

Color Analysis: analyzing skin tone, hair color, and the relationship between them



Why is color analysis important?

- Helps dress for success
 - Interviews, business meetings etc. (esp. in the fashion industry)
- Cost per wear; colors can be your best friend or worst enemy
- May affect the way people feel about you at first impression
- Color is the first thing people will notice and remember about a person
- People are instinctively drawn to colors that look good on them
- By nature, your eye seeks balance and harmony
- Important knowledge if one were to change their hair color

Hue

- the color or the color family

Value (light vs. dark)

- the lightness of a color
- increase value (lightened or tinted) = more white added
- decrease value (darkened or shadowed) = more black added

Intensity or Chroma

- saturation or strength of a color
- weaker chroma (less intense) = add gray
- stronger chroma (more intense) = pure, jewel tones

Warm vs. Cool

- Metals: gold = warm; silver = cool
- Neutrals: cool = black, navy, gray; warm = brown, camel, khaki, crème
- Warm colors: blue and violet
- Cool colors: red, orange, and yellow
- Cool and warm tones:
 - Green-blue (cool)
 - Yellow-green (warm)

Three Skin Pigments:

1. hemoglobin = red
 2. carotene = yellow
 3. melanin = brown
- There are warm and cool skin tones and hair color
 - Warm or cool has nothing to do with lightness or darkness

Caucasian Women – tend to have more red and yellow undertones, rather than brown

- ♥ **Low-Contrast Winter** – skin: medium olive, hair: dark brown/black, best colors: cool & warm vivid
- ♥ **High-Contrast Winter** – skin: fair with pink, hair: black/dark brown, best colors: cool & vivid
- ♥ **Low-Contrast Summer** – skin: very fair, hair: ash blonde, best colors: cool, muted & light
- ♥ **High-Contrast Summer** – skin: fair with pink, hair: dark & cool brown, best colors: cool & deep
- ♥ **Low-Contrast Autumn** – skin: ivory, hair: strawberry blonde, best colors: warm and muted
- ♥ **High-Contrast Autumn** – skin: fair with yellow, hair: red or auburn, best colors: warm and deep
- ♥ **Low-Contrast Spring** – skin: yellow-beige, hair: golden blonde, best colors: warm, clear, & light
- ♥ **High-Contrast Spring** – skin: yellow beige, hair: dark brown, best colors: warm & bright

Black Women – tend to have more brown undertones

- ♥ **Mahogany** – skin: rose brown, hair: black, best colors: cool, medium & vivid
- ♥ **Ebony** – skin: dark ash brown, hair: black, best colors: cool, intense & deep
- ♥ **Golden** – skin: light yellow brown, hair: light or medium brown or red, best colors: warm & muted
- ♥ **Copper** – skin: medium golden brown, hair: black, best colors: warm & cool intense

Hispanic Women – tend to have more brown and red undertones

- ♥ **Rose** – skin: light beige, hair: black, best colors: cool, light & vivid
- ♥ **Onyx** – skin: deep red brown, hair: blue black, best colors: cool & deep
- ♥ **Topaz** – skin: light to medium brown, hair: light brown or red, best colors: warm, deep & muted
- ♥ **Bronze** – skin: golden brown, hair: dark brown, best colors: warm & bright

Asian Women – have a bit more yellow and brown undertones

- ♥ **Starlight** – skin: fair with pink, hair: black, best colors: cool, light & intense
- ♥ **Midnight** – skin: dark olive, hair: blue black, best colors: cool & deep
- ♥ **Horizon** – skin: light to medium yellow beige, hair: dark brown or rose brown, best colors: cool, warm & clear
- ♥ **Sunrise** – skin: fair with yellow, hair: light brown, best colors: warm & light
- ♥ **Sunlight** – skin: yellow beige, hair: black or medium brown, best colors: warm & bright
- ♥ **Sunset** – skin: golden bronze, hair: black, best colors: warm, intense & deep