



Advanced Color Analysis

Understanding the 12 and 16 seasonal
color analysis techniques



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The Style Academy International*

Advanced Color Analysis

Understanding the 12 and 16 Seasonal Color Analysis System

Take your color analysis consultations to the next level with the advanced color analysis systems.

Louisa Gabriel, CIC, CFS

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Please note: Due to differences in printing methods, some colors may appear darker or lighter in this book than intended. Particularly with the color palettes section, it is best to follow the names rather than the colors themselves when choosing your seasonal colors.

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Photos of models Daniella and Matt © Brenden Butler
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The 12 Seasons



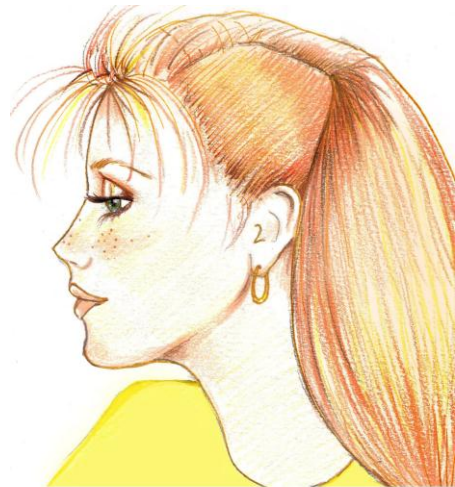
Cool Winter



Cool Summer



Warm Autumn



Warm Spring



Light Summer



Light Spring



Deep Winter



Deep Autumn



Soft Autumn



Soft Summer



Clear Spring



Clear Winter

The purpose of this book is to advance the practice of color analysis, specifically, the advanced Seasonal color theory. This book is geared toward image and color consultants, but it is also for anyone who wants to figure out their best colors to wear.

Color Analysis is a practical system that guarantees a person will look their best. It's not a fad or gimmick. It's been around for at least a hundred years or more and continues to be used by many people and professionals. It's just that many people do not understand the concept fully. I hope to remedy this with this book. I want to simplify advanced seasonal color theory so everyone sees its beauty and effectiveness.

Those who have been accurately color analyzed in the past know how much of a difference knowing your best colors makes. It can change your life. While ensuring you never wear an unflattering color again, it also opens up a whole new world of color possibilities for you. It simplifies your life by freeing up time and energy - not to mention money - that might otherwise be spent on wrong color choices.

Let's start by clarifying what exactly Color Analysis is: It is simply the science of looking at a person's natural eye, skin, and hair color and determining the best set of colors that person can wear to harmonize with his or her natural coloring. The concept sounds simple and easy – and it is – but too often in the fashion and cosmetic industry the principle of wearing only the colors that harmonize and enhance your coloring is not only *not* encouraged, it's laughed it. The industry's livelihood depends on convincing you to buy every new trend that comes along. Every season, designers come out with “new” colors that are supposed to be worn during that particular time of the year. It's “what's in.” It's trendy. If you don't wear those colors, you are out of style.

This book is about finding out your true colors, the natural coloring given to you by nature. By discovering and honoring your natural color scheme, you save time and money, but most important, you, and your clients look your absolute best.



The Right Colors

- *Add radiance to your face, making you look younger, fresher, more alive

- *Help camouflage imperfections like blemishes, fine lines, and dark circles

- *Lessen the need for more makeup

- *Soften facial features

- *Make you look more confident and alert

- *Make people notice YOU, not the colors you wear

The Wrong Colors

- *Accentuate fine lines and wrinkles

- *Accentuate blemishes, dark circles, skin imperfections

- *Make you look tired or sick

- *Emphasize a double chin

- *Make people see your clothing or makeup only and not see YOU



See my model Daniela above. While there's no doubt she looks cute in both outfits, notice how the red top (right) harmonizes better with her darker coloring than the soft muted earth tones (left)? She is a Deep Winter and the colors on the left make her face look pale and do nothing to liven up her face. The red top enhances her hair and eyes and without any makeup (except some sheer lip balm).

The Old 4 Season System

The 4-season color theory popularized in Carol Jackson's book "Color Me Beautiful" was simple to understand and it worked for many women, myself included. However, it didn't work for everyone. Why could some women wear both cool and warm colors successfully? What if you were labeled a Winter but the color black was just way too intense? There were too many issues with the 4-season color theory. After much research by color analysts, the conclusion was that the 4-season color theory was simply incomplete. I will explain why in a moment. But first let's examine what the

The old 4 Season System



Summer
Cool and Light



Winter
Cool and Deep



Spring
Warm and Light



Autumn
Warm and Deep

theory was all about since most people who know anything about color analysis and personal color theory probably learned about it from "Color Me Beautiful." Also, most of the theories for modern color analysis taught today by professionals will begin with the basic four seasons first. Then you figure out which sub-category you fall into, with one exception, which I will explain later.

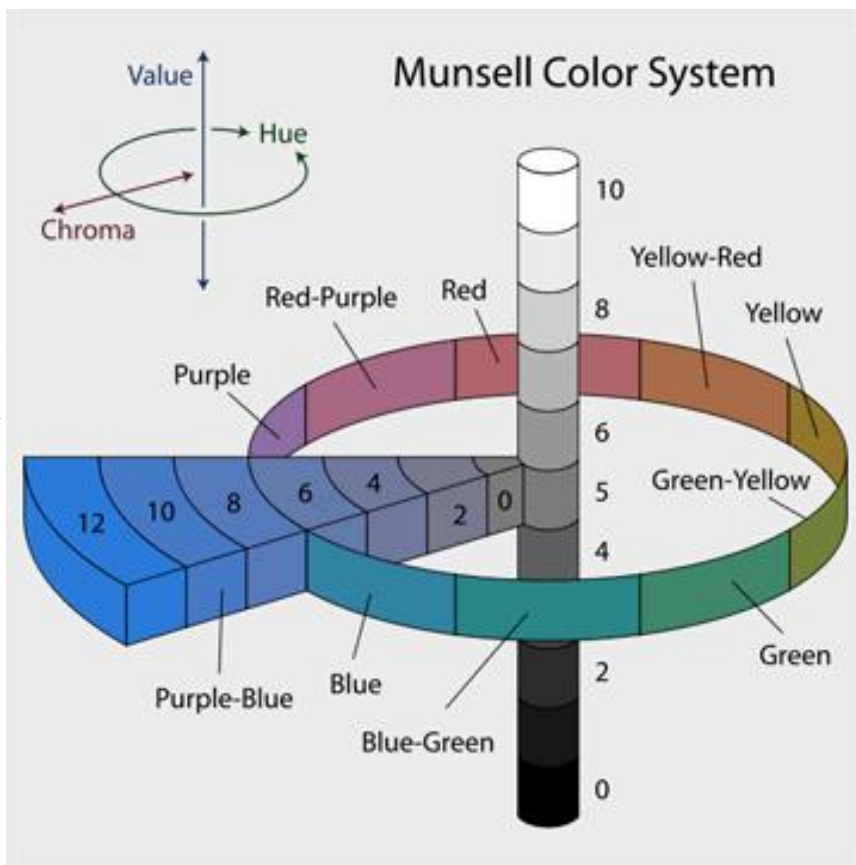
The 4-season color theory matched real seasons nicely: the rich brown, gold, orange and yellow you would see on an Autumn day were precisely the palette for the "Autumn" season. Likewise, the bright warm colors of the "Spring" palette included the pretty colors you'd see in springtime, like yellow daffodils, robin's egg blues, lilacs and pretty pastel Easter eggs. However, keep in mind that these are simply names which could have easily been called anything else, but they happen to fit the seasons perfectly. The principle behind the system was this: People with cool (or blue) undertones would be a Summer or a Winter. People with warm (or yellow) undertones would be a Spring or an Autumn. Once you knew what your undertone was, then you needed to decide if you were flattered more by lighter or darker colors. If you could wear strong cool colors you were a Winter. Lighter cool colors made you a Summer. If you could wear the darkest of the warm colors, you would be an Autumn. Light warm colors made you a Spring. The theory took two aspects of a person's

coloring into consideration: temperature and value. But there was an important third aspect missing.

The 12-Season System

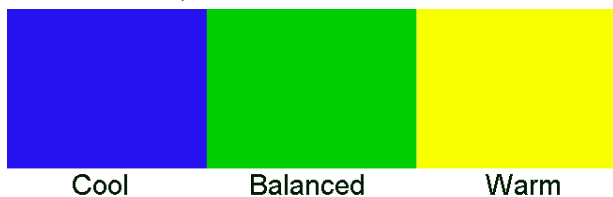
What was missing was “Chroma” or “saturation.” Chroma refers to a color’s “purity.” High chroma colors are rich and full; low chroma colors are dull and grayish, or “muted.” This third element of the color theory was taken into account and later the 4-season theory was refined into a more precise and accurate 12-season color theory, the main system I talk about in this book. I will also talk about the 16-season season system as well, as it expands on the theories even further.

Actually, the basis for the entire 12-season color theory can be traced back to artist Albert Munsell, who developed his color notation system utilizing the three elements of hue, value and chroma beginning in the late 19th century. Most color analyst companies who use the 12-season system, like “Color Me Beautiful” or “Always in Style” pay homage to Munsell as one of the founders of the development of this system.

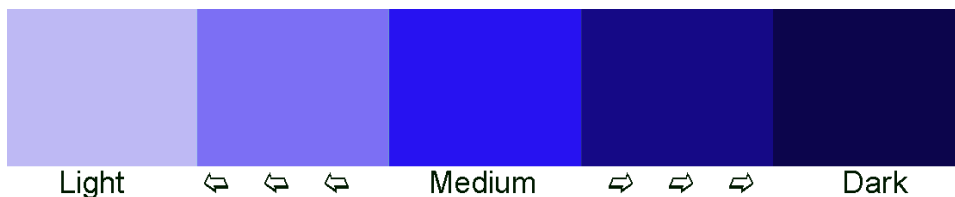


As Munsell notes, a color has 3 aspects to it: HUE, VALUE, and CHROMA.

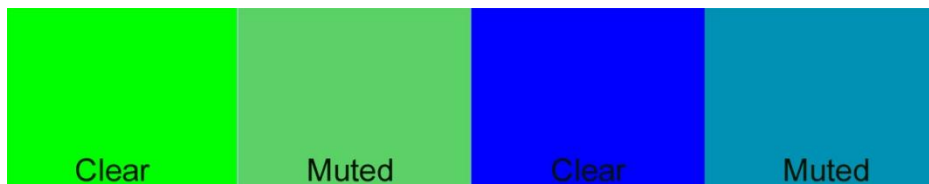
1. Hue means simply what color an object is, like red, orange or green. Every hue will be either warm or cool, or some combination of the two.



2. Value just means the lightness or darkness of a color. Typically, light colors have tints of white added to them. Dark colors have some shade of black added to them.



3. Chroma means a color's clarity or saturation. A sunny Yellow would be considered fully saturated or clear. "Mustard" would be considered a muted Yellow. In the figure below, Lime Green and True Blue are considered "clear" while Sage and Dusty Blue are considered "muted." There is usually a heaviness or grayness added to a muted color. So Chroma refers to how clear a color is or how muted it is, or as it's referred to in the remainder of this book, it's "Softness."



HUE = *Warm or Cool*

VALUE = *Light or Dark*

CHROMA = *Clear or Soft*

Understanding these principles is essential in understanding the 12- and 16-season color analysis system. From this information we can begin to decipher a person's coloring and figure out their "season."

I've studied a few different ways to conduct a color analysis. In my previous trainings I only talked about one, and that is the process of finding someone's dominant characteristic, then their secondary characteristic, which leads to their season. It's fast and accurate. That is IF you can figure out their dominant characteristic. I will admit it can be challenging sometimes. If you are unsure of the dominant characteristic, there is another way to go about doing the analysis and I will talk about it later in this chapter. As a color analyst, it is always good to know various ways to decipher someone's coloring. It will make you a more well-rounded and accurate analyst.

The Dominant and Secondary Characteristic Method

The first method is the process of finding a person's dominant and secondary characteristic. Continuing on from the Hue, Value, and Chroma discussion, you will see that from these three aspects of color we get six dominant characteristics that a person can exhibit. It is these six characteristics that are most important in determining your season. If you can determine your dominant characteristic, you are 75% there in determining your season. The secondary characteristic will finalize which season you are. For example, if you have light blonde hair and light blue eyes, out of the six characteristics you determine you are a "Light" season. The next step is to decide whether you favor cooler colors or warmer colors. If you decide light warm colors flatter you more than light cool colors, you would be a "Light Spring." Those are essentially the two steps in determining your Season in this method. There is a third characteristic for each season as well, though it's the least dominant characteristic.

I created the chart on the next page that lists each season and what the dominant, secondary and third characteristics are for each one. Remember that the Dominant characteristic (the first of the three in the equation) is the most important aspect of determining your season.

The 12 Season Color System	HUE <i>Warm or Cool</i>	VALUE <i>Deep or Light</i>	CHROMA <i>Clear or Soft/Muted</i>
Spring	Warm Spring WARM + LIGHT + (clear)	Light Spring LIGHT + WARM + (clear)	Clear Spring CLEAR + WARM + (light)
Summer	Cool Summer COOL + LIGHT + (soft)	Light Summer LIGHT + COOL + (soft)	Soft Summer SOFT + COOL + (light)
Autumn	Warm Autumn WARM + DARK + (soft)	Deep Autumn DARK + WARM + (soft)	Soft Autumn SOFT + WARM + (dark)
Winter	Cool Winter COOL + DARK + (clear)	Deep Winter DARK + COOL + (clear)	Clear Winter CLEAR + COOL + (dark)

Let's analyze some of the aspects of the chart:

Each season will have **one** aspect of Munsell's three characteristics of color that is dominant -- Hue, Value or Chroma. The **dominant** characteristic of the season accounts for about 75% of the season's appearance. The **secondary** characteristic accounts for about 20% and the **third** characteristic accounts for about 5%.

Let's look at the Spring seasons as an example: All Springs have the characteristics of Warm (hue or temperature), Light (value) and Clear (chroma). If the dominant characteristic, or the most visibly obvious aspect of the person, is "Light," that person will be a "Light Spring". Likewise, if the most obvious characteristic is "Clear," she will be a "Clear Spring" and lastly if the dominant characteristic is "Warm," she will be a "Warm Spring." This is exactly the same for each season. See how the old 4-season system compares to the 12-season system: Each season in the old system is broken down in to three3, with each season having one aspect of Value, Chroma or Hue being dominant.

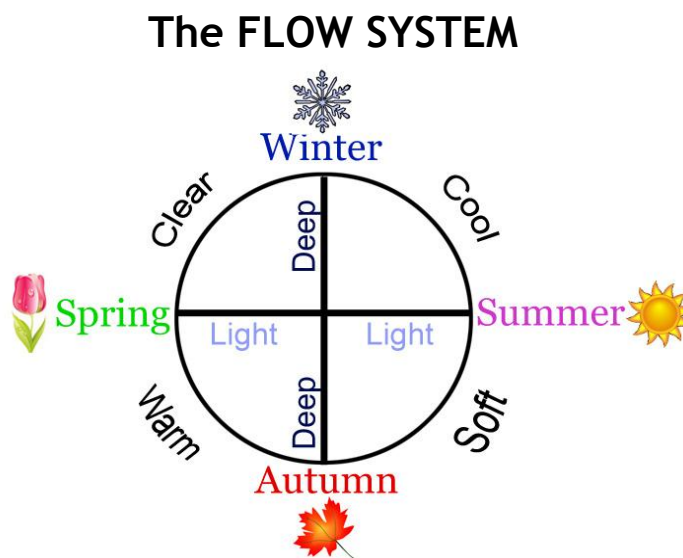
Springs in the new 12 Season System



While the dominant characteristic is the most important aspect to figuring out your season, the 2nd and 3rd are the deciding factors when debating between two seasons. Let's say that you are confident that your naturally warm red hair and ivory freckled skin makes you a "Warm" season. Check the 2nd and 3rd characteristics on the chart for what to look for next: If your eyes are a light **clear** green, you would most likely be the Warm Spring. If your eyes were a **soft**, muddy green, you would most likely be a Warm Autumn.

Since I study the differences between the 12 seasons all the time, each one becomes its own unique world to me, with its own special traits. But I do find it helpful to go back to the basics in how these 12 seasons formed in the first place. And having a good sense of what the basic four seasons are will set the foundation for the alternate method I will talk about later.

The 12-seasons system (as well as the 16 seasons) can also be called the “Flow Seasonal Theory.” In this, the traditional four seasons -- Winter, Summer, Autumn, Spring -- will flow into one another. At the points where they overlap, this creates a new season. For example, the Deep Autumn is really a blend of Autumn and Winter. This person has the *warmth* of the typical Autumn season, but the *intensity* of a Winter.



Let’s look at the Winter season, for example. From the chart you can see where Winter flows into a summer is a Cool Winter; into an Autumn is Deep Winter; into a Spring is Clear Winter.

Where the seasons overlap, you will find some shared colors. The Clear Spring and Clear Winter will share some colors like Emerald Green and black (the *only* Spring that contains black in its palette!) The Cool Winter and Cool Summer will share colors like Violet and Deep Rose.

I like this chart because it shows why someone, let’s say, who is a Soft Summer might look good in an olive color (traditionally an Autumn color), because they are a blend of Summer and Autumn. Some of those “traditional” autumn colors might pop up the Soft Summer palette. The same goes for all the seasons.

Notice that where seasons blend, you will find the colors to be more neutral than strictly warm or cool. Unless your *dominant* characteristic is Cool or Warm, the remaining seasons are a blend of both warm and cool. So that's why it can be very difficult when looking for a warm or cool undertone in some people who are a blended season. I'll be honest, sometimes it can be difficult even if your dominant characteristic is Cool or Warm. Skin tone can be tricky sometimes.

Begin your Analysis using the Dominant Characteristic method

Rather than first focusing on whether you only have cool or warm undertones, which is how you would begin the color analysis in the old system and actually in the second method I will talk about as well, in this particular method you simply need to determine which of the following six characteristics are most dominant for you.

1. Determine your ***Dominant*** Characteristic
2. Determine your ***second and/or third*** characteristic (which means deciding if you favor cooler colors or warmer colors; or if your dominant color is already either "Warm" or "Cool", the secondary characteristic is between a lighter or darker intensity level, or clear or muted.)

DOMINANT CHARACTERISTICS:

Every person will fall into 1 of the following 6 dominant characteristic categories:

Deep: Strong, rich, dark coloring.

Examples: Cher, Kim Kardashian

Light: Very light and delicate

Ex: Gwyneth Paltrow and Heather Locklear

Warm: Yellow-based colors, no blue undertones

Ex: Reba McIntyre, Sarah Ferguson, Duchess of York

Cool: Blue-based colors, no yellow or golden undertones

Ex: Christy Brinkley, Linda Evans

Clear: Bright, clear colors, nothing muted or dusty

Ex: Courtney Cox; Heather Graham

Muted: Soft, dusty colors; nothing bright and overpowering

Ex: Jennifer Aniston, Mary Kate & Ashley Olsen

SECONDARY CHARACTERISTICS:

Once you've determined your dominant characteristic, next decide if *warmer* or *cooler* colors look best (*see test draping for more help). For example, if your dominant trait is "Deep," decide if the deep *cool* colors look best on you or the deep *warm* colors.

If your dominant characteristic is either "Warm" or "Cool," then decide whether you favor clear or muted colors next. Once you've figured out these two components, you've got your season figured out. As a final test, cross check your third characteristic to make sure it's consistent with the following chart too. Third characteristics might be very subtle, but they can be quite helpful in figuring out your season as well.

Deep, Cool (clear) Colors = Deep Winter

Deep, warm (muted) colors = Deep Autumn

Light, warm colors (clear) = Light Spring

Light, Cool (muted) colors = Light Summer

Clear, cool (deep) colors = Clear Winter

Clear, warm (light) colors = Clear Spring

Soft, warm (deep) colors = Soft Autumn

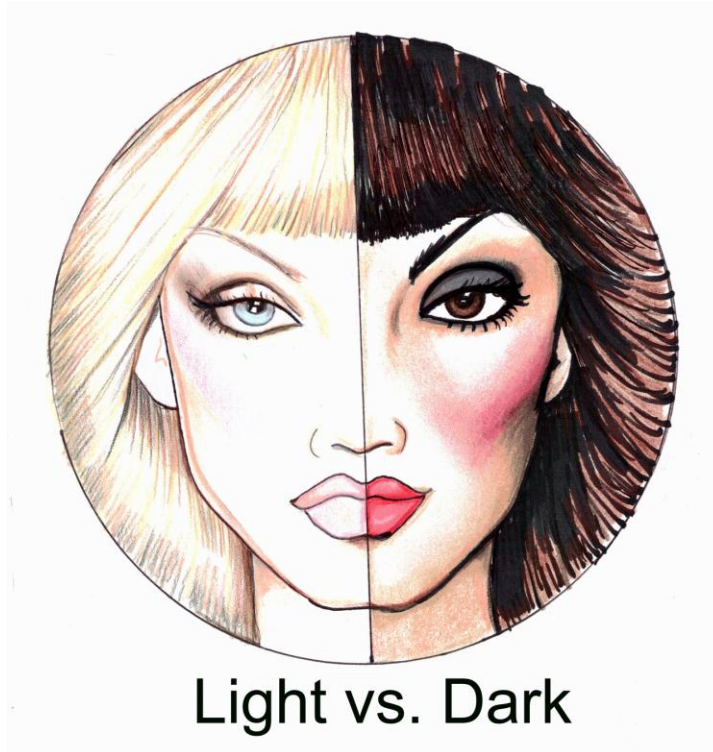
Soft, cool (light) colors = Soft Summer

Warm, clear (light) colors = Warm Spring

Warm, soft (deep) colors = Warm Autumn

Cool, soft (light) colors = Cool Summer

Cool, clear (deep) colors = Cool Winter

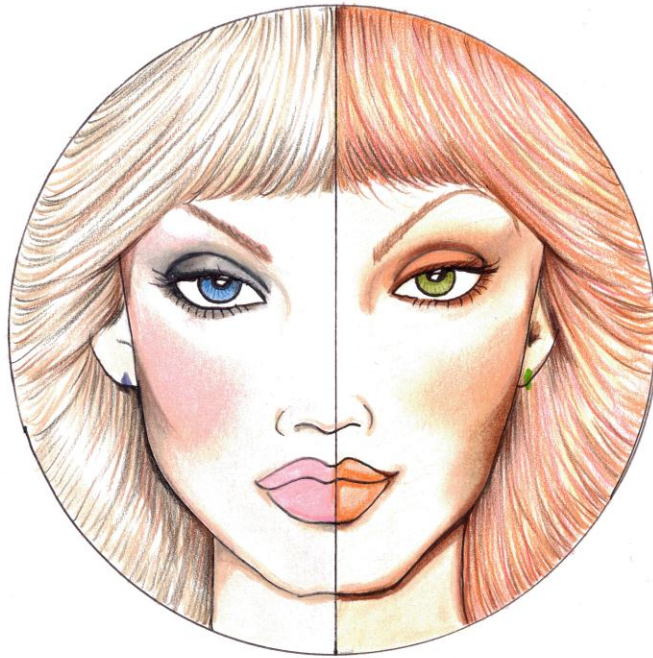


DEEP

Generally speaking, Deep seasons will have dark hair and dark eyes, like Kim Kardashian. Natural hair color will range from medium to dark brown, to deep auburn; eyes from dark brown, nearly black, to deep hazel, deep blue or deep olive. You won't find natural blondes and light blue eyes in this season. They come alive in deep, dark colors like black, Navy, Forest Green, Charcoal, True Red. Colors that are too light will wash them out.

LIGHT

Typically, Light seasons' hair will be blonde, ranging from warm golden blonde to a cool ash blonde. Eyes will be a light blue, gray or green or mixture of the three. Dark eyes are a sign you are NOT a Light Season, regardless of your hair color. There is very little contrast between your natural hair color and skin tone. Your skin often has a peachy glow, like Kate Hudson, or a pink glow, like Denise Richards. Light seasons glow in the lightest of colors. Light peach, soft pink, pale blue, light lavender, beige and sand will make you look elegant. Bright colors are too overbearing and very dark colors wash them out completely.



Cool vs. Warm

**W
A
R
M**

Warm seasons can be easy to spot when they have the typical combination of red hair, light complexion and freckles. Eyes can be muddy to clear green, light clear blue, or light to medium brown with golden flecks in the iris. Red hair is most common but golden or strawberry blondes to medium brown to auburn hair can be present. The value level will be medium – anything darker may signal you are a Deep. Anything very light could signal a Soft or Light season. The overall look is of a total “golden” glow.

**C
O
O
L**

The best way to describe the “Cool” trait is the absence of Warmth. Cool pink or rosy undertones are often evident. One of the surest ways to determine if you are a Cool season is to hold a golden yellow scarf to your face. Warm golden colors will make you look sick, as will pale beiges, tans and oranges. Pink, on the other hand will make you come alive. Hair can be a blue-black or medium to dark ashy brown with no red or gold highlights. Likewise your eyes will be a cool blue, black, brown, steel gray or violet. You will typically not see any yellow or golden flecks in the irises.



Soft vs. Clear

SOFT

Soft seasons can be the hardest to determine at first glance since they can often look similar to other seasons. Some can look light and pale, however, a “Soft” season’s look is richer and less delicate than the “Light” seasons. Some can be rather dark, but the “Deep” seasons are too dark for them. Depending on their secondary characteristic, sometimes they are mistaken for a Cool or Warm season. However, because the Soft seasons are a blend of both warm and cool colors, their look is quite neutral when compared to those other seasons. Their colors appear to have been “muted” or “toned down.” Often there is little contrast between eyes, skin and hair. And the hair is often described as ‘mousy’ or flat. Monochromatic color schemes can look stunning on you. Bold, clear, bright colors will overpower.

CLEAR

Clear seasons have a definite clear, bright, crisp look to them. The eyes are key in determining a Clear season. Almost always the eyes are bright and jewel-like: blue, turquoise, emerald or amber. The whites their eyes are bright white. Muddy, muted colors look just that -- muddy. The clearest, brightest and most saturated of colors make them come alive. The same colors that would overpower the other seasons.

**Test Draping Key Colors to pinpoint your season*

If you have determined your dominant trait and are still a little unsure whether you lean toward cool colors or warm colors, then test these colors against your face with a swatch, a scarf, sweater or even a piece of colored paper. While most seasons share colors from their “sister season” (the two seasons that share the dominant characteristic) there will be certain colors that will look best for one season over the other. Below are some of those colors for each dominant group:

Test Draping between “Sister Seasons”

Deep Autumn <i>or</i> Winter Salmon Pink or Fuchsia Light Peach or Icy Pink Terracotta or Burgundy	Clear Spring <i>or</i> Winter Warm Pink or Magenta True Green or Pine Green True Blue or Royal Blue	Warm Spring <i>or</i> Autumn Light Mango or Pumpkin Medium Blue or Jade Clear Red or Rust
Light Spring <i>or</i> Summer Bright Coral or Deep Rose Camel or Cocoa Light Moss or Aqua green	Soft Summer <i>or</i> Autumn Blue Green or Olive Green Soft Fuchsia or Salmon Pink Burgundy or Mahogany	Cool Summer <i>or</i> Winter Soft White or Pure White Lavender or Royal Purple Raspberry or True Red

Differences between “Sister Seasons”

****** Celebrity Example

<p>Clear Winter</p> <ul style="list-style-type: none"> ➤ Deepest darks ➤ Hair is usually dark ➤ Eyes are overtly cool <p>** Courtney Cox</p>	<p>Clear Spring</p> <ul style="list-style-type: none"> ➤ Slightly less intense ➤ Hair can be dark, med or light, but the overall coloring is lighter than winters ➤ Eyes may show some warmth <p>** Heather Graham</p>
<p>Soft Summer</p> <ul style="list-style-type: none"> ➤ Sometimes mistaken for a Winter ➤ Slightly deeper colors ➤ Neutral but favors cool colors <p>** Sarah Jessica Parker</p>	<p>Soft Autumn</p> <ul style="list-style-type: none"> ➤ Sometimes mistaken for a Spring ➤ Slightly lighter colors ➤ Neutral but favors warm colors <p>** The Olsen twins</p>

<p>Cool Summer</p> <ul style="list-style-type: none"> ➤ Lighter ➤ Softer/muted ➤ Cool pastels ➤ Black is too strong <p>** Christy Brinkley</p>	<p>Cool Winter</p> <ul style="list-style-type: none"> ➤ Darker ➤ Clear colors ➤ Cool primary colors ➤ Black always looks great <p>** Shania Twain</p>
<p>Warm Spring</p> <ul style="list-style-type: none"> ➤ Lighter ➤ Clearer ➤ Often blue-eyed (though not always) ➤ Overall yellow undertone <p>** Reba McIntyre</p>	<p>Warm Autumn</p> <ul style="list-style-type: none"> ➤ Darker ➤ Muted ➤ Often green eyes (though not always) ➤ More golden undertones <p>** Lindsay Lohan</p>
<p>Deep Autumn</p> <ul style="list-style-type: none"> ➤ Obvious warmth to skin, eyes and/or hair ➤ Hair often has reddish cast ➤ Eyes often gold flecks or "starburst" around pupil <p>** Paula Abdul</p>	<p>Deep Winter</p> <ul style="list-style-type: none"> ➤ Coloring is more neutral ➤ Rarely a reddish cast ➤ No golden flecks or "starburst" <p>** Penelope Cruz</p>

Light Summer	Light Spring
<ul style="list-style-type: none"> ➤ Pinkish glow to skin ➤ Light pastels ➤ Ash tones in hair <p>** Heather Locklear</p>	<ul style="list-style-type: none"> ➤ Peachy glow to skin ➤ Light clear colors ➤ Golden tones in hair <p>** Kate Hudson</p>

Can you tell which “Light” season this woman is?



This woman is a Light Summer. She leans more toward cooler colors. Here hair is neutral to cool blonde. There is some warmth to her, but her blue eyes and pinkish skin tone signal a Summer season.

The second method of color analysis

I was trained in the first method, which uses the concept of finding your dominant characteristic first, then your secondary characteristic. Personally, I think it's easiest to understand for most people. And if you can figure out the dominant characteristic, it's accurate as well. However, there are just a few drawbacks to this method. First, as I stated earlier, sometimes the dominant characteristic is not obvious. If you can't figure it out, what do you do? Well, you need to fall back to the second method below. Last, the main systems that use this method seem to think that the majority of colors that "sister seasons" can share are around 80/20 - meaning that 80% of the colors can work for both seasons, while 20% of the colors may be unique to each season. I personally don't think this is accurate. I think the overlap in colors is a lot smaller. Some companies will offer swatches just for Deeps, or Softs, for example, and the entire swatch colors should work for both Deeps and Softs. Some colors will definitely work for both sister seasons but some will just be OK and some may not work at all. I prefer a swatch that is more precise for each season.

But let's go back to the second method of color analysis. It is actually the one most people use. **Done correctly, either system should lead you to the same conclusion.**

The second method is often called the "Flow" method. It is essentially this:

1. Find your *overall* season: Winter, Summer, Spring or Autumn.
2. Then find which secondary season you "flow" into.

Put another way, it simply means which type of sub-category you fall into.

Doing this requires you understand the 4 seasons pretty well. Getting a copy of the classic book "Color Me Beautiful" by Carole Jackson is a great start. Once you get a feel for the overall seasons and their special characteristics, you can begin to distinguish the sub-seasons within them.

Begin your Analysis using the Flow method

Almost all color analyses begin with the essential step of finding your undertone, which means determining whether you favor warm colors or cool colors. Once you know this, you immediately narrow down your options by half. Cool? You are either a Summer or Winter. Warm? You're either a Spring or Autumn. Once you find this, there is no worrying about 12 seasons now, since you've just narrowed it down to 6.

The classic test colors for finding your undertone is Orange and Fuchsia. Putting a drape of each color right below your face should help you determine which color flatters you better. Keep in mind neither color may be your *best* color, or even in your palette at all. But one color should look better over the other.



Fuchsia = Cool

Orange = Warm

Unfortunately most people are not so obviously cool or warm like the photo-shopped picture above. People whose dominant characteristic is either Cool or Warm usually are the easiest to catch with this test. Soft seasons are probably the least easy to catch this way, since they are a blended so well with both warm and cool. However, even Soft Seasons will lean toward one over the other.

Other test colors for *Cool* vs. *Warm* determination include:

COOL

Black

Emerald

Bright White

Pastel Pink

WARM

Warm Brown

Khaki

Warm Ivory

Coral

Confident you have found your undertone, you now need to find your overall season. Now once again, you are just testing between two seasons. And for those two seasons you will have two test colors for each. Here are a few test colors for each of the warm and cool seasons:

Cool Seasons

Winter

Black

Royal Blue

Hot Pink

Emerald

Summer

Gray

Medium Blue

Pastel Pink

Blue-Green

Warm Seasons

Spring

Lime Green

Sunny Yellow

Clear Peach

Bright Aqua

Autumn

Olive

Honey

Burnt orange

Ultramarine blue

Now that you have found the main season, you need to determine your “flow.” If you are using a set of professionally designed drapes, there will be instructions on how to use them and in what order. Usually, there will be specific sets of three (or four if you are using the 16-season system) tones of a particular color. Of the three or four, one should look best amongst the others. Each set of drapes will have their own set of test colors for each of the seasons. But here is just one example using orange and green for an Autumn person:

Orange

Warm Autumn

Burnt Orange

Soft Autumn

Peach

Deep Autumn

Deep burnt orange

Green

Olive

Moss

Pine

While test drapes are important, particularly if you are new to color analysis, I think it is more important to understand the theory behind the different seasons. As an Autumn season, you could conceivably look pretty good in all six of these Autumn colors. If you don’t know what you are looking for, the differences won’t help much. What you are looking for is whether you (or your client) look better in the most saturated and strictly warm colors (Warm Autumn), or whether the more muted and toned-down colors are better for you (Soft Autumn) or if you can handle the deepest darkest colors (Deep Autumn.) Along with this one needs to know the best contrast levels for each season as well.

Once you begin to study the individual seasons, you will understand what flow is all about and you can even see some of the secondary seasonal traits in a person. For example, Light Summers are a blend (about 80/20) of Summer and Spring. This small bit of Spring influence gives a Light Summer a

somewhat more luminous look than you would normally find in a Summer. Some of the Spring colors can look great on them, whereas a Cool Summer needs to avoid warm colors in general. And Soft Summers are the opposite of “luminous,” needing rich muted colors instead.

Another example: Deep Winters are a blend of Winter and Autumn. The Autumn influence gives this season a bit of warmth you won’t find in the Cool Winter season. Most of the time the warmth shows up in the skin but it can be seen in hair and eyes as well.

The color analysis process is the same in the 16-season system I talk about later in the book. The only difference is of course there are four sub-categories of the main four seasons, and the drapes are even more fine-tuned to distinguish between the seasons.

If you are a color analyst, having a good set of drapes are essential tools for doing an accurate analysis. But more important, you need to really understand the different seasons and what the parameters are that distinguish one from the other.



Can you tell what season this woman is?

She’s pretty easy to analyze actually. Here are the clues:

- *Cool Skin, eyes and hair*
- *Dark hair*
- *Contrast level is high*
- *Value is Deep*
- *Black looks good on her*

My analysis: Cool Winter (Clear Winter could also be a possibility)

Analyzing Skin, Hair and Eyes



S.H.E. - Skin, Hair and Eyes

In my previous training, it was emphasized that eye color was *the* most important factor. It worked for me most of the time. However, it didn't work all of the time. I rely on it as a definitive factor less now, after analyzing hundreds and hundreds of women all over the world. My advanced training as well showed me that eye color is not the end all and be all. But then again, none of the three aspects alone will give you a definitive answer. It is the "whole package" of eyes, hair and skin that need to be analyzed together. Which is *most* important? Well, all three aspects are important but you will want to remember S.H.E., or Skin, Hair and Eyes. Examine the Skin first, to reveal one's undertones. This is important because if you, for example, have cool skin, you *will be* a cool season: some sort of Summer or Winter. Your skin is definitely warm? You are some sort of Spring or Autumn. The hair and eyes should then determine its intensity and contrast level, as well as be another source for determining undertone, though not as reliable as skin tone.

Skin



I confess that I have previously felt that skin tone was one of the least helpful aspects in my color analysis process. Why? Because most skin tones rarely revealed to me those famous warm or cool “undertones” that are so often touted as the defining factor in finding your season. Granted, I have seen people with obviously warm ivory skin, and those with that definite cool pink hue. But most of the time skin showed little to me in ways of color analysis. Add to this the fact that a person can have warm

undertones but cool overtones (and vice versa) like when a cool skinned person tans a golden brown. And some people simply appear neutral. But this showed me that I needed to retrain my eyes to really study skin. I’ve done that. And now I can see skin tones more accurately. But to be completely honest, it can still be quite challenging in some people. Skin tone is a big clue to one’s season, and your job as a color analyst is to use all clues you can find. With regard to skin tone, here are some things to consider:

- Olive skin appears warm on the surface, but is usually associated with a person that has cool undertones.
- Clear seasons’ skin will often have a very translucent appearance to it.
- Warm seasons will often freckle. But if you are a cool-skinned person, you can freckle too but your freckles will be more grayish in color compared to the reddish brown found in Warm seasons.
- Light seasons may or may not freckle. Deep Seasons will usually tan.
- As a licensed Esthetician, let me get on my soapbox just briefly. Please know that freckles are a result of sun exposure. They are not just a normal part of being a child or an adult for that matter. If you protected your skin from the sun starting from Day One, your skin would be flawless and without freckles or age spots even at 90 years old. Guaranteed. Ninety percent of what we consider to be normal signs of aging are caused by the sun. Besides quitting smoking if you are a smoker, protecting your skin from the sun is the number one thing you can do to look younger. I will get off my soapbox now.

If you are one who can clearly see a definite warmth or coolness in your skin, that is great. Keep in mind however, that even if you do determine your skin’s coolness, that alone does not tell you the entire picture. You will only be a Warm or Cool season (ie. Cool Winter or Summer, or Warm Autumn or Spring) if your *skin, eyes and hair are all the same temperature*. The other seasons have a combination of warm and cool in them and it’s not uncommon for skin to be warm and eyes and hair cool, or vice versa.

Hair Color



Some color analysts rely on hair color less than others in determining one's season. Hair color can be deceiving for the simple reason that it can change so much. I figured out one of my nieces was a Clear Spring when she was 3 years old due to her clear blue eyes, ivory skin and butter blonde hair. I was surprised that by the time she was 9, her hair was dark brown. When my friend became pregnant for the first time, her golden blonde hair turned a medium mousy brown color practically overnight. Hormones, diet and a host of other factors can change your hair color throughout your life many times over. And obviously if you chemically color your hair, it can change things entirely.

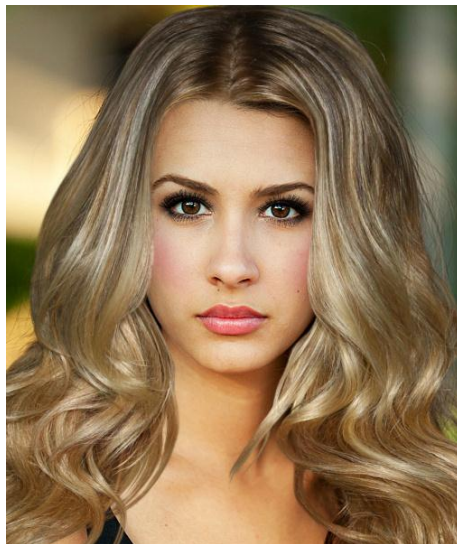
For hair to be a useful factor in determining your season, it must be your natural hair color. For example, if you are or were a natural fiery redhead, most likely you are a "Warm" season, unless the intensity is so deep as to make you a "Deep Autumn." But it's a pretty safe bet that you are not a "Cool" season of any kind. Light blonde as a child? Chances are you are not "Deep" (though I have seen a few exceptions, particularly when the eyes are also very dark). If your hair was jet black as a child, you can probably knock off Light or Soft seasons as a possibility. Mousy blond or brown hair is common in "Soft" seasons. But if your mousy hair color lightens easily in the sun, that could signify a "Light" season as well. It's very common for very blonde hair to darken to a mousy light brown if one does not color or highlight their hair to retain the blonde. So even if you see soft brown hair on a client, it wouldn't necessarily mean a Soft season. You should be able to see the lightness of their skin and eyes to tell if they were actually a Light season, not Soft.

If you can't even remember what your "natural" color is, pull out those old photos of you before your hair color changed either by you or by nature. When I do a color analysis I often ask for pictures of my client when they were a child. It has helped me on several occasions to figure out some tough cases. I will even do it just to cross check my analysis.

There are some disagreements among several color analysis companies as to how much of a factor hair color plays, natural or not. Some think hair color has no effect. Some think it is the main factor and will dictate what season you are. I used to believe in the former way but now I'm somewhere in the middle. In a sense I often do two different analyses when I study a client. First I try to find out the season the client is and was from Day One. I want to see the coloring nature gave her. This is when old photos come in handy. If she is open to following her natural coloring all the way, I give her the swatch and hair and makeup recommendations. But if her hair is noticeably wrong, or not in harmony with her coloring, I need to ask her how attached she is to her hair color. If she is adamant about not changing her hair color, regardless if it is wrong for her season, then I must alter her analysis and base it on what I see in front of me.

For example, I've seen Deep Winters with naturally dark brunette hair, dark eyes and olive skin who just love being a blonde. They do not mind the high maintenance and costs involved in keeping their hair blonde, and they will not go back to a dark color. In this case, the blonde hair will mute the overall coloring and soften the look. Her undertones will not change but her contrast level and intensity would. So I would recommend a Soft Summer palette for her instead.

Here is an example:



The photo on the left above shows this woman with her natural Deep Winter coloring. If she were my client and told me she loves her lighter locks and will not give them up, then I would suggest then Soft Summer palette instead. (In the 16-season system I will talk about later, I would suggest a Soft Summer Deep for her).

Overall, hair has an important component in your total look and it needs to be taken into consideration when finding your best palette of colors. Ignore its effect and risk not looking your absolute best. S.H.E. needs to all be in harmony with each other.

Eyes



While skin takes up the most space of the three elements, eyes are what's looked at the most. They are indeed the windows of the soul. And they are important in your analysis.

For example, as I stated before, eyes are critical in determining the Clear seasons. They will have the striking sparkly eyes that are unique to that season.

Rarely can a very deep dark chocolate brown-eyed person be anything but a “Deep” season, though sometimes dark-eyed Summers and Soft Autumns can be confused with a Deep season. However, you won't find a dark-eyed “Light” season. “Light” seasons will have light-colored eyes. And “Warm” seasons, particularly Autumns, will often have golden

“flecks” or a “starburst” surrounding their pupils. Most “Soft” and muted seasons will have eyes whose colors look “smudged” or blurry, the opposite of the “Clear” seasons. Indeed, many of the characteristics of each season will be found in the eyes – clear, soft, deep, light, warm and cool. There are always exceptions, but more often than not, the eyes follow the “theme” of the season's particular characteristics.



Eye color alone is not enough to analyze one's season, just like skin or hair color alone is not.

The two photos above have the exact same blue eyes. While you could probably rule out a Deep season, that is about it if you only looked at the eye color. Blue eyes can be found in every single season. The cool skin (left) signifies a cool season. If the client had naturally dark hair as well, most likely she'd be a Cool Winter. Medium brown hair (lower intensity level) could signify Cool Summer. The warm skin (right) signifies a warm season, most likely a spring. Light blonde hair in addition to the eyes and skin could mean a Light Spring. Very golden blonde or reddish hair could mean Warm Spring.

The Element of Contrast

Contrast in seasonal color theory is an important factor, but it is often overlooked. Getting your contrast level correct is critical in achieving your best look possible. I figured this out a few years ago. When trying to choose the right outfit for a job interview, I was frustrated when two colors in my palette worn together looked less than ideal. I wore a brown blazer with an ivory blouse, two perfectly acceptable colors for my Warm Autumn season. But the effect was choppy and made my face just “disappear.” It certainly wasn’t the harmonious look I’d get when I wore an all-over brown dress or a one color ivory blouse. I didn’t understand why. Now I understand the element of Contrast.

Certain seasons need a lot of contrast to really come alive, particularly the Clear Seasons and the Winters. Conversely, others like the “Soft” seasons and Summers need low contrast. Being a Warm Autumn myself, I need medium to low contrast to harmonize my colors well.

There are two ways that contrast comes into play when wearing your right colors:



How a single color contrasts against your skin and/or hair.

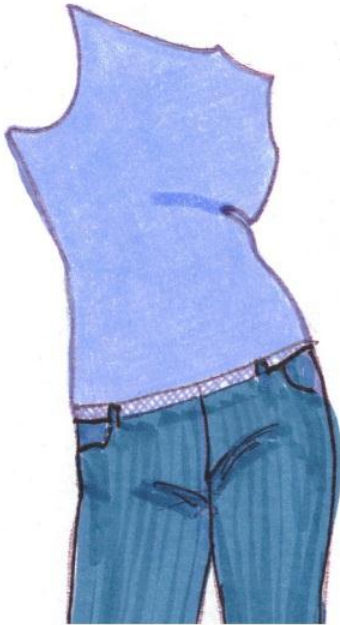
For example, a black dress against pale skin would be high contrast. A white dress against the same skin would be low contrast (left)

The same colors against dark skin give the opposite effect.

How multiple colors contrast against *each other*

A sky blue top paired with medium blue pants is low contrast. A black & hot pink striped top is high contrast (above).

Multiple Colors



Low Contrast



Hight Contrast

If you're a person needing high contrast and you wear low contrast colors, it can drain the vitality from your face. If you are a medium- to low-contrast person such as I am, wearing a high-contrast color combination can be disharmonious and choppy.

Getting the contrast level right can be almost as important as getting your colors correct.

If for whatever reason you cannot wear your right colors, at least aim for your correct contrast level. It makes a huge difference.

A Closer Look at the 12 Seasons

Every season has its beauty. But I hear so many people say they want to be a different season. So many people would love to be a blue-eyed blonde Summer, or a fiery redhead, or a peaches-and-cream Spring. But as I said, each season has its beauty and instead of longing to be a different season, revel in all the glory of the palette nature gave you. You can learn about pushing the boundaries of your coloring later in the book, but for now, let's take a closer look at each season.

Color Story: “Pink Night”

Shortly after reading “Color Me Beautiful” for the first time and becoming a true believer in it, I was invited by a friend to a make-up party, where they were doing makeovers on everyone, and giving them a free before and after photo. To my dismay, I soon found it was “Pink” night, and they were promoting their new line of pinks and purples and fuchsias. I should have run, but being shy and the fact that the makeup artist was a cute male, I didn't want to cause a scene. I did tell him, however, that as a Warm Autumn, I couldn't wear pink and purple and he said, “Nonsense. We don't believe in that. Any woman can wear whatever color they want to.” Again, not wanting to appear difficult to this cute guy, I told myself that maybe he was such a good makeup artist that he could make those colors work on me. He couldn't. No one could. I remember going home and crying while looking at the horrible “after” picture, looking cartoonish in fuchsia blush, pink and purple eye shadow and hot pink lips. Another blow to my already low self-esteem. That incident only reinforced my belief in color analysis. No salesperson will ever again be able to sell me on a color that I know looks hideous on me. Ever.



Deep Winter

Dominant characteristic: Deep

Secondary characteristic: Cool

Contrast level: High

The Deep Winter is easy to spot because she will almost always have naturally dark hair and dark eyes. Common skin tone is olive or bronze, but it can be light cool beige. Eye color can range from almost black to deep chocolate brown, red brown,

deep olive, deep hazel or deep blue. If you have light blue eyes, you are not a deep season.

Dark or vivid cool colors complement you best. Black will be a staple of your wardrobe, as will navy and charcoal. Because you will also share some colors of your sister season, the Deep Autumn, you will also see pine green, chocolate brown, and rust in your palette. You will be able to wear vibrant colors like hot pink, blue red, and Chinese blue that would appear clown-like on other seasons. The other seasons simply don't have the strength of coloring to handle such colors. For business, the traditional "corporate" colors of black, gray and navy make it easy to form a great core wardrobe. You can dress it up with a shot of a hot pink or Chinese blue blouse. Your contrast level is high. You will make the best impact when you combine the dark and the very bright colors together.

Famous Deep Winters include Cher, Kourtney Kardashian, Anne Hathaway and Penelope Cruz.



Makeup Suggestions:

Eye shadow - Contour: deep brown, purple, aubergine, smoky gray, navy

Highlighter: champagne, pearl white, cool beige

Eye pencil: black, black brown, charcoal, purple

Lips: true red, ruby, burgundy, cool dark brown

Black	True Green	Bright Lemon Yellow	Medium Grey
Pure White	Rust	Cranberry	Chinese Blue
Charcoal	Teal	Icy Violet	Icy Blue
True Red	Navy	Bright Periwinkle	Hot Pink
Brown Black	True Blue	Grape	Royal Blue
Pine Green	Maroon	Raspberry	Purple
Deep Teal	Magenta	Taupe	Burgundy
Hot Turquoise	Aqua	Icy Pink	Silver & Gold jewelry



Deep Autumn

Dominant Characteristic: Deep

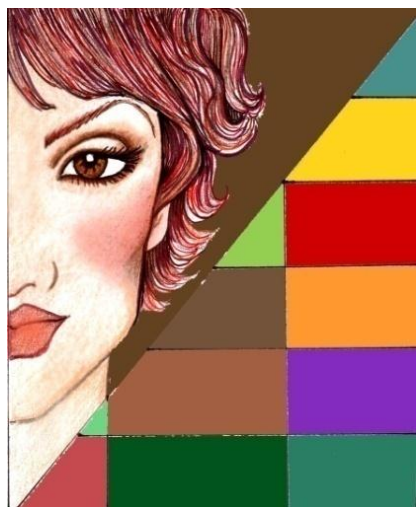
Secondary characteristic: Warm

Contrast level: High

Like the Deep Winter, the Deep Autumn has the obvious characteristic of dark hair and dark eyes. However, there will be a noticeable warmth to her as well. Either the hair may have an obvious auburn cast to it, or the eyes may be very warm. Eyes can range from dark brown to rich olive or hazel, or they may be so dark they are almost black. Natural hair color can include dark brown, chestnut and deep auburn. If you have a rich warm characteristic to you, but lack the depth in coloring, you are most likely a Warm Autumn.

Black is included in your palette but a “warm” alternative would be a rich chocolate brown. Other great colors include pine and emerald green, rust, tomato red, and teal. While hot turquoise, Chinese blue, and true red are typically considered Winter colors, because of your deep coloring, you can wear these successfully, too. Yellow gold, terracotta and deep apricot are also exclusive to you since they are too warm for the Deep Winter.

Famous Deep Autumns include Paula Abdul, Natalie Portman, Raquel Welch, and Eva Mendez.



Makeup Suggestions:

Eye shadow - Contour: dark brown, olive, bronze, warm gray

Highlighter: lemon, apricot, peach

Eye pencil: black, brown-black, spruce, purple

Lipstick: terracotta, cinnamon, deep apricot, raisin, spicy red

Black	Lime	Golden Yellow	True Green
Ivory	Rust	Mahogany	Chinese Blue
Black Brown	Teal	Deep Olive	Deep Peach
Tomato Red	Deep Navy	Mustard	Mint
Dark Chocolate Brown	Light Peach	Grape	Salmon
Forest Green	Brick Red	True Red	Purple
Deep Teal	Salmon Pink	Emerald Green	Aubergine
Hot Turquoise	Aqua	Dark Orange	Gold & Silver jewelry

Light Spring



Dominant Characteristic: Light

Secondary Characteristic: Warm

Contrast level: Low to medium

The Light Spring will have light hair, light eyes and light skin that show very little contrast between them. This is the season you will find the fair-haired blonde and light blue eyes, though you could also find blue gray or light hazel eyes as well. Hair will be a predictable blonde -- from golden to beige blonde. Contrast is an important factor with a Light Spring since you don't want to

create too much.

The colors in the palette will contain both cool and warm colors, with most leaning toward warm. However, a Light Spring's coloring is more neutral when compared to the Warm Spring, and much more toned-down and delicate than the Clear Spring. Some of the colors in the palette include light gray, light aqua, buttermilk, camel, peach, ivory, and khaki. Avoid black as well as other very dark colors like burgundy and deep gray. The Light Spring is one season where it's imperative to keep colors light since it's very easy to become easily overpowered by certain colors. Camel is the best brown to choose over mahogany; light navy over black, coral pink over fuchsia.

Famous Light Springs include Kate Hudson, Taylor Swift and Blake Lively.



Eyeshadow- Contour: Soft gray, light to medium brown, teal, moss green

Highlight: lemon, peach, champagne, light warm pink, ivory

Eye pencil: camel, medium brown, teal, soft blue

Lipstick: peach, warm pink, light clear red, coral, salmon

Blush: peach, warm pink

Warm Medium Grey	Blue Green	Buttermilk	Medium Blue
Ivory	Khaki	Camel	Sage
Light Navy	Periwinkle	Warm Pink	Light Lavender
Light Clear Red	Purple	Bright Periwinkle	Robin Egg Blue
Dark Chocolate Brown	True Blue	Watermelon	Clear Salmon
Powder Blue	Peach	Light Teal	Bright Yellow Green
Soft White	Clear Aqua	Clear Orange	Soft White
Light Clear Gold	Powder Pink	Rose Pink	Gold & Silver jewelry



Light Summer

Dominant Characteristic: Light

Secondary Characteristic: Cool

Contrast level: Medium to low

The Light Summer will have light eyes, skin and hair with little contrast between them. Most likely you were or are a natural blonde though your hair could have gotten darker as you got older. The difference between you and the Light Spring is that

you favor cool rather than warm colors. Your eyes will almost always be blue, gray blue or gray. You might see a more pink or rosy glow to your skin rather than a peachy glow. Your coloring will be more neutral and much more delicate than the Cool Summer.

Strong bright colors will easily overpower you. Very dark colors will instantly age you. Your strength will be in keeping your colors light and cool, and softly blended. monochromatic color schemes will always look great on you. To achieve the elegant look special to your season, wear the soft beautiful pastels like sky blue, aqua, powder pink, and light gray. Other fabulous colors for you include raspberry, lavender, watermelon, rose, and all but the darkest shades of blue. Choose light gray or light navy as a terrific alternative to black, which will especially drain color from your face.

Famous Light Summers include: Heather Locklear, Naomi Watts and Michelle Pfeiffer.



Makeup Suggestions:

Eyeshadow - Contour: soft blue, medium to light gray, teal, plum, light cocoa

Highlight: Soft pink, champagne, light lavender

Eye pencil: light navy, light to medium gray, blue.

Lipstick: soft pink, raspberry, soft plum, rose

Charcoal	True Green	True Blue	Medium Grey
Soft White	Light Orchid	Cranberry	Cadet Blue
Rose Brown	Teal	Rose	Robin Egg Blue
Taupe	Light Navy	Periwinkle	Pastel Pink
Cocoa	True Red	Deep Rose	Light Lemon Yellow
Mint	Cherry Blossom Pink	Raspberry	Wisteria
Blue Green	Purple	Slate Blue	Denim
Cornflower Blue	Aqua	Icy Pink	Silver & Gold jewelry



Warm Autumn

Dominant Characteristic: Warm

Secondary Characteristic: Muted

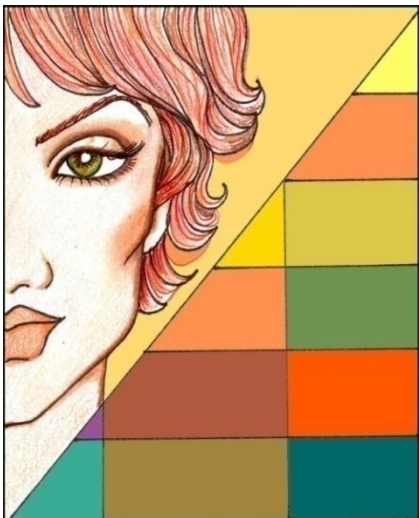
Contrast level: Medium

Warm Autumns have a rich, warm glow to them. They will often have the classic combination of red hair, green eyes and golden ivory skin, though hair can also be a warm brown or golden blonde and eyes can be topaz, hazel or teal blue.

You will often see golden flecks or a “sunburst” surrounding the pupil in Autumns’ eyes. Freckles will be common.

The Warm Autumn needs only to look at the natural colors she would find walking in the woods on a warm autumn day. All shades of brown, reds, golden yellows and oranges can be seen. The most important factor in choosing colors is that they are warm. Golden or yellow undertones should be evident in all of your reds and avoid any with blue undertones like cherry red or burgundy. Fuchsia is a particularly unkind color for you. Your best neutrals will be the full range of browns available. Other great neutrals include khaki, moss, bronze and light navy. All warm shades of green will look terrific on you as well as lots of rust, orange, deep peach and salmon. Black is not included in your palette. The best alternatives to black include your darkest browns and olives.

Famous Warm Autumns include Marcia Cross, Julianne Moore, and Lindsay Lohan



Makeup Suggestions:

Eyeshadow - Contour: warm brown, camel, copper, bronze, moss, purple

Highlight: golden yellow, gold, cream, apricot

Eye pencil: brown, copper, warm green, teal,

Lipstick: apricot, spice, copper, terracotta, cinnamon, mango

Chocolate Brown	Lime Green	Orange	Marigold
Warm Ivory	Rust	Deep Peach	Deep Ultramarine
Golden Brown	Teal	Mustard	Forest Green
Tomato Red	Light Navy	Deep Periwinkle	Terracotta
Khaki	Light True Green	Dark Brown	Grey Green
Jade	Coral	Orange-Red	Purple
Burnt Orange	Pumpkin	Olive	Bronze
Turquoise	Aqua	Mahogany	Gold jewelry



Warm Spring

Dominant Characteristic: Warm

Secondary Characteristic: Clear

Contrast level: Medium

The main difference between the Warm Spring and its sister season Warm Autumn is that the intensity level is lower and its chroma is clearer. Golden blonde and red hair is common in this season, as are green eyes, but you will often find blue, aqua, and clear hazel eye colors as well. Freckles are commonplace and the skin will often have a delicate quality to it, common to Springs.

Being a Spring, it can be easy to choose the “traditional” spring colors from the old four-season system. But remember that your most important characteristic is “Warm,” so you will want to choose colors accordingly. Some fabulous color choices include clear salmon, peach, light golden brown, bright golden yellow and coral. There are lots of greens in your palette but all are on the yellow side of green. Avoid cool pinks and reds. There are some pretty blues in your palette but many will have a warm undertone such as teal, or warm aqua.

Famous Warm Springs include Nicole Kidman and Amy Adams



Makeup Suggestions:

Eyeshadow - Contour: light gray, camel, golden brown, teal, moss.

Highlight: lemon, apricot, buff, peach

Eye pencil: copper, brown, teal, purple

Lipstick: warm pink, apricot, coral, salmon, spice, mango

Blush: light cinnamon, salmon, peach,

Golden Brown	Yellow- Green	Clear Golden Yellow	Coral
Cream	Yellow Gold	Tomato	Turquoise
Medium Grey	Turquoise	Light Moss	Moss
Peach	Light Navy	Periwinkle	Clear Salmon
Chocolate Brown	Copper	Violet	Light Orange
Khaki	Mint	Rust	Purple
Clear Red	Lime	Clear Aqua	Teal
Teal Blue	Mango	Jade	Gold jewelry



Cool Winter

Dominant Characteristic: Cool

Secondary Characteristic: Clear

Contrast level: Medium to High

The Cool Winter will have a cool clear look. Her natural hair color will be dark and her eyes may be dark or be an intense blue or blue-violet. Sometimes the eyes can be cool brown. A rosy glow may be evident but more likely than not it will be the lack of warmth that is the tell-tale sign of a Cool season. Indeed, golden yellows and oranges held against a cool season can make them look ill.

Lots of fabulous blues are in your palette: Chinese blue, royal blue, sapphire blue, navy, hot turquoise. Other cool-based colors include Emerald green, True blue-red, magenta and fuchsia. You can also wear the “icy” colors like icy blue, icy pink, icy violet. Do not confuse those with a pastel version of the color. Icy means clear and cool, not muted. Black, of course, will look great on you as it does on all Winters.

Famous Cool Winters include Shania Twain, Lauren Graham and Brooke Shields



Makeup Suggestions:

Eyeshadow - Contour: charcoal, navy, plum, pink brown

Highlight: icy pink, silver, light grey

Eye pencil: black, charcoal, sapphire blue, purple

Lipstick: raspberry, soft fuchsia, blue red, magenta

Black	Hot Pink	Icy Green	Pine Green
Pure White	Icy Violet	Cranberry	Chinese Blue
Charcoal	Clear Teal	Dark red	Icy Blue
Navy	True Red	Bright Periwinkle	Rose Pink
Black Brown	True Blue	Emerald Green	Royal Blue
Burgundy	Fuchsia	Raspberry	Purple
Blue Violet	Magenta	Deep Orchid	Hot Turquoise
Light Grey	Aqua	Icy Pink	Silver jewelry



Cool Summer

Dominant Characteristic: Cool

Secondary Characteristic: Soft

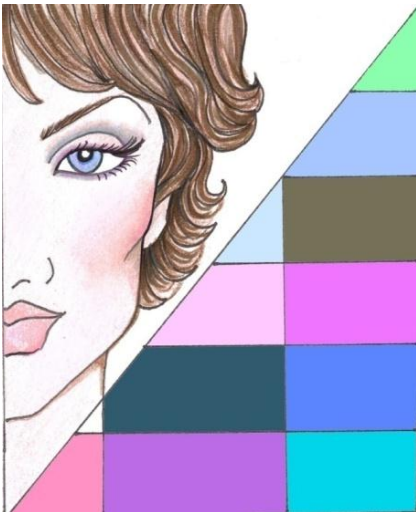
Contrast level: Medium to high

The Cool Summer can exhibit an obvious pink or rosy glow, but if they don't, then the easiest way to tell if they are indeed a cool season is to put a golden yellow fabric to their face. The effect will not be flattering. Cool seasons need to

avoid warm undertones adamantly. Softer, more muted cool colors flatter you best, unlike the stronger, clearer colors of the Cool Winter. Eyes will often be blue, but can be rose-brown, gray-green, or blue green. Hair will often be brown or blonde with ash tones and no red or golden tones.

As a cool season, blue will be prominent in your palette, along with cool pinks, aquas, lavenders and greens. Avoid golden browns; there are cool browns you can wear, cocoa being one of them. A great alternative to black will be your darkest gray. Try wearing the same colors with different intensities for a fabulous look. For example, a dark blue blazer and a medium blue blouse with a light blue scarf will look soft and beautiful on you.

Famous Cool Summers include Candice Bergen, Paulina Porizkova and Christie Brinkley



Makeup Suggestions:

Eyeshadow - Contour: most shades of gray, cocoa, blue, plum, taupe

Highlight: soft pink, light lavender, mint

Eye pencil: charcoal, navy, cocoa, gray, taupe

Lipstick: soft fuchsia, pink, plum, mauve, berry, rose

Charcoal	True Green	Aqua	Blue-Green
Soft White	Soft fuchsia	Cranberry	Violet
Medium Grey	Teal	Cadet Blue	Icy Blue
Cocoa	Dusty Rose	Periwinkle	Orchid
Taupe	True Blue	Plum	Chinese Blue
Navy	Soft Burgundy	Raspberry	Purple
Teal	Pink	Sky Blue	Turquoise
Lemon Yellow	Grey Blue	Powder Pink	Silver jewelry



Soft Summer

Dominant Characteristic: Soft

Secondary Characteristic: Cool

Contrast level: Medium to low

The Soft Summer can be easy to miscategorize. While there's a depth about you, it's never deep enough to make you a Winter. While soft cool colors flatter you best, your coloring is noticeably more neutral than the Cool Summer, because you have both warm and cool elements. Your hair will often lack any natural highlights and can often be called "mousy." Your eyes can be a soft blue, hazel, hazel-green or chocolate brown. Chocolate brown-eyed Soft Summers often get mistaken for some sort of Winter. This is where you need to look at the whole package of hair, skin and eyes to test which season you are.

Rich velvety colors look best on you. Remember that "soft" refers to the chroma or clarity of the season, and not the intensity. Therefore soft means muted, or dusty. There is an underlying grayness to the colors. Indeed, most grays will look terrific on you, as will the dusty blues, lavenders, pewters, and cool browns. Raspberry, orchid, soft burgundy, teal and navy are other colors that will make you look vibrant. Avoid high-contrast color combinations. Remember that "soft" is the most important aspect to choosing your colors.

Famous Soft Summers include Sarah Jessica Parker, Carmen Electra and Jennifer Aniston



Makeup suggestions:

Eyeshadow - Contour: gray, charcoal, cocoa, plum, dusty blue

Highlight: soft pink, light gray, opal, sky blue

Eye pencil: charcoal, indigo, cocoa, plum

Lipstick: dusty rose, soft plum, rose brown, sandy pink, mauve

Blush: soft pink, rose, warm brown, sandy

Charcoal	Jade	Lavender	Warm Pink
Medium Grey	Sky Blue	Cranberry	Chinese Blue
Soft White	Teal	Orchid	Eggplant
Blue Red	Light Navy	Periwinkle	Rose
Rose Brown	Medium Blue	Grape	Cadet Blue
Caramel	Burgundy	Raspberry	Purple
Antique Rose	Soft Fuchsia	Grey-Blue	Pine
Deep Teal	Emerald Turquoise	Powder Pink	Silver & Gold jewelry



Soft Autumn

Dominant Characteristic: Soft

Secondary Characteristic: Warm

Contrast level: Medium to low

Like your sister season “Soft Summer,” the “Soft Autumn” also has a richness. While she is an Autumn, her coloring is quite neutral compared to the Warm Autumn. It is sort of like your coloring has been “de-saturated” a bit on your favorite photo-editing software. Hair is very often considered mousy. Eyes can range from a soft amber color to brown, soft blue or blue-green. There is not a lot of contrast between the hair, eyes and skin.

Soft or muted and dusty colors are the best choices for you. Think of the warm color yellow: Instead of a bright sunny yellow, think “mustard” or “buttermilk.” Instead of a clear emerald green, think “moss” or “olive.” Instead of pure white, choose “ivory” or “buff.” There should be an underlying “grayness” to your colors, so avoid overpowering clear colors that can look clownish on you. A great alternative would be olive, since black will drain color from your face. Your best neutrals include camel, khaki, stone and medium brown. Included in your palette are teal, salmon, purple and turquoise. Avoid high-contrasting colors. Keeping your colors blended and soft will bring a rich and elegant glow.

Famous Soft Autumns include Calista Flockhart, Mary Kate and Ashley Olsen.



Makeup Suggestions:

Eyeshadow - Contour: bronze, olive, most browns, warm gray

Highlight: peach, honey, buttermilk, champagne

Eye pencil: brown, copper, teal, light navy, sage

Lipstick: peach, warm pink, terracotta, spice, apricot

Dark Brown	Grey Green	Topaz	Light Peach
Ivory	Mint	Deep Rose	Mahogany
Camel	Light Navy	Deep Periwinkle	Tomato
Rust	Salmon	Watermelon	Light Lemon Yellow
Khaki	Light Lime Green	Light Moss	Medium Grey
Olive	Terra Cotta	Bronze	Purple
Teal	Warm Pink	Forest Green	Cadet Blue
Turquoise	Jade	Peach	Gold & Silver jewelry



Clear Spring

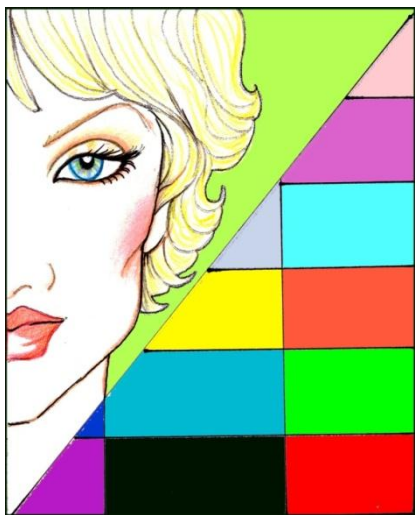
Dominant Characteristic: Clear

Secondary Characteristic: Warm

Contrast level: High

If you take a typical Spring and turn the wattage up all the way, you get a Clear Spring. Your “chroma” is fully saturated. No dusty muted colors for you. Clear and bright colors work best. Your eyes will most likely be clear and bright and will often be jewel-like and sparkly. Blue, blue-violet, green or bright hazel will be common. The whites of your eyes will be a bright white, crisp and contrasting with your sparkly iris. Your skin will likely have a translucent quality about it. Your hair can range from medium to dark brown to a clear translucent blonde. And while you favor predominantly warm colors, you can wear clear some cool colors as well. But your overall look is more neutral than the Warm Spring. Your palette contains colors that overpower most of the other seasons. On you they harmonize with your bright coloring. You are the only Spring that has black in your palette, but it looks best when combined with a bright contrasting color like lime or hot pink. Pale earth tones or sugary pastels should be avoided as they will drain the vitality from your face.

Famous Clear Springs include Julianne Hough, Heather Graham, and Jenny McCarthy.



Makeup Suggestions:

Eyeshadow - Contour: rich brown, teal blue, bronze, periwinkle, purple

Highlight: peach, light gold, mint, lemon

Eye pencil: teal, brown, camel, purple

Lipstick: clear red, peach, warm pink, apricot

Blush: salmon, warm pink, apricot, light

Black	Lime Green	Bright Golden Yellow	Chinese Blue
Soft White	True Red	Mango	Warm Pastel Pink
Charcoal	Clear Teal	Icy Violet	Clear Aqua
Navy	Coral Pink	Bright Periwinkle	Royal Blue
Ivory	True Blue	Coral	Hot Pink
Black Brown	Aqua	Icy Pink	Lemon Yellow
Deep Teal	Icy Blue	Mint	Purple
Hot Turquoise	Clear Salmon	Emerald Green	Gold & Silver jewelry



Clear Winter

Dominant Characteristic: Clear

Secondary Characteristic: Cool

Contrast level: High

The Clear Winter is the Winter with the highest wattage and the highest contrast. Your eyes, like the Clear Spring, will be bright and sparkly, often blue but sometimes blue-violet or bright hazel. The whites of your eyes will be the whitest of

white. Your skin often has a clear or porcelain quality to it. Your hair is usually black or dark brown.

Clear cool colors work best for you. Think of the beautiful jewel-like colors of sapphire blue, emerald green, ruby red, and amethyst as they are included in your palette. A winning color combination for you would be black and pure white, or black and hot pink, or any other dark vs. bright color combo. Have fun with your vivid colors and avoid anything pale and soft. Icy colors are good, pastels are not. And totally steer clear of soft or pale earth tones.

Famous Clear Winters include Courtney Cox, Megan Fox and Paula Deen.



Makeup Suggestions:

Eye shadow - Contour: charcoal, navy, deep plum

Highlight: pink, icy violet, icy blue

Eye pencil: black, charcoal, navy, plum, gray

Lipstick: cherry red, most clear pinks, fuchsia

Blush: true red, pink, clear plum, strawberry

Black	Emerald Green	Pine	Indigo
Pure White	Clear Aqua	Raspberry	Chinese Blue
Charcoal	Clear Teal	Icy Violet	Lemon Yellow
Navy	True Red	Bright Periwinkle	Hot Pink
Black Brown	True Blue	Royal Blue	Mint
Icy Grey	Fuchsia	Blue Red	Purple
Taupe	Icy Blue	Icy Violet	Crimson
Hot Turquoise	Deep Rose	Icy Pink	Silver & Gold jewelry

The 4x4 Color System®

Now that you have a good understanding of the 12- season color system, it's time to move on to the even more advanced and precise 16-season color system. That's right. There are actually now 16 clearly defined categories of seasons.

The 16-season system, officially called the 4x4 color system®, was developed by Certified Image Professional Consultant Ferial Youakim, AICI CIP. Ferial found that there were some gray areas in the 12-season system. Literally! What was missing as you will see below, is the element of gray.

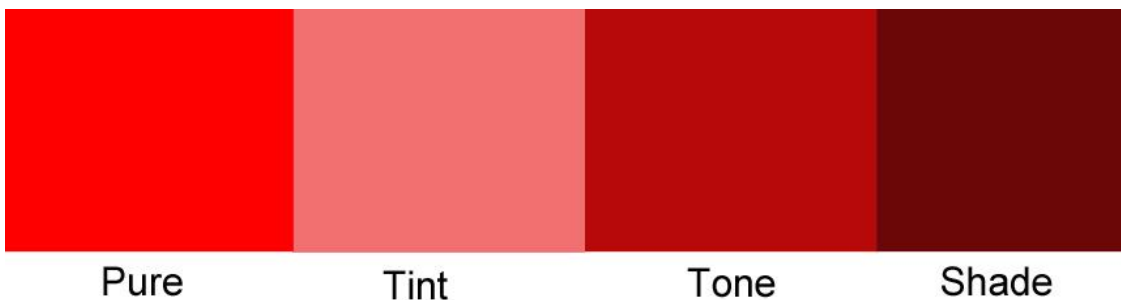
*"Common sense is instinct.
Enough of it is genius."*

- George Bernard Shaw

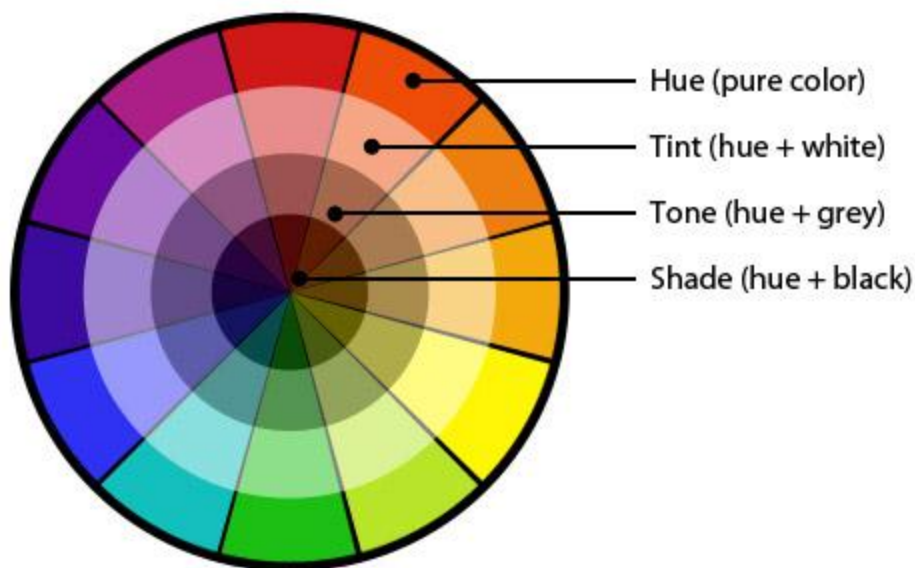
So she went back to the beginning, studying the color wheel as far back as Isaac Newton (known to have created the first color wheel) and up to Albert Munsell's color theories. After studying color exhaustively, Ferial came up with the 16-season system, officially named the 4x4 color system®.

If you've ever taken any art or design classes, you probably are familiar with the terms tints, tones and shades. A tint is a color that has white added to it. A tone is a color that has gray added to it. And a shade is a color that has black added to it.

Here's an example using the color Red:



What Ferial discovered was that the 12-season system was missing this Tone element. Below is another color wheel you might have seen before that illustrates this principle.



Note: Ferial's discovery didn't change or alter the existing 12 seasons, other than help understand them a bit clearer, but it did add one more season to each of the four main seasons.

Overall, in the new system, there are still the main four seasons of Winter, Summer, Spring and Autumn, but each will have four sub-categories that will contain:

1. The purest and most saturated colors for that main season (pure colors)
2. The lightest colors for the main season (tints)
3. The most muted colors of the main season; also middle-intensity level (tones)
4. The deepest colors of the main season (shades)

To create a universal language everyone can understand, she has labeled the following seasons to match its characteristic. For example, each season will either be a

PURE, TINTED, TONED or SHADED SEASON. I will use both names in this book so people can match up the new names with the old.

This is how the 4 main seasons are categorized further:

SPRINGS

Clear Spring or **Pure Spring**: Purest colors, most saturated

Light Spring or **Tinted Spring**: A touch of white added (or tint)

Light Spring Soft or **Toned Spring**: **This is a new category**. A touch of gray added (or tone).
Remember this is just a light “toasting” of Spring, which is already a light and clear season.

Warm Spring or **Shaded Spring**: A touch of black added, or shade. Remember it is just a touch and it is the “deepest” of the Spring seasons, who are all Light Clear and Warm to begin with.

SUMMERS

Cool Summer or **Pure Summer**: The purest of the Summer colors, a season that is already a “soft” or muted season overall.

Light Summer or **Tinted Summer**: The lightest of the Summer colors.

Soft Summer Light or **Toned Summer**: This is the season that has gray added to it. A soft neutral season.

Soft Summer Deep or **Shaded Summer**: **This is a new category**. This has black added to it which makes it the deepest of the summer colors.

AUTUMNS

Warm Autumn or **Pure Autumn**: The purest and most saturated of the already muted season.

Soft Autumn Light or **Tinted Autumn**: Adding a touch of white to an already muted season makes it quite light and neutral.

Soft Autumn Deep or **Toned Autumn**: **This is a new category.** A deeper, richer autumn (gray added) but not so deep as to make it a Deep Autumn.

Deep Autumn or **Shaded Autumn**: The deepest of the Deep Autumns (black added).

WINTERS

Clear Winter or **Pure Winter**: The clearest and most saturated colors.

Cool Winter or **Tinted Winter**: A slight touch of white makes it the lightest of the

Winters. Deep Winter Soft or **Toned Winter**: **This is a new category.** A touch of gray added, which mutes the clearest winter colors, but only slightly.

Deep Winter or **Shaded Winter**: Black added creates the deepest of the Winters.

So how does this play out with real people? Here are photos of each of the 16 categories.

Springs

Pure

Tinted

Toned

Shaded



Clear Spring

Light Spring

Soft Spring

Warm Spring

Pure & saturated

Lightest

Medium/soft

Deepest

Notice the “soft” spring (3rd photo). See how lightly toasted she is, compared to the others? And notice how the “deepest” of the Springs (4th photo) is still quite light when compared to other “deep” seasons below. This is because she is after all a Spring, and they are the lightest of all the other seasons.

Remember: All Springs have warm and light, relative to the other 3 main seasons.



You need to ask yourself if you need the most saturated of the colors (pure), the lightest colors (tinted), mid-level and soft colors (toned), or the deepest colors (shaded) of the main season.

This is the question you ask yourself every time you analyze someone.

Autumns

Pure

Tinted

Toned

Shaded



Warm Autumn

Soft Autumn Light

Soft Autumn Deep

Deep Autumn

Purest colors

Lightest

Medium/soft

Deepest

As you can see the “Soft Autumn” category from the 12 seasons was split into a lighter and darker category. The purest colors for the Autumn season belongs to the Warm Autumn but remember that even so, the colors are still muted overall since it is an Autumn season.

All Autumns are warm and muted. Beyond that, ask yourself the question:



“Do I need the most saturated of the colors (pure), the lightest colors (tinted), mid-level and soft colors (toned), or the deepest colors (shaded) of the Autumn season?”

Summers

Pure

Tinted

Toned

Shaded



Cool Summer

Light Summer

Soft Summer Light

Soft Summer Deep

Purest colors

Lightest

Medium/soft

Deepest

Like the Autumns, the “Soft Summer” category from the 12 seasons were also split into a lighter and darker category. The Cool Summer wears the purest saturated colors for a Summer.

All Summers are Cool and muted. Beyond that, ask yourself:



”Do I need the most saturated of the colors (pure), the lightest colors (tinted), mid-level and soft colors (toned), or the deepest colors (shaded) of the Summer season?”

Winters

Pure

Tinted

Toned

Shaded



Clear Winter

Cool Winter

Deep Winter Soft

Deep Winter

Pure colors

Lightest

Medium/soft

Deepest

The big change here is the “soft” Winter. She still has the depth of a Winter but with the noticeable touch of softness in her eyes and skin.

All Winters are cool and clear overall. Beyond that, ask yourself:



I need the most saturated of the colors (pure), the lightest colors (tinted), mid-level and soft colors (toned), or the deepest colors (shaded) of the Autumn season?”

The differences in all these seasons are subtle. But that means it’s also very precise. Ferial was genius going back to the wheel and really studying the science of color, identifying its principles and applying them to color analysis.

Advanced color analysis works for EVERYONE

Traditionally it seemed that color analysis was really only effective for Caucasian people. If you were African-American, Indian, or Asian or other ethnicity with “typically” dark hair, eyes and skin, you were usually relegated to being a Winter. And it worked for some. But not all. Once again, the 12- and 16-season color system changed this by taking into account whether the person’s skin was warm or cool, clear or muted, light or dark. The key is to determine these traits *relative to your ethnicity*. Some African-American women have lighter skin than others; some are much cooler than others; eyes can range from icy clear to the darkest black.

An African-American woman who is also a Soft Autumn will of course be darker in comparison to a Caucasian Soft Autumn and therefore her best colors may be darker compared to hers. But next to another African-American who is a Cool Winter, she will be much lighter in comparison. The principles of soft neutral warm colors will still apply for the African-American Soft Autumn. The palette will suit her perfectly, rather than looking, “just ok.” That’s how precise the system is. In fact, it works for every person, regardless of race.

While you are more likely to find certain seasons within certain ethnic groups (Light Springs and Summers in the Nordic races; Deep Winters in Indian races), don’t assume all dark-skinned people are winters. It would be like assuming all light-skinned people are Springs, and we know that is not the case. Look for one of the six dominant characteristics first. If you can’t see one dominant characteristic, then find their undertone, determine their main season from the four, and see what their “flow” is, or whether they would wear the most pure color of the main season, slightly lighter colors, slighted muted, or much deeper than the pure colors for the main season.

Here are some non-Caucasian Autumn examples:

Pure	Tinted	Toned	Shaded
			
Warm Autumn	Soft Autumn Light	Soft Autumn Dark	Deep Autumn
Pure and saturated	A tint of white	A tone of gray	A shade of black

Let's take a closer look at two more examples:



Both have Deep coloring. Both have cool skin. **Deep** and **Cool** = **Winter**. But are they both the same? No. The woman on the left is a Shaded Winter (Deep Winter) and the one on the right is a Toned Winter (Deep Winter Soft.) The second woman has an element of softness to her -- her eyes and her contrast level are slightly lighter than the first.

The 12- vs. 16-Season color system

There are actually more similarities to the two systems than differences. The 16-season system is actually just a refinement of the 12. It is more complete and more accurate, fitting more people into their correct seasonal palette than before. But it doesn't do so by coming up with a new esoteric way of explaining things. In fact, the way she explains the 16-season system shows you how the 12 seasons came to be, and even how the four seasons came to be.

When I first learned the four-season system it worked for me. I was a Warm Autumn and it was brilliant and I didn't see a need for any changes. So when the 12 season system came out I thought they were trying to fix something that wasn't broken. Then I really studied it and saw the brilliance of it. I found many people who didn't fit nicely into one of the four categories. I thought it was the most advanced system out there. And it still is a great system and it works for many more women.

But it doesn't work for everyone. What about the woman who has dark brown hair, brown eyes and neutral/warm muted skin? She's not deep enough to be a Deep Autumn and most examples of the Soft Autumn models seem much lighter in coloring than hers. And warm autumn colors are just too warm for her. She finds a home with the new Soft Autumn Deep category! Likewise, the Light Spring who found the light and bright colors of that palette a little too bright, but the Soft Autumn palette too deep and/or boring, fits perfectly in the Light Spring Soft category.

To the untrained eye, this system may look unnecessarily complicated. Trying to pick out the subtle differences is not easy sometimes. For the average non-image professional, the 12-season system may seem just as complicated. It is an advanced field of study. It takes time to understand the theory and concepts behind it and even longer time to see how it plays out in the faces of real people. This is why good image consultants cost hundreds of dollars per hour. For those whose passion is to be a professional color analyst, I think training in the 16-season system is essential, for it will expand your horizons greatly and make you a better Image Consultant for your clients.

For those who don't necessarily aspire to be a color analyst but want to desperately find their right colors, the 16 seasons will do that for you. If you don't see yourself fitting quite comfortably in one of the 12 seasons, chances are you are one of the new four categories in the 16 seasons.

Test your analysis skills on this woman

What do you think her season is?



My analysis is this:

- Neutral-Cool skintone (absence of warmth; slightly pink cheeks)
- Mid-level intensity
- Chroma is softly muted (not clear or bright)
- The above traits signal SUMMER, but which one?
- Of the 4 choices of Pure, Tinted, Toned or

Shaded, I would choose Toned (or Soft Summer Light). She's has some heaviness to her, more than a Light Summer. But not deep enough for a Shaded Summer. Pure summer colors would be too much and too overpowering.

Results: ***Toned Summer***

FAQ's about the 4x4 Color System®

Isn't 16 overkill/too complicated/unnecessary?

To someone who fits neatly into one of the 12 seasons and who has a good understanding of the system, 16 seasons can seem complicated. But if you are one of those people who were labeled as a particular season and you just didn't feel quite right, then no, additional seasons are not overkill. It finally gives those people a place to call home.

I personally had identified two of the four seasons even before I had heard about the 16 seasons. I knew there were two types of Soft seasons - a lighter version and a darker version. I usually would tell my Soft Summers and Soft Autumns to choose some of the lighter colors or the deeper colors of their palettes, depending on their intensity level. So I was intrigued when I heard about the new system and was quite curious to see if some of the new seasons had taken the Soft seasons' intensity levels into account. Indeed it did. So the new Spring and Winter season that had a muted quality to it intrigued me further. After really studying these seasons, I found that I HAD actually seen them, but I had labeled them incorrectly. Many of the deepest Soft Summers I had described as "deep, velvety...almost winter-like" but who "could not handle deep and bright colors like most winters." These winter-like soft summers were actually Deep Winter Softs.

The other area where I sometimes got it wrong was the Soft Autumns, most notably those that were very light (again, I knew there were lighter ones and darker ones) but sometimes there were those light soft autumn that were so light and spring-like, but that clearly couldn't handle the clarity and relative brightness of the Light Spring palette. There was a muted quality to them. And who ever heard of a "soft spring"? Or even a "soft winter"? Soon everyone will when they learn Ferial's system and they will see it makes total sense.

What's the difference between a Light Spring Soft and a Soft Autumn Light? And what's the deciding factor between a Soft Summer Deep and a Deep Winter Soft? They seem very similar to me.

All of the seasons are part of the “flow system” color theory, so there is some overlap of colors and some colors may look quite similar. But there are differences, albeit subtle ones. That is why this system is so accurate and precise.

Specifically, the difference between the Light Spring Soft or “Toned Spring” and the soft Autumn Light or “Tinted Autumn” is mainly intensity and chroma. Remember that with the Soft Autumn Light, you are taking the purest of the Warm Autumn colors (which are already warm colors that are muted) and adding a tint of white to it. So colors will be that much more muted and neutral. Light Spring Softs will have more luminosity than the Soft Autumn Lights and will of course be lighter in value.

Similarly, the Deep Winter Soft will be deeper in intensity than the Soft Summer Deep (remember that Winters are always more deep and intense than Summers.) Most Winters can pull off the color black whereas most Summers would feel a bit overwhelmed. While Deep Winter Softs have a touch of muted-ness that other Winters don't have, they will still be able to wear many of the clear winter colors that most Summers could not get away with.

Can you offer some more of the key differences between the 16 seasons vs. the 12 seasons?

As far as approaches go to color analyzing someone, instead of looking for the dominant characteristic first, use the alternate method to find the main season just as I described previously. Once you have the main season - Winter, Summer, Autumn or Spring - then ask yourself the following:

Can this person handle the purest, most saturated colors for this season? If yes, they would be one of the “pure” seasons (which include Clear Winter, Cool Summer, Warm Autumn and Clear Spring).

If the answer is no, ask whether they need lighter colors or deeper colors than the purest colors. If the answer is lighter, then they would be one of the “tinted” seasons (which include Cool Winter, Light Summer, Soft Autumn Light, or Light Spring.)

If the answer is that they need darker and more muted colors than the purest hues, then you would be one of the middle/muted seasons (which include the Deep Winter Soft, Soft Summer Light, Soft Autumn Deep, or Light Spring Soft).

If none of those options above work, see if the client needs the deepest colors for that main season (which includes Deep Winter, Soft Summer Deep, Deep Autumn, and Warm Spring.)

Here is a photo that illustrates the concept:



From left to right, the colors represent a Pure fuchsia (suitable for a Clear Winter), a slightly tinted fuchsia (suitable for a Cool Winter), fuchsia tinted with gray (suitable for a Soft or Toned Winter), and the same color shaded with black (perfect for a Deep Winter).

Visualize

this concept when you analyze everyone....do they need the purest colors of their main

season, tinted, toned or shaded colors? This is the essence of the 4x4® concept when compared to others systems. And it's the most accurate, in my opinion.

Keep in mind that the best palette of colors for any season will not mean that ALL of the colors will be either pure, tinted, shaded, etc. Because seasons flow into each other, there will be overlapping colors in each palette. But there will also be those colors that are unique to each

season. It is finding the perfect mix of these colors that suit your coloring and your personality that help you find your personal look.

Lastly, each color analysis system will have a slightly different interpretation of a particular season. Even those systems that have the same name/concept, for example, such as Cool will have slightly different colors and names. Why is this? With regard to swatches, printing methods are different. Depending on whether they use card stock or fabric, it will affect the way the pigment is absorbed and reflected. But most important, color swatches really are an arbitrary group of colors. There are literally hundreds of variations of colors that could be included in a swatch for a particular season. How do you choose which 50-60 colors get included? This is where the designers of the swatches put their own spin on things. Most though, will include the best deep neutrals, the best light neutrals and then the best “fun” or fashionable colors, and those that are unique to that season. So don’t expect each manufacturer to have the exact same colors and at the same time, do not worry about matching each color exactly. As I said, any color can be slightly lightened, darkened, warmed, cooled, etc., and it can still work wonderfully for you.

General Color Analysis FAQs

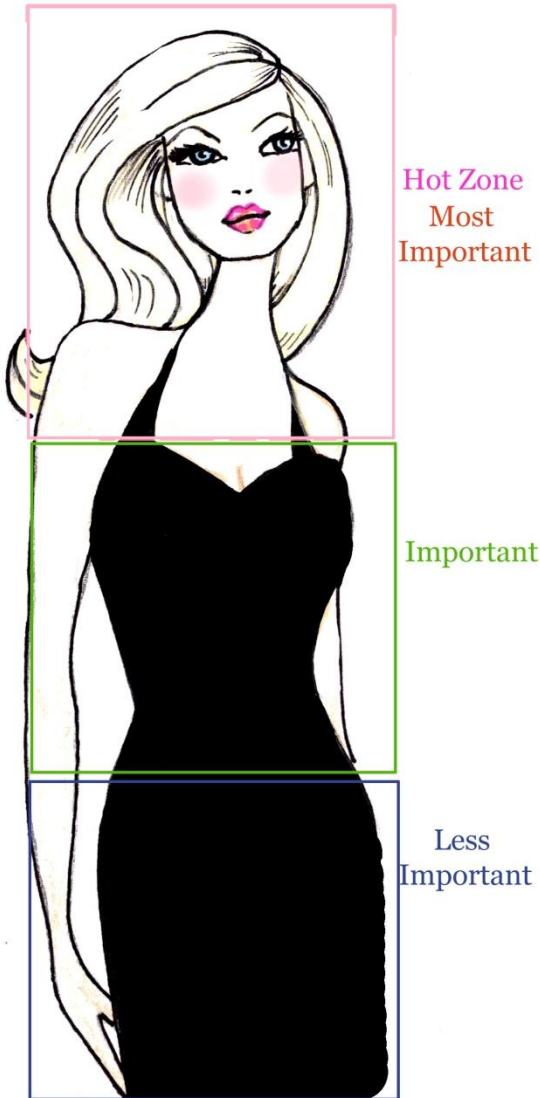
Will my season ever change? As we age, our coloring typically becomes softer and cooler. Therefore, if you are a Deep Winter, you might find you can wear more colors of the “Cool Winter” palette. Likewise, if you are a Warm Autumn, as you age you may be flattered by more of the Soft Autumn colors. However, other than aging, you will not change from one season to another even if you dye your hair, develop a deep tan and get colored contact lenses. You can try to push the boundaries of your coloring with these methods, but keep in mind:

1. They are often very high maintenance and costly.
2. Often they do not work and in fact can look quite artificial. It’s always easiest and most natural-looking to honor your natural coloring. It’s how nature intended.

Isn’t being tied to one palette limiting? There are 48 colors in each seasonal color palette (full color palettes can be found at the end of this book), I would never call it limiting. And keep in mind that each palette is a guideline; meaning there are *endless* variations of each color in the palette. Often women find, after studying their palettes, that there are more choices in colors than they could have imagined!

But I love Pink and I’m a Warm Autumn! You have a favorite color and it’s not listed as one of your colors in your palette. In fact, it’s specifically listed as one to avoid. Do you avoid it as suggested? Never give up something you love. Just work with it. How? Try to find a shade of your favorite color that does fit in your season. A “Warm Pink” is one of those universal colors that flatter everyone. Remember that the right colors are less important as you move away from your face. How about a pink skirt with a chocolate brown top? Last, you can always enjoy your favorite color in other ways: painting your bedroom, buying furniture in that color, or always having fresh flowers in your favorite color on your dinner table, for example.

I have a very dynamic personality. I can’t see myself wearing those pastels in my Light Summer palette. There are definitely psychological connotations with certain colors to be sure. However, there are strong connotations, too, when people wear their wrong colors. Their makeup can look artificial and amateurish. The person can just come off as “clueless” as to how to look polished and together. Within each season, there are myriad color choices including neutrals and more traditionally “powerful” colors. When you wear what harmonizes with your coloring, you look younger, alive, confident, energized — and that is a powerful thing.



Black is a staple of my wardrobe but not a color in my palette. Am I supposed to give up wearing black? Black has unique qualities all by itself. It helps one look slimmer. It goes well with almost every other color. In the right environment, it can be seen as professional and contemporary, or mysterious and sexy. With so much going for it, I wouldn't expect people to give it up entirely because it wasn't one of their best colors.

As stated previously, if it's not a color that flatters your face, eyes and hair, wear it away from the face as much as possible. For example, a black top will be easier to wear the lower the neckline is; a black turtleneck will not be good. Wear scarves in one of your "power" colors. Always wear your makeup in the right colors even if your wardrobe is not. Make sure the blouses and camisoles worn under a black suit or blazer are some of your "power" colors. Last, the more skin that shows, the less impact a bad color has on you. A spaghetti-strapped little black dress won't have so much of an impact as an all-black long sleeved pantsuit.

Pay most attention to the "Hot Zone" in selecting your best colors. This includes hair color, makeup, earrings, necklaces, scarves and necklines.

Here are some of the 12 seasons that may look similar and how they are differ from each other

Cool Winter vs. Deep Winter

Deep Winters may have an element of warmth to their skin (like olive) or eyes (like red-brown) but cool hair. They won't have so much warmth as a Deep Autumn, though. Cool Winters will have cool eyes, cool hair and cool skin; an obvious lack of warmth. Warm colors will make cool seasons look pale or sick. Deep Winters will have deep blue, hazel or brown eyes. Sometimes a Cool Winter does have brown eyes, but their skin is unmistakably cool with no olive or warm tones at all. If their skin is super cool, then they would be a Cool Winter, not a Deep.

Deep Winter vs. Soft Summer

Some brown- or hazel-eyed Soft Summers will have a rich, velvety look to them that can be mistaken for a Winter (or now with the 16 seasons, a Deep Winter Soft — see below). However, their coloring stops short of being so deep that they are categorized as a Winter. Black is too intense for them. Charcoal gray as well as most grays look great on Soft Summers. Also, there is a softer and hazier look to Summers whereas Winters favor clearer colors.

Light Summer vs. Cool Summer

There is an overall “Light” look to the Light Summer (tinted colors look best) whereas a Cool Summer needs more intensity and saturated colors. The difference is that the Cool Summer will lack any warmth. The Light Summer may have some warm overtones and will share some of the more neutral-warm colors from the Light Spring palette.

Light Summer vs. Soft Summer

The big difference here is that the Soft Summer will have a heavier appearance than the Light Summer. Both will have a more neutral look than the Cool Summer, yet will clearly look better in cool colors than warm. Think faded denim for the Light Summer and blue velvet for the Soft Summer. Light Summers can sometimes appear Spring like, since they “flow” into Spring. You will often see sunny warmth in their skin, eyes or hair that you don't find in other Summers. But they clearly favor light cool pastels over Spring colors. Test drape to discover the difference.

Warm Spring vs. Soft Autumn

Both seasons can look similar at first glance. But the key difference is that Springs are generally lighter and brighter than Autumns overall. Some Warm Springs have flaming red hair and clear blue eyes and their season is obvious. But not always. If the coloring is more subdued, it can be confused with the Soft Autumn. This is where test draping is key. Adding clear warm colors next to a Warm Spring will make it come alive. It will be too golden and yellow for the Soft Autumn, whose coloring is quite neutral. Also, Soft Autumns love very muted colors like olive and mustard whereas the Warm Spring, like all springs, favors more clear and delicate colors.

Clear Winter vs. Cool Winter

These two seasons are easy to confuse but there's one key factor when it comes to the Clear Seasons: the eyes. A Clear Winter and a Cool Winter may well have cool blue eyes. But the Clear Winter's eyes will be clear and bright. Sparkly eyes are common in both Clear Seasons. Where the Cool Winter may have pretty blue eyes, the Clear Winter's may be a striking jewel-like sapphire blue. If the eyes are not striking (think a young Liz Taylor), they are most likely not a Clear season. Clear Winters may have a slight warm overtone to their skin (this is the Spring influence.) Overall, the Clear Winter can wear the most saturated cool colors available. Cool Winters may be slightly lighter (a touch of tint or white may be added to them.)

Some of the most confused seasons from the 4x4® are explained above in the FAQ's section.

More general tips when analyzing yourself or clients:

- If an obvious season does not jump out at you, do the next best thing: start eliminating the seasons that you are obviously NOT. If you have naturally blonde hair and gray/blue eyes, you can immediately eliminate “Deep” and “Warm” seasons. That makes four seasons you can cross off right there.
- Do you know that black makes you look pale and weak? You can be sure you are not any type of Winter, since Black is a definite power color for all Winters.
- Do yellow and orange make you look sick? You can knock off the warm seasons from the equation. Yellow, or some form of it, is intrinsic to Warm seasons.
- Do pink and fuchsia look clown-like on you? Chances are you are a Warm season, as cool pinks and purples can look completely artificial on you.
- Is there one specific color that you know looks *absolutely* fabulous on you? See if it’s one of the power colors for a specific season. Most likely you *are* that season. However, there are a handful of “universal” colors that generally look good on everyone. Purple is one of those colors. So is teal, navy, warm pink, and true green, and most colors that are a perfect balance of warm and cool colors (ex: green=warm yellow + cool blue)



Just a few universal colors are above. Because they are so adaptable to so many seasons, you will often find uniforms made out of these colors. Also, these can be pretty safe choices in makeup. For example, if you don’t want to find multiple shades of blush, if you find one good warm pink, you won’t go wrong.



As We Age

As stated previously, aging is the only time your season may actually change to another season. As we age, our colors tend to become more cool and soft. Colors may become less vivid and intense. If you maintain your hair color by covering gray hair, this effect will not be so evident. Also by modifying your makeup a bit, you can help counter the effects of aging too.

However, if your hair is almost 100% gray, if you choose to, you could successfully make the switch to the following seasonal palettes. *This will only apply if your coloring has dramatically cooled or softened and*

the colors you always wore before seem too intense or warm for you now.

Winters: Clear and Deep Winters may turn into a Cool Winter.

Already Cool Winters whose coloring really softens can turn into a Cool Summer season, especially if you have pale blue eyes.

Deep Winter Softs may turn into either of the Soft Summers, depending on their intensity level.

Summers: Cool Summers will stay the same season; their intensity may just soften.

Both Soft Summers may change to a Cool Summer, or a Light Summer if they have lightened significantly.

Light Summers might remain the same or become strictly a Cool Summer.

Springs: Light Spring Softs and Warm Springs may lighten to a Light Spring or if the warmth in their coloring really cools, they could turn into a Light Summer.

Clear Springs, if enough strength in their coloring remains, may change to a Cool Winter or if the cooling is not so extreme, may change to a Light Spring. If coloring lightens and cools, they may change to a Light Summer.

Light Springs may stay the same or cool to a Light Summer.

Autumns: Warm Autumns and Deep Autumns may soften to a Soft Autumn.

Both Soft Autumns will often stay a Soft Autumn, just a cooler version.

These guidelines are just general facts based on how coloring tends to cool, soften, and lighten. Remember that maintaining your hair color can help keep a youthful appearance. While there is certainly nothing wrong with allowing your hair to gray, and it can be quite striking and beautiful, generally speaking, most people associate gray hair with aging. Covering the gray will help you look younger. Just remember choose a shade that is several shades lighter than what your natural color once was for the most natural look.



With a pretty strawberry blonde hair color and light warm makeup, she can remain a lovely Warm Spring

Personally I am finding my Warm Autumn coloring losing a lot of its golden warmth as I age. However, if I wear colors strictly from the Soft Autumn palette, I find that the colors are simply not warm enough for me. I still need golden colors to look my best. Perhaps in a decade or so that Soft Autumn palette may work for me but as of right now, the colors are too neutral. I tell you this so that you understand these are just general guidelines and you certainly don't want to jump to a new season unless those colors really do flatter you best. Often it can be enough to simply choose

the softest and coolest colors from your palette rather than switch to a whole new one.

When I analyze clients who, for example, are quite mature and whose hair is completely white and whose eye color has faded, I will ask for a picture of them when they were younger, particularly when their hair color had not yet started to gray (although I do this often in younger people, especially those who alter their hair color dramatically or just to double-check my analysis). What I do is try to determine what season they *were*, and ask them if they were planning on coloring their hair and altering their makeup. If so, knowing what their season was can help us take the little bit of their former coloring that is left – it is usually in the eyes -- and build up from there. But always remember to tone down hair and makeup colors for the most natural look.

There are, however, general guidelines, particularly when it comes to makeup that will help *everyone* look younger:

- Avoid shiny and frosted makeup, which can reveal and highlight every wrinkle you have no matter how minor.
- Choose the best neutral colors from your palette for your makeup. The adage “less is more” truly applies in this situation. It isn’t just another admonishment to “act your age” or anything like that, it simply does look better.
- Emphasize lashes with several coats of mascara, avoiding bottom lashes which can cast under eye shadows. Avoid eyeliner on the lower part of eye for the same reason, unless you line the inside rim, which has a lifting effect.
- The color of your natural lip line can fade. Invest in a perfectly neutral lip pencil to line your lips and fill in with a soft flattering shade from your palette. It’s best to lighten up the color of your lipstick, avoiding bright overpowering colors and very dark shades. Again, the best natural shade from your palette is best.
- Invest in the best quality foundation you can afford. Foundation alone can erase multiple signs of aging like shadows under the eye and between the bridge of the nose and the tear duct of the eye. It helps cover redness that may be present on the base of the nose, chin and cheek area. It helps camouflage fine lines and other skin imperfections. Foundation is a must have.
- Maintain well-manicured eyebrows. A beautiful arch helps “lift” the face. Have a professional shape them first and then just clean up any strays at home with tweezers.
- Blush can help you mimic that youthful glow. A pretty shade of peach (for warm seasons) and pink (for cool seasons) put right on the apple of your cheeks (blended well of course) will help brighten your face.
- Kick your anti-aging skin care routine into high gear with retinols, alpha hydroxy acids and sunblock. Fresh well-cared for skin always looks youthful.

Hair Color



“How does hair color play into Seasonal Color Theory?”

“Is there an ideal hair color for each season?”

“Should I cover my grey hair or let nature take over?”

“I desperately want to be a fiery redhead, but I’m a Cool Summer. Can I pull it off?”

Hair is one of the very first things people notice about a person. Think about it: you will notice a woman is a brunette long before you see her eye color or makeup for that matter. Getting your hair color to harmonize with your natural coloring is essential to your total image.

There are endless choices of hair care products out there. Along with them come just as many questions about which colors to choose for yourself. Luckily, this is where the Advanced Seasonal Color Theory can help. Knowing your Season will help you choose the right hair color, just as it does with your makeup and wardrobe.

Most of the seasonal guidelines for makeup and wardrobe also apply to hair color. The key is to harmonize your natural coloring. For example, a light-skinned, light blue-eyed Light Summer will look unnatural and unflattering with jet black hair. Only some Winter seasons, and some Deep Autumns will have naturally black hair. Likewise, a brunette Deep Winter will look extremely washed out if she tries to bleach her hair to a full blonde.

Can you imagine a young Liz Taylor with bleached blond hair? Or Princess Diana with jet black hair? What about Sophia Loren as a wishy-washy brunette? No way. They knew what looked best on them and that was to honor their natural coloring to its fullest potential.

In general it is best to keep your hair color within 2-3 shades of your natural color. Anything beyond that will tend to look artificial, not to mention be high maintenance.

Here are some more general guidelines specifically for each season. Keep in mind these are just suggestions. There will be times when you might want to lighten up a bit, like in the summer, for example. Or you've decided to take control of your gray hair and become that beautiful brunette you were years ago. Whatever changes you do make, you should adjust your makeup colors accordingly. For example, if you are a Deep Winter with very dark hair and you want to add some caramel highlights to suggest having spent the summer in the tropics, that's fine. But now you will want to light up your makeup just a bit by maybe replicating the caramel color as a highlighter in your eyeshadow or giving yourself a touch of honey bronzer to match the look. If you darken your hair, you may need to wear more bold eye and lip colors.

WINTERS:

Your hair will most likely be naturally dark to start with. While it's ok to add some carefully placed caramel or dark blond highlights, just go easy, and avoid the temptation to "go blonde." It will simply not flatter you; it will wash out your rich coloring, and make you look pale.

Most Winters gray gracefully, but if you choose to cover your gray, remember to choose a lighter shade than normal. No matter how dark your hair color was when you were younger, as you age, hair will naturally become softer and lighter, so covering it with a too-dark shade will look fake. All Winters' undertone is cool and if it changes at all, it will only get cooler so avoid red or golden highlights.

AUTUMNS

Of all the seasons it is those who have naturally warm hair (red and golden) who have the most difficulty with the graying process as it significantly alters how they wear colors. Using warm red, golden blondes and auburn shades will help maintain the warmth in your coloring. If your hair is naturally brown, some golden or auburn highlights will help. If you don't maintain your color and you let it gray, but your skin and eyes are still quite warm, you would want to switch to a Soft Autumn palette, which is the "coolest" and least saturated of the Autumns.

Both Soft Autumns (light/deep) often have flat, mousy hair so they benefit greatly from some warm honey-colored highlights. Soft Autumn Lights can be quite light in their hair coloring but are not so light as to make them a Spring. Try not to go too blond unless you really want a dramatic change. Soft Autumn Deeps' hair can be quite dark but rarely look good with too deep and flat hair color. They really glow when they add some subtle warm highlights.

If you are a Deep Autumn, resist the temptation to lighten up your hair color if it is a naturally dark shade. If your hair isn't already a deep auburn, you can successfully "go red" if you make sure the shades are deep and rich.

SUMMERS

For Cool Summers, ash highlights will look terrific on you. Avoid warm, golden colors. Resist the urge to be the “fiery redhead” since you simply do not have the warmth to pull it off. If you are a brunette but were a blonde when you were a child, you can probably successfully go back to that color now, just keep the colors more ashy than golden. Whether you are now a brunette or blonde, the good news for you is that almost any gray you might encounter should be flattering and nothing will need to be done chemically unless you really don’t like it.

Both Soft Summers’ (deep/light) hair color can often appear mousy. It can benefit greatly from ash highlights. However, keep them subtle since high contrast is not the look you are going for. You want a rich, but soft look to your hair. Highlighting your hair will help lessen the appearance of any gray hair that will appear.

There is the risk of going overboard on ash tones and looking almost gray. A skilled professional hair colorist can combine cool and slightly warm highlights to Summers to prevent this from happening and to keep a fresh healthy look to your hair.

Light Summers in particular do not want to get too ashy. Their secondary season is Spring so they do have a touch of warmth in their coloring. The key is to not get too warm.

SPRINGS

Many springs were blondes when they were younger and can maintain this successfully. Most gray hair that shows up should blend in quite naturally. The key to your hair color is keeping it warm and golden. Avoid ash shades and anything that is very dark.

If you hair gets very dark later in life, that’s ok. You can go with that but you will want to add some warm highlights to keep the sun-kissed look of a Spring.

If you are a blonde or a light brown-haired Spring who really wants to be a fiery redhead, you can probably do that but make sure it’s strawberry red or light red with some luminosity to it. Too deep or autumn-like red will look too heavy for your delicate coloring.

More Tips:

If you choose a hair color that is not one of the more naturally enhancing shades for your season, note that you will definitely have to adjust your makeup to accommodate the look. This is one benefit to wearing your right colors: being able to wear less makeup and still shine!

Can you “change” your season by changing your hair color? The answer is technically no, but it is possible to push the boundaries of your coloring. Learn more on the subject in the next chapter.

Pushing the boundaries of your coloring

So I have preached enough that you should honor the natural color palette you were born with. It's simpler, cheaper and most effective. But if you are just itching to make a dramatic change, here are some guidelines that will help make the change look more natural on you.

Changing your hair color is one of the most obvious ways to change your look. While it's worth repeating not to change so radically that you go completely against your dominant characteristic, you can pull off a different look with the help of make-up and, for a more radical change, the use of colored contact lenses. Since eye color is an important component to analyzing someone's colors, nothing can throw me off more than a natural looking pair of colored contact lenses on a person. With this knowledge, you can use it to help you try to push yourself into another season. It's easiest to change into a different *specific* season within the bigger *general* season, for example changing to from a Soft Autumn to a Warm Autumn. A Soft Autumn could conceivably color her hair to a pretty strawberry, change her makeup to warm golden shades, and wear pretty green contacts. She has a good chance of looking like a natural Warm Autumn. If this same Soft Autumn were to wear some warm dark brown contacts, deepen her hair to a deep auburn and intensify her makeup, she *might* be able to pull off a Deep Autumn look. However if she were to try to be a Cool Summer or a Clear Winter, the results could look unnatural at best. I'm not saying she definitely could not pull it off, but the chances are slim that it will look natural. The key thing to remember if you stubbornly want to go for a radical new look is to modify your makeup (including foundation!) and hair, and eye color if you can, so that those three elements will at least harmonize together.

Here are some more general tips:

- Try to avoid going in the opposite direction of your dominant characteristic such as changing from a Light to a Deep, a Warm to a Cool, a Soft to a Clear.
- If you were a naturally blonde child, you can usually go blond as an adult quite successfully. The same goes for red hair and any other color. Just remember that as you age, you will want to color your hair a shade slightly lighter than what it was when you were younger to look the most natural.
- Most summers look good as blondes — ashy blondes, not golden. If going all blond is too high maintenance for you, then opt for some natural looking blonde highlights. Or easier still, embrace your beautiful brunette hair. If you were always a brunette summer, even as a child, then it is usually best to stick close to that coloring, perhaps with some cool blonde highlights if you really want some blonde in your hair.

- Most Warm Springs, Warm Autumns and Deep Autumns will look good as red heads. Red-headed Springs will look best with strawberry tones, Warm Autumns with rich red hair, and Deep Autumns with deep auburn. Remember to warm up your makeup when you warm up your hair. Likewise, most redheads will look good with shades of green or hazel green eyes.
- Unless your hair was truly black as a child, it's best not to color your hair jet black. On all but those with naturally black hair, this color is too flat and overpowering. Dark brown is better. When you do darken her hair, remember to darken or intensify your makeup as well. Have your eyebrows professionally dyed too, if they are light and your new hair is very dark, or vice versa.
- Do you know someone who seems to be able to wear any color and look good? Chances are she is some sort of "blended" season like a Soft Summer or Soft Autumn. Drew Barrymore comes to mind. We've seen her in almost every hair color and she seems to pull it off. She's a Soft Autumn. With just a little effort, Soft Autumns can look like a Warm Autumn, Light Spring, even a Soft Summer. That's why I find that season the hardest to determine and the easiest to get tripped up on. Soft Seasons seem to be able to pull off many different looks.

As I stated in my previous chapter, hair color has a huge effect on a person's coloring. It can either harmonize or not harmonize with your natural coloring, but either way it will affect it. How much? Well, let's take a look at the model on the next page.

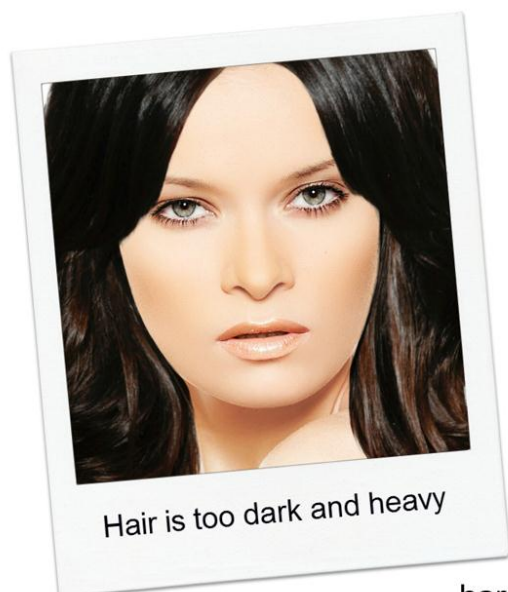


In the picture on the left, you can see she is a natural Light Spring. However, since her skin is already quite warm, warming up her hair to a beautiful red was not difficult. It looks great, actually. This would push her into the category of a Warm Spring and she may want to warm up her makeup as her Light Spring makeup may be too light and insignificant for her.

Let's say you are a Soft Autumn with mousy brown hair. With no makeup and no natural highlights in your hair, there is very little contrast in your overall look. Adding some honey highlights can really make you sparkle. To play up the new "luminosity" in your coloring, adding some soft pretty makeup, glossier lip color and gorgeous blouse in one of your power colors will make a huge difference in your appearance. But don't be tempted to think that if a little sparkle is good, a lot is better. Bleaching your hair to a full platinum blonde will be overkill. If you are a "Soft" season, play up the soft, subtle look that is unique to this season. Likewise, if you are a "Deep" season, play up the dark, vivid look that is unique only to those seasons. Remember the special characteristics of your season and honor those. They won't steer you wrong.

The most difficult change to make is to try and go for a look that is opposite of your undertone and intensity. With the same model, let's illustrate this on the next page.

Our model is a natural Light Spring, which means her undertone is Warm, her intensity is Light. Let's give her a dramatic black hair color and do nothing with the makeup. The effect? Hair color that is too heavy and flat for her light warm coloring. Her face fades in comparison.



Cool makeup & contact lenses now harmonize better to create a Clear Winter look

Add some clear aqua contact lenses for her eyes and apply makeup including foundation in cool clear shades, and she can pull it off successfully. Most women of course don't have the time, money or desire to maintain such a look. They want to do the complete opposite and follow their natural coloring to make their life easier. But if you really want to change your look dramatically, you can definitely "alter your flow" with makeup, contacts and hair color.

Should you cover your gray hair? That's totally up to you. Some Winters may develop beautiful dramatic silver gray hair which can look stunning. For others, the cool gray hair will really wash out the warm color it once was, like for a Warm Autumn. Many Autumns choose to warm up their hair back to its original brilliance. If it's flattering to you, then let the gray stay. If you hate it, then cover it up. Most people DO associate gray hair with aging, though. It is just a fact. Coloring hair can be effective in fighting off the signs of aging. Just follow the guidelines for your season.

Men and Color

Color Analysis is not for women only. In fact, knowing their best colors is even more crucial for men because they typically do not use all of the little tools we women use to modify our looks like makeup, hair color, and multitudes of different clothes, scarves, earrings and other accessories. No, men usually just have their trusty little shirt and sometimes a tie. Color for them can actually be one of their most effective tools for looking their best but many just do not use it as such. I have personally been told by some of my male clients that after they were analyzed and started to implement their colors into their wardrobe, they immediately got compliments from people. Most of the people were not quite sure what it was about them that was different, just that they looked good.



All too often, especially in the business world, men stick with their boring corporate blue shirt (though if they are a Summer, blue is never boring) and their safe khaki pants. While there is nothing wrong with this color combo if it is in your seasonal palette, for others it can just spell b-o-r-i-n-g. There are, of course, certain professions that will expect certain looks from men. The business world is where you will find the conservative suits of navy, gray and black. Not a problem if those are some of your best colors. But what if you were a Warm Autumn or Light Spring, like our model (left)? Black can drain the vitality from your face faster than any color. What you want to do is to find the darkest neutral colors from your palette. Every palette will contain your best neutral colors. For example, in lieu of the traditional black and navy, a Light Spring would look best in a camel or moss. Almost all shades of brown will look great on Warm Autumns so wear them in place of charcoal which is way too cool for your warm complexion. Until the 1980s, there was a belief that wearing brown wasn't really appropriate for men in the business world. Things have changed since then so if you are a warm

season, do not hesitate to wear the best shade of brown from your palette.

The great news is that every season's palette will contain enough neutral colors appropriate to wear for the conservative business world and enough casual colors for every other occasion. Take the Cool Summer palette as an example. Summers are famous for their pretty pastel colors like sky blue, lavender and pink. However, their palette also contains endless shades of the very conservative and professional colors of grey and navy. Instead of a black jacket, crisp white shirt, and royal blue tie, a Cool Summer would look fabulous in a medium gray jacket, soft white shirt and medium blue tie.

Ties are one area where men are allowed some fun. It amazes me to see some of the most boring suits on the planet paired with a wild and funky tie. I love it. Ties can have the same effect on men as eyeshadow has on women. They can really enhance your eye color. Find the shade of color in your palette that best matches your eye color and buy a tie in that shade. I guarantee you it will make your eye color pop.

The system for figuring out their season is no different for men than for women. The powerful impact it has is no different, either. However, I will say that men are often much harder to analyze than women. They don't let their hair grow out long enough to see their natural highlights, which I find can be helpful in my analysis. They don't wear blush or eyeshadow which often tells me which colors work and which do not. A bad color on someone can be just as telling of a person's season as a great color. Men don't have all of those different clues. If you've looked for a dominant characteristic and you simply cannot identify one, then you will simply need to do some test draping. This applies to both men and women who are unsure of his or her dominant characteristic. Do the test draping and see which ones look best. Ask a friend or two for their opinion if you are stuck. In the end, it comes down to what looks great on you and your test draping will ultimately tell you your season. Everyone instinctively knows that there are at least a few colors they know they look fabulous in. Go with those colors and see what season they are a part of. And once you know your season, have fun with your colors and look great every day!



Tinted Autumn



Take a look at my model Matt. The photo on the left shows him in a color that is too light and clear (more appropriate for a light or clear Spring). But he is a Warm or Pure Autumn. Look how his olive colored shirt brings out his eyes and totally harmonizes with his coloring? Again, without makeup and accessories to wear like women do, wearing the right color is crucial for men.

Color Story: “Dressed Head-to-Toe in Cobalt Blue”

I once worked as a Host in an upscale restaurant in an exclusive club. Every day I would see the usual suits of gray, navy and beige worn by the business people. But once there was a young handsome man who came in wearing the most intense blue suit I’ve ever seen. Fully saturated, it was a shade of cobalt blue that most people could never wear. He even wore a matching tie and shoes! On anyone else it would have appeared clownish. As a business suit color, it was daring to say the least. But he was a vivid Clear Winter; with dark hair and eyes and a confident smile, it worked on him. He had made such a bold presence that day that I remember it even years later. That’s the power of color!

Now What?

So you've read everything and you are sure you know your season and you're quite excited. Now what do you do?

Essential: Every single color purchase from now on should only be one within your season. Over time you will create a great working wardrobe that you know will look good on you all the time and of which you will be able to mix and match effortlessly. Think of the time saved!

Essential: Go through your makeup drawer and eliminate colors you know are simply bad for you. Notice how much money you've spent on wrong color choice. Don't worry, though because you know from now on this will never happen again.

Essential: Go through your wardrobe and eliminate the worst color choices hanging there. I don't care how much you paid for it (sell it on eBay to recoup some of the cost or donate to charity for a tax benefit if the price of it is making you reluctant to part with it). There's no reason on earth anymore to wear colors that don't help you look your best. If you are on a tiny budget and eliminating so many pieces of clothing might leave you with a less-than-working wardrobe, then at least find the colors that are your best and integrate those into your working wardrobe as much as possible. Remember that items like tops, blazers and scarves are more important in terms of wearing your best colors than pants are. For men, blazers, shirts and ties are crucial to get right. Then as your budget allows, get rid of one less-than-good item for each new one you purchase.

Optional: Invest in a Deluxe Color Swatch in your season. Be sure they are part of the advanced 12- or 16-Season color theory only. The four seasons are outdated and incomplete. Each color can be placed against clothing or even makeup to make sure you can match up colors as accurately as possible. It's a small investment that will pay for itself many times over.

Investing in your appearance is a wise investment. There are too many statistics out there to ignore that show that people who look good are perceived by others to be of higher intelligence, to be from a higher socio/economic level, and to have fewer personality flaws. And to top it off, good-looking people statistically have higher incomes. Whether this is fair or not is irrelevant. It's simply a fact. And instead of bemoaning this, use it to your advantage. Invest some money, time and effort to learn the things that make YOU look your best. Not what makes the hottest new starlet look good (which by the way, please know that 99% of the images you see of celebrities have been either airbrushed or

retouched to look flawless. Comparing yourself to these images is pointless because they are simply unattainable, since they aren't even real!).

You need to find what makes YOU look fabulous. You need to find your own style, which reflects who YOU really are. Discovering your natural color palette is the best and most important place to start.

Last words

I think most stylists who dislike the whole seasonal color concept simply don't understand it, though they'd never admit it. Actually, most hair stylists do have the general understanding about warm tones vs. cool tones and apply the principles when they color hair. The fact is that the ash vs. golden tones theory IS a part of the entire seasonal color theory. It's just one part of it. Whenever any fashion expert tells someone something like "purple is a great eyeshadow color for green eyes" or your skin tone is too pale for such a dark hair color" or that "redheads should not wear red" (which isn't true, it just depends on the shade), they are indeed practicing seasonal color theory, even if they are not aware of it.

Color analysis is not new, having been around for generations. It was wildly popular at one time, but it was never a "fad." Its principles are used every single day by people and professions, even if they don't understand them all. Most people have had someone say "wow, *that's your color*" at some time in their life. They might not have understood why it looked good, just that it did. Now you know. There's real science behind it and real changes can be seen once you begin adopting its principles. Real money can be saved by never buying the wrong color again. Your confidence can increase. For some people, like myself, it can totally change their lives.

The Full Color Palettes for Each of the 12 Seasons

The following pages contain the full color palettes for each season. Let me explain what I mean by “full” palettes. All the colors in each palette are colors that each season can wear successfully. Some will look good on you and some will look fabulous. Some will be better suited for a core wardrobe, like the neutral colors, and some will be better suited for accents, like bright or dramatic colors. Keep in mind that these are guidelines only. There are endless variations of colors and you will find thousands of interpretations of “purple” or “red” and “sage.” Additionally, in each palette you’ll find some “universal” colors like Teal, Soft White, Taupe, Purple and other colors that are generally flattering to everyone. They may or may not be your most flattering, but they won’t be your worst. These are colors you will see often in uniforms since they generally flatter everyone.

I’ve included in each palette whether gold and silver is best as far as jewelry goes. Because all *except* the four Cool and Warm seasons share colors from both sides of the temperature spectrum, both gold and silver will be suitable for them, but only in accessories. A silver blouse is not the best, for example, on a Soft Autumn, nor would a Gold dress be flattering to a Light Summer.

Again, these palettes are meant as guides only. As any artist can tell you, you can warm up or cool down any color by adding yellow or blue; make it lighter or darker by adding white or black; muddy it up by combining it’s opposite on the color wheel. You can even alter a color dramatically simply by placing it next to other specific colors. So don’t take things too literally. Just follow them as a guideline.

Have fun with your colors!

Last Question: Why no full color palettes for the 16 seasons?

Because many of the colors are quite similar with very subtle differences (think gray, light gray, deep gray, charcoal for example), the differences may be hard to distinguish in a book. Simply put, it is much easier to just purchase a swatch for the exact physical representation of the colors if you are one of the new seasons.

Turquoise
Emerald green
Forest green
Pine
Olive
True green
Gold
Emerald turquoise
Teal
Clear teal
True blue
Silver
Hot turquoise
Chinese blue
Bright periwinkle
Purple
Royal blue

Navy
Burgundy
Pure white
Black
Charcoal
Pewter
Black brown
Mahogany
Brown gray
Med gray
Hot pink
Raspberry
Magenta
Fuchsia
Cranberry
True red
Mango

Tomato red
Rust
Blue red
Burgundy
Aubergine
Mint
Icy green
Icy yellow
Lemon yellow
Icy violet
Icy pink
Soft white
Stone
Taupe
Icy Blue

Deep Winter Palette



Taupe
Pewter
Gray green
Black brown
Charcoal
Black
Soft white
Ivory
Cream
Stone
Camel
Buttermilk
Light peach
Deep peach
Salmon pink
Mango

Bittersweet
Tomato red
True red
Terracotta
Rust
Mahogany
Brown burgundy
Aubergine
Yellow gold
Marigold
Mustard
Light moss
Moss
Gold
Lime
Olive

Bronze
True green
Emerald green
Forest green
Mint
Hot turquoise
Chinese blue
Turquoise
Emerald turquoise
Pine
True blue
Teal
Navy
Purple
Deep periwinkle
Silver

Deep Autumn Palette



Camel
Khaki
Pewter
Light Grey
Med Grey
Blue Charcoal
Soft White
Ivory
Stone
Taupe
Light Peach
Warm Pastel Pink
Powder Pink
Peach
Clear Salmon
Coral
Gold

Light Orange
Mango
Rose Pink
Coral Pink
Warm Pink
Deep Rose
Watermelon
Clear Red
Buttermilk
Buff
Light Clear Gold
Bright Golden Yellow
Pastel Yellow Green
Light Moss
Bright Yellow Green
Blue Green

Emerald Turquoise
Light Teal
Clear Aqua
Light Aqua
Mint
Powder Blue
Light Lavender
Sky Blue
Periwinkle
Purple
Violet
Light Navy
True Blue
Med Blue
Silver

Light Spring Palette



Light Gray
Gray Blue
Med Gray
Pewter
Cocoa
Rose brown
Soft white
Ivory
Rose beige
Stone
Taupe
Gold
Warm pastel pink
Powder pink
Clear salmon
Rose pink

Rose
Silver
Coral pink
Warm pink
Mango
Deep rose
Watermelon
Clear red
Buttermilk
Light lemon yellow
Mint
Pastel blue green
Light aqua
Clear aqua
Blue green
Emerald turquoise
Light teal

Soft teal
Spruce
Light navy
Lavender
Powder blue
Sky blue
Med blue
True blue
Cadet blue
Lavender
Amethyst
Periwinkle
Deep periwinkle
Violet
Purple

Light Summer Palette



Light gray
Med gray
Blue charcoal
Gray blue
Charcoal
Pewter
Soft white
Rose beige
Stone
Taupe
Cocoa
Rose brown
Icy pink
Dusty rose
Rose pink
Orchid

Hot pink
Soft fuchsia
Deep rose
True red
Blue red
Watermelon
Raspberry
Burgundy
Light true green
Emerald turquoise
Teal
Soft teal
Spruce
Pine
Light lemon yellow
Mint

Med aqua
Clear aqua
Hot turquoise
Chinese blue
Sky blue
Lavender
Amethyst
Violet
Plum
Purple
Periwinkle
Cadet blue
True blue
Royal blue
Navy
Silver

Cool Summer Palette



Icy gray
Light gray
Medium gray
Charcoal
Black
Black brown
Pure white
Soft white
Stone
Taupe
Pewter
Silver
Dusty rose
Rose pink
Shocking pink
Hot pink

Fuchsia
Magenta
Deep rose
True red
Blue red
Raspberry
Cranberry
Burgundy
Mint
Icy green
Icy yellow
Icy blue
Icy violet
Icy pink
Lemon yellow
Blue green

Emerald turquoise
True green
Emerald green
Pine
Hot turquoise
Chinese blue
Clear teal
Teal
Med blue
Deep periwinkle
Bright periwinkle
True blue
Royal blue
Navy
Purple
Plum

Cool Winter Palette



Camel
Khaki
Gray green
Golden brown
Coffee brown
Dark brown
Ivory
Cream
Stone
Salmon
Salmon pink
Coral
Pumpkin
Terracotta
Tomato red
Bittersweet

Rust
Mahogany
Aubergine
Buttermilk
Buff
Light clear gold
Yellow gold
Light moss
Lime
Moss
Olive
Taupe
Pewter
Medium gray
Light peach
Deep Peach Bronze

Mustard
Marigold
Gold
Turquoise
Emerald turquoise
Jade
Teal
Forest green
Light true green
Clear aqua
Light aqua
Violet
Deep periwinkle
Purple
Light navy

Warm Autumn Palette



Camel

Khaki
Bronze

Golden Brown
Dark Brown
Gold
Ivory
Cream
Stone
Taupe
Gray Green
Med Grey
Light Peach
Peach
Deep Peach
Light Orange
Clear Salmon
Coral

Mango
Tomato Red
Terracotta
Marigold
Pumpkin
Rust
Buttermilk
Buff
Light Clear Gold
Light golden yellow
Yellow gold
Bright Yellow Green
Mint
Pastel Yellow Green
Light True Green

Lime
Light Moss
Moss
Light Aqua
Clear Aqua
Light Teal
Turquoise
Emerald Turquoise
Jade
Med Blue
Deep Periwinkle
Violet
Purple
Light Navy
Teal

Warm Spring Palette



Mahogany
Dark brown
Rose brown

Coffee brown
Gray green
Charcoal
Taupe
Cream
Camel
Khaki
Pewter
Med gray
Light peach
Warm pink
Deep rose
Salmon
Silver
Gold

Salmon pink
Bittersweet
Tomato red
Watermelon
Rust
Terracotta
Soft white
Ivory
Stone
Buttermilk
Buff
Light lemon yellow
Yellow gold
Mint
Emerald turquoise

Turquoise
Jade
Teal
Bronze
Moss
Light moss
Lime
Olive
Forest green
Cadet blue
Light navy
Deep periwinkle
Amethyst
Purple
Aubergine

Soft Autumn Palette



Light Gray
Med Gray
Gray green
Pewter
Coffee brown
Rose brown
Soft white
Ivory
Rose beige
Stone
Taupe
Cocoa
Powder pink
Dusty rose
Orchid pink
Rose pink

Rose
Soft fuchsia
Raspberry
Warm pink
Deep rose
Watermelon
Blue red
Burgundy
Buttermilk
Light lemon yellow
Mint
Pastel blue green
Blue green
Emerald turquoise
Turquoise
Jade

Spruce
Forest green
Soft teal
Teal
Light navy
Grey blue
Charcoal
Cadet blue
Sky blue
Periwinkle
Deep periwinkle
Amethyst
Purple
Med blue
Silver
Gold

Soft Summer Palette



Navy
Light Gray
Med. Gray
Charcoal
Black
Black Brown
Soft White
Ivory
Stone
Taupe
Pewter
Silver
Icy Blue
Icy Violet
Warm Pastel Pink
Clear Salmon

Coral
Coral Pink
Warm Pink
Mango
Deep Rose
Hot Pink
Clear red
True Red
Light Clear gold
Lemon Yellow
Bright Golden Yellow
Mint
Pastel Yellow Green
Gold
Emerald Turquoise
Kelly Green

True Green
Emerald Green
Forest Green
Olive
Light Teal
Clear Teal
Chinese Blue
Clear Aqua
Hot Turquoise
Violet
Purple
Periwinkle
Deep Periwinkle
Bright Periwinkle
Med Blue
True Blue

Clear Spring Palette



Black
Light gray
Med gray
Charcoal
Black brown
Pewter
Soft white
Icy yellow
Icy gray
Stone
Taupe
Icy blue
Icy violet
Icy pink
Deep rose

Mango
Clear red
Emerald green
Pine
True red
Raspberry
Silver
Fuchsia
Magenta
Cranberry
Burgundy
Aubergine
Periwinkle
Violet
Blue red

Gold
Shocking pink
Hot pink
Hot turquoise
Chinese blue
Clear teal
Emerald turquoise
True green
Bright periwinkle
Purple
True blue
Med blue
Royal blue
Navy

Clear Winter Palette



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