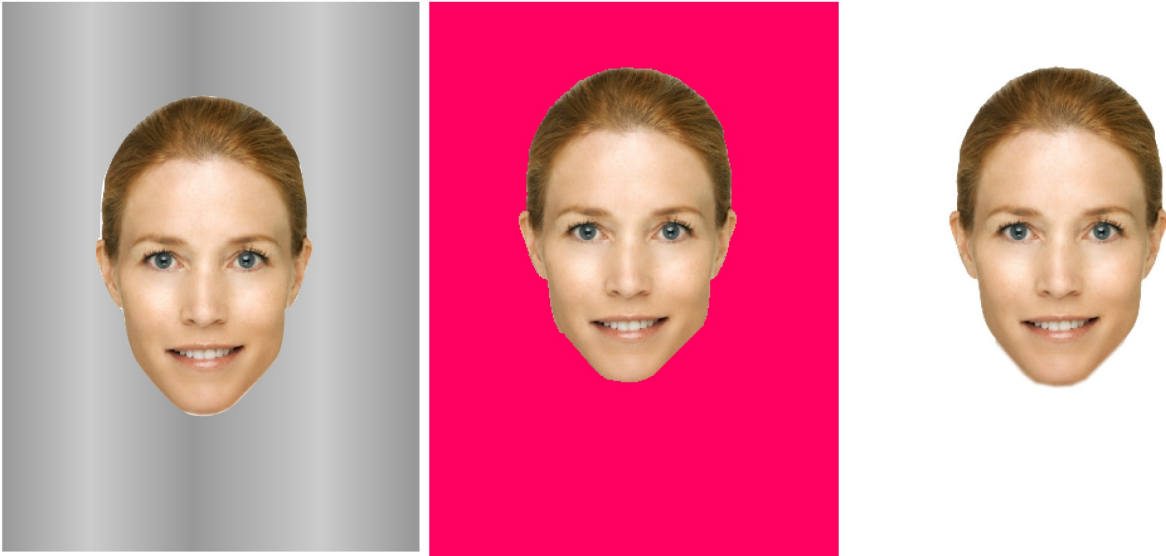


if you have a warm skin tone and dressed in cool color tone it will make your skin look flushed

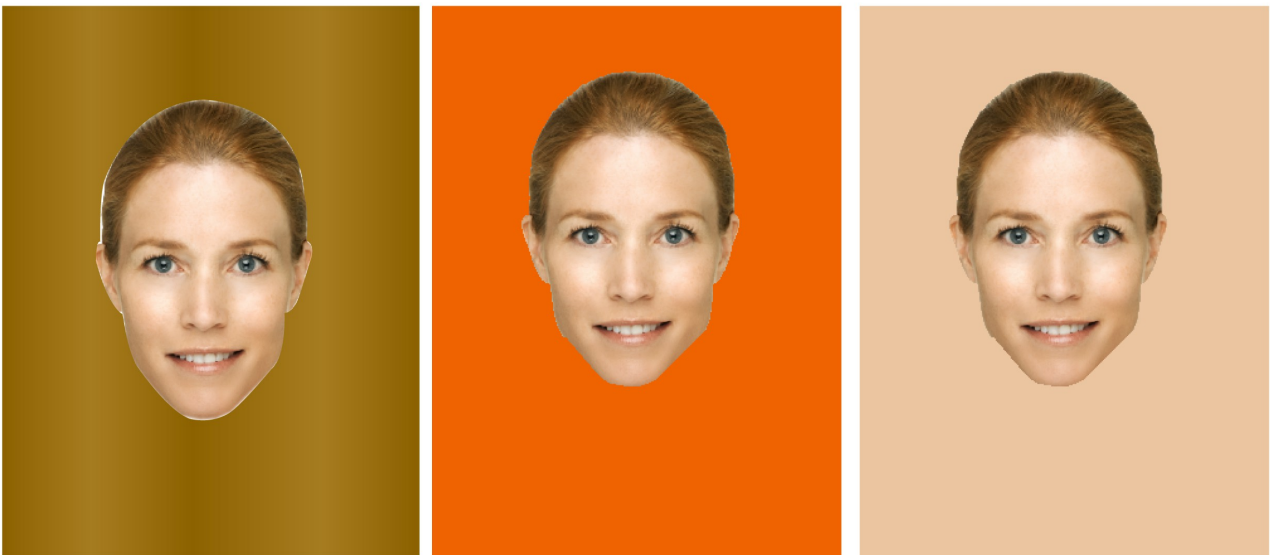
Colours and Skin Tones

Cool skin tone

Your skin has a pink based under tone



You would look better when dressed in cool color it will bring your yellow under tone more visible



if you have a cool skin tone and dressed in warm color tone it will make your skin look flushed

Warm

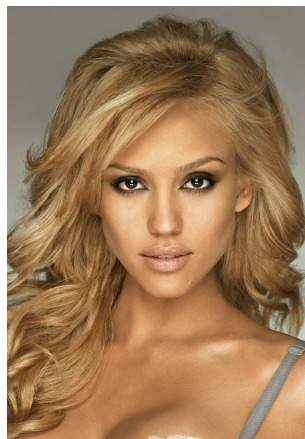
Asian



African



Hispanic



Asian skin color

Warm tone



Gong Li



Cool tone



Luci Liu



African skin color

Warm tone



Beyonce



Cool tone



Naomi Campbell



Hispanic skin color

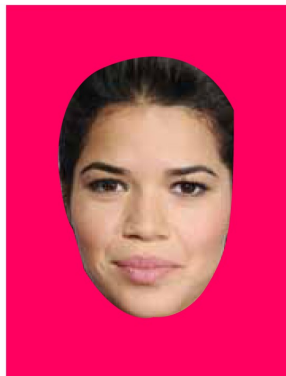
Warm tone



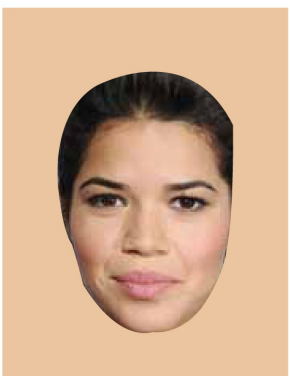
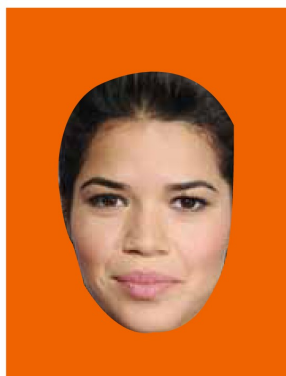
Jessica Alba



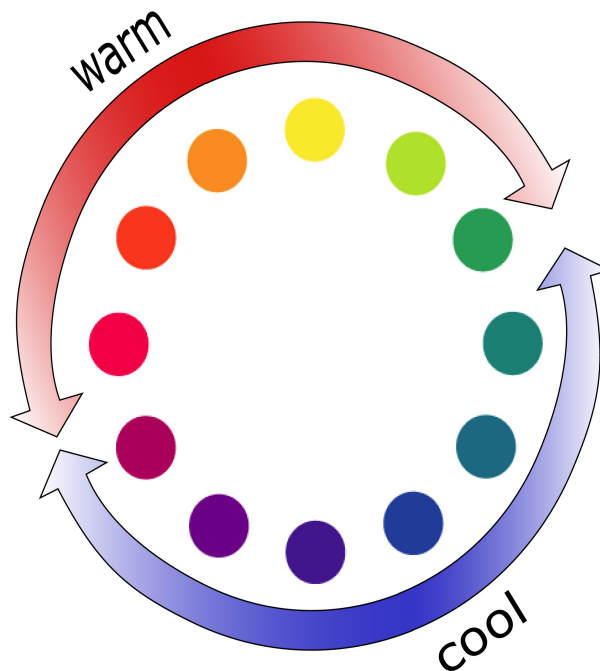
Cool tone



America Ferrera



Trying Opposite Colour Hues



If you are a warm skin tone, warm colours make you look more vibrant and healthy. If you wear cool colours, it make you look less healthy and less vibrant and more flushed.

If you are a cool skin tone, cool colours make you look more vibrant and healthy. If you wear warm colours, it make you look less healthy and less vibrant and more flushed.

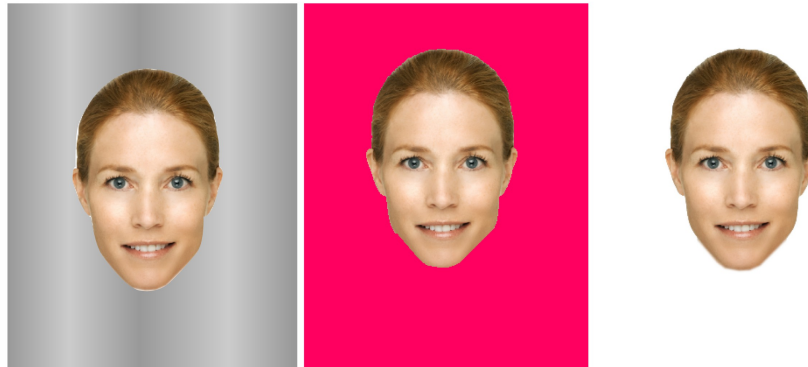
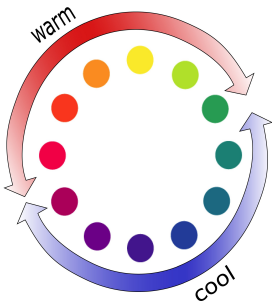
This does not mean that you can not wear the colours of the opposite tone.

If you want to wear the opposite hue of you skin tone, wear less vivid colours decreasing the saturation or changing its value - lighter or darker.

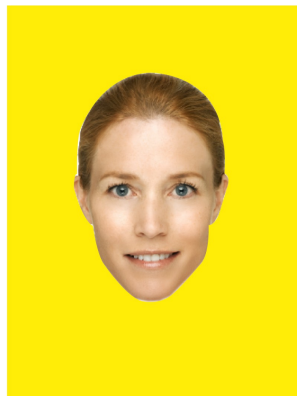
Trying Opposite Colour Hues

For example:

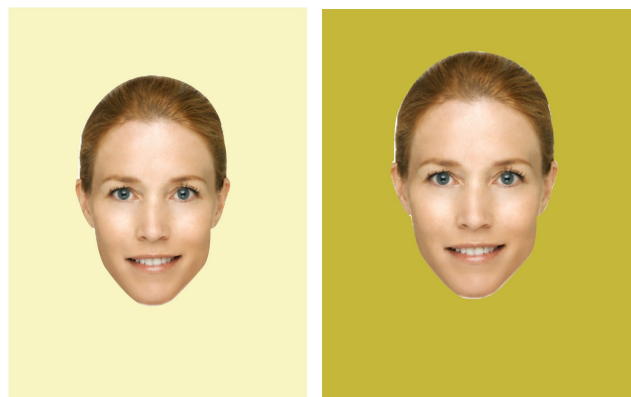
Jessica is a cool tone and she looks good in the cold colour tones



If she tries on a yellow colour, she does not look so appealing as the cold colours would.



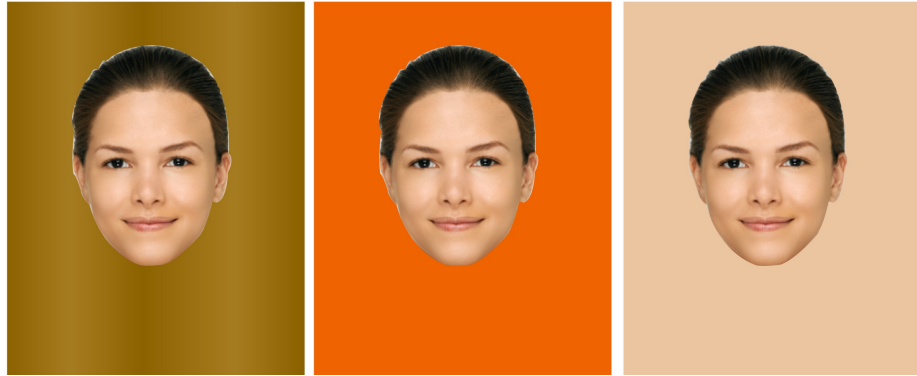
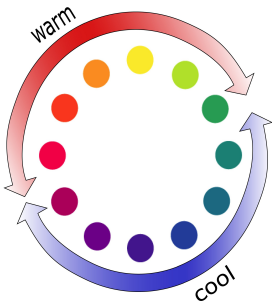
If she wants to try on a yellow colour, she should change the value (in this case the value is lighter) or lower the saturation to diminish the vividness of the colour



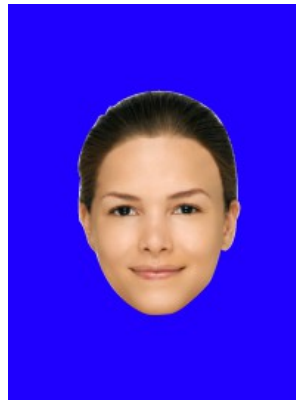
Try with Fabrics!

For example:

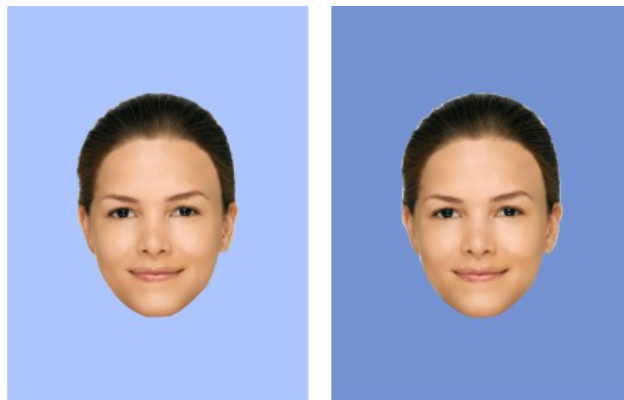
Christina is a warm tone and she looks good in the warm colour tones



If she tries on a blue colour, she does not look so appealing as the warm colours would.



If she wants to try on a blue colour, she should change the value (in this case the value is lighter) or lower the saturation to diminish the vividness of the colour



Exercise:

Divide the fabrics into cool and warm tone.

Now try to find out your skin tone!

Step One:

Compare cream and white.

Step Two:

Compare orange and pink.

Step Three:

Compare gold and silver

Step Four:

Compare warm colours and cold colours.

Step Five:

Compare opposite colours' vivid version and less saturated version.

COLOR PALETTE

WARM

You look best in these colors



COOL

You look best in these colors

