

Choosing Your Colors: It May Matter More Than You Think



Upon arrival for her image consultation, Becky stated that she was planning a fall wedding. She indicated she had been looking to use warm brown/cocoa colors with espresso colored bridesmaids dresses.

In looking at her hair color, eye color and skin tone under natural lights she proceeded through a step-by-step color analysis in which she was draped with different colored drapes of cloth. Her draping revealed cool undertones in her coloring. As the session progressed she was able to see with her very own eyes that browns did not necessarily compliment her coloring. True white and the cool blue-based reds and greens (1) brought out her eyes, (2) naturally reduced variations in her skin tone and smoothed out her complexion, (3) lifted her jaw line (giving way to the appearance of a natural "facelift") and (4) actually made her appear thinner (melting off 10 lbs)!

Becky's eyes were literally opened to see how color impacted her appearance. Her mind was expanded, making her think about all the possibilities of color. Becky realized that what she was seeing in the mirror would most likely be reflected in her photos! Thinking about all the camera appearances the day of the wedding, she began to think more carefully about her color choices...hunter green was great, but then burgundy was pretty, as well.

Becky was guided through a make-up lesson in which she learned how to enhance her eyes, apply natural looking cheek color, and choose neutral and cool lip colors all complimenting her cool skin tone and preparing her to look her best in front of the camera! Becky returned to the "spotlight" where she was re-draped with full make-up and provided with a booklet of her seasonal color palette to shop with. She learned that silver, not gold, was associated with her cool undertones and she should take this

into consideration when choosing jewelry, accessories, shoes, and accent wedding colors. Her "signature" colors were identified! She left that day with an open mind.

A few weeks later, Becky's sisters-in-law gathered with her bridesmaids and mother for a "color spa" bridal shower which included a simple cool/warm color draping and fun photography make-up lesson for all that were present. The cool/warm color draping that day confirmed that Becky's mother had made a good choice with the dress she had already purchased. At the bridal shower, Becky admitted that her color analysis had opened her eyes to exploring other colors besides brown, cocoa, and espresso colors. She stated that she had settled on deep harvest red apple colored bridesmaids dresses, black tux, and hunter green and orange accents in decor and flowers knowing the colors would bring out the best in both she and her groom. To her surprise, the added bonus was that she could start using and applying this knowledge in shopping for her trousseau, work, and casual wardrobe and accessories. It was a LIFETIME SAVINGS AND INVESTMENT!

Another recently engaged bride-to-be, Kristen, shared that because she had not been able to solidify what color theme she wanted to carry out; her fiancé was concerned they were falling behind in their planning schedule. When she learned how beneficial a color analysis could be, she immediately scheduled an appointment to assist with color selections for invitations, decor, chair covers, flower selections, choosing bridesmaids dresses and tux selection, and most importantly, in selecting her wedding gown!

As YOU make your grand entrance, will you be wearing true white, eggshell white, creamy white, ivory, or nontraditional colors? Will your guests even notice the difference? Believe it or not, whether they consciously do or don't, what their minds perceive will create a "vivid" memory of what they liked and what they did not like!

Color creates an ambiance. Color can make the difference in how photogenic your wedding party is, no matter what the lighting. Color is the foundation of your "signature" image.

The use of color affects one's self-perception or the way one sees oneself. It affects how others see and respond to a person. Color immediately establishes presence. Color can create a sparkle in our face giving us an attractive, healthy, and rested appearance or it can make us look tired or ill. Color should not be the first thing people see when a person enters the room. If it is, the color is "wearing that person"! For the most effective image, color must enhance and be in balance with one's natural coloring.

Because the difference in each color is in the wavelength, colors can impact you psychologically, physiologically, socially and emotionally. Colors do impact how photogenic you are, but most interestingly a bride, mother and grandmother of the bride can actually apply the principles of "color therapy" ensuring good health in the days leading up to the wedding. Colors not only assist you in looking your best but also aide you in feeling your best, (that is simply a whole other article)!

You may have dreamed about your wedding, the style of your dress, the details of your setting, and even envisioned the colors you would line the aisles with and the colors of your bridesmaids dresses and groomsmen's tuxes but ARE YOU SURE THOSE ARE YOUR BEST COLORS? ■

To learn more about choosing colors and saving money over a lifetime by discovering your "signature" colors, and the entire Art and Science of "Signature" Self-Packaging line of image consultation services, contact Indianapolis based Julie Carson, MA/OTR/L, Color/LIFE-style/Image Consultant, Image Builders, 317 527 9046 or visit www.imagebuildersinstitute.com



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About the Author...

Julie Carson, MAOTR/L is a certified Occupational Therapist, with over twenty years experience in teaching, training, and motivating people in LIFE-style design. As a therapist with a masters in gerontology, Julie worked in the acute healthcare setting, long term care, on-site industrial therapy, and spent ten+ years in occupational therapy academia coordinating student fieldwork placements. At that time she found herself furthering her own education in a unique direction, acquiring certifications as a Personality Plus™ Trainer and Color & Image Consultant. She began sharing the concepts of Personality Plus™, impression management, and the DIFFERENCE of simply being "in style" (dressing in the moment) vs. "having style" (presenting a consistent and timeless outward appearance and personal "brand"). Helping students and people experiencing career, health, or life transitions to fit the pieces together, impelled her to develop "The Art and Science of Signature Self-Packaging™", a "science" of purposeful self-discovery with "artistic" expression enabling one to transcend through life's transitions!

Today Julie is a sought after speaker. Julie is currently writing a series of 3 books to be released late 2009. Through her business, Image Builders, she provides direction in 7 Second Impression Management training, and a full line of image consultation services including color analysis and color psychology, wardrobe personality assessment, dressing for your body frame, adaptive dressing, skin care/make-up, "retail therapy" in your closet, and personal shopping; professional image for advancement/transition; bride's skincare, make-up, and color analysis, bachelorette parties, bridal spa parties and mother/grandmother of the bride assistance; birthday/ anniversary spa parties; color spas; and for those with aging or health challenges non-medical services, in-home spa experience, therapeutic use of color, and dressing assistance/ clothing adaptations, shopping assistance.

Julie believes that with simple knowledge, inspiration and praise one can go on recreating herself endlessly!