

How to use the

# 10 GOLDEN RULES FOR COLOR IN FASHION

## # 1 WORK WITH YOUR SKIN TONE

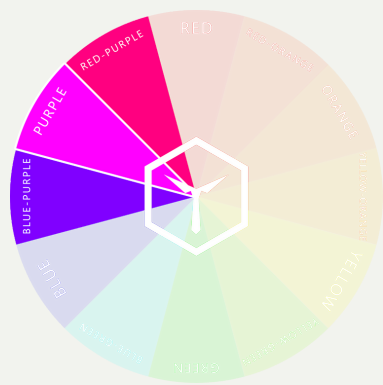
Wear colors that go well with tone of your skin. Go for either warm or cool colors depending on the underlying hue of your skin.

## # 2 BE SMART ABOUT YOUR NATURAL CONTRAST

If you are in high contrast, wear high contrast - if you are low contrast, wear low contrast.

## # 4 USE ANALOGOUS COLORS

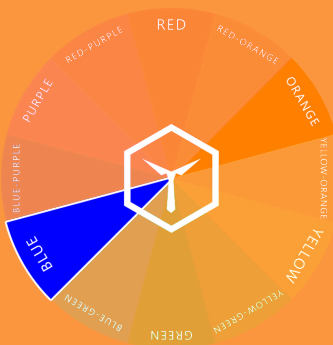
Use the analogous hues of your canvas color as accents in you outfit.



## # 3 MONOCHROMATIC - BUT ONLY WITH NEUTRAL COLORS

Monochromatic means "one hue with different shades and tints".

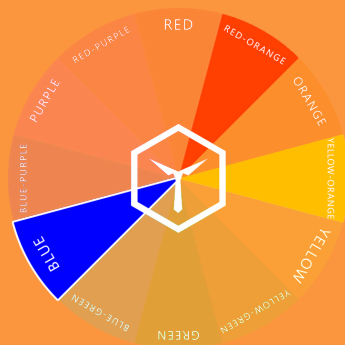
Neutral colors (black, grey, white, blue, and brown) are the best choice for monochromatic outfits.



## # 5 COMBINE (SPLIT-)COMPLEMENTARY COLORS

<COMP

SPLIT>



Be careful not to overdo it!

## # 6 REPEAT COLORS IN YOUR OUTFIT

Use a few colors in your outfit at least twice.

## # 7 WEAR MAX. 3 DIFFERENT HUES

...or you'll look like a clown.

## # 9 ACCESSORIZE AND ACCENT!

Pick up to four accessories, match them according to color, and you're good to go.

## # 8 NEUTRAL COLORS ARE YOUR FRIENDS

They are the easiest to wear. When in doubt, wear neutral colors - even as accents..

## # 10 FOLLOW SEASONS AND SOCIAL GUIDELINES

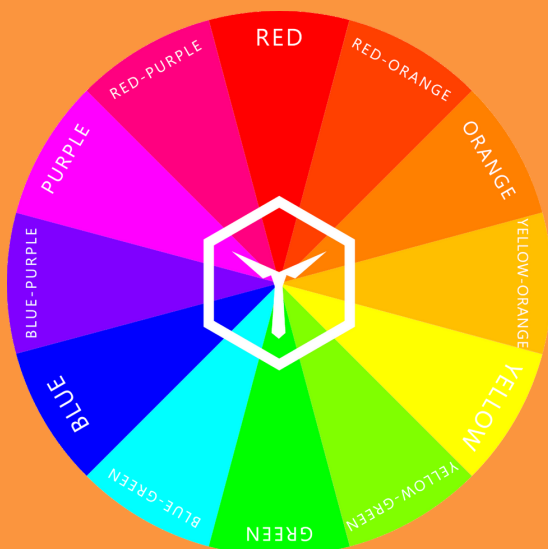
If you disregard:

- the type of event you're dressing for,
- the current season
- or what your peers are wearing,

there's a good chance that your outfit will seem out of place.

In short: Colors always also have to be chosen according to context.

## # 11 (BONUS) USE THE COLOR WHEEL



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