

COLOR IN FASHION

A GUIDE TO COORDINATING FASHION COLORS



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Yoko Ogawa / Junko Yamamoto / Ei Kondo

Rockport Publishers

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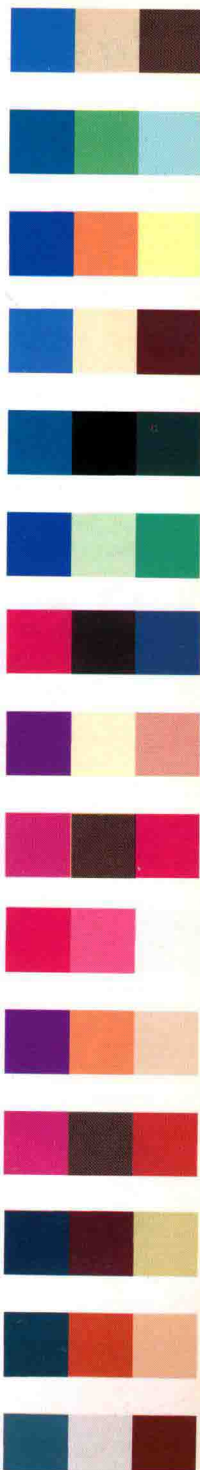
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INTRODUCTION

Perhaps nothing says as much about you as the colors you choose to wear. While a steel-gray suit commands deference and respect, a sage green outfit with cinnabar accents can convey a sense of style and familiarity.

Color gives variety to your expression of style. Just a touch of the right color can add unexpected—and becoming—charms. The right color can add visual excitement to a bland outfit or tie together a lively combination of otherwise conflicting colors.

This book will help you coordinate your wardrobe and find the colors and combinations that both flatter and express your individual taste. It will help you understand the basics of color in fashion and, by giving examples of color combinations that work together, help you create new ensembles from clothes you already own.

Elegant

Refined, sophisticated—and full of aspirations. These combinations make you stand out in any crowd.



Emphasize Intelligence

Elegant is a word made for describing just the *right* combination of subtlety and style; combinations that are smart, but still restrained. Red tones form the basis of many of the colors in this family, but black looks good when used as a deep accent to many of the combinations.



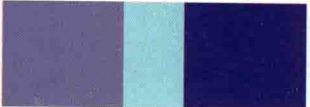
Peacock green and royal purple blend well with the visually cool surroundings of the city. Either can be used as the main color; together they are striking, but not overbearing.



A visually warmer, but still elegant solution is to use magenta as a main color with soft lavender accents.



Combining soft colors gives a feeling of affluence. Worn together, rose pink, peach, cream and blue-violet reflect maturity and femininity. They are also more fresh, and less somber, than other colors in this family.



A very refined combination, violet and soft grayish-lilac are reminiscent of classic Japanese color schemes.

Imagination Sweetness

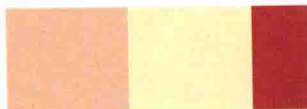
Soft and light color schemes add up to a romantic and innocent look. Their bright tones add a conspicuous sparkle to your image while recalling happy childhood imagery: Laces, frills, amusement parks, toys, sherbert and fluffy marshmallow cream towering over a double-dip ice cream cone.



Orchid pink and fresh spring green create a fresh look that works especially well for thin, willowy types with nicely-tanned skin.



Tinged with nostalgia for a bygone era, lilac, lavender and pale purple can be used with white.



These colors lie close together on the color wheel and coordinating them can be tricky. Notice how pink and cream lighten the visual weight of brick red.



These colors are not close together, but the tonality of the colors is very equal. Adding olive green to pink and yellow ties these two complementary colors together.

Romantic

Simple black and white can suggest the innocence of youth while giving hints of alluring maturity.





Casual

Red is very assertive while black usually suggests restraint. Combined in a sporting outfit, the result is bright, striking and stylish.



Relaxed

Casual doesn't have to mean dressed down. These bright combinations are made by adding hints of natural colors to moderate tones. For a leisurely air, try using the lighter tones as the base color of an ensemble; to dress up casual wear for a night on the town, add accents in colors from the "Sporty" palettes (page 14).



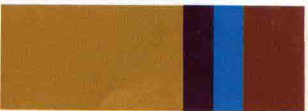
Adding gray to purple makes it warmer and less formal. The combination of purple with orange is both rich and daring, young at heart but with an adult sensibility.



This bold combination of fully-saturated tones strikes the eye as rich, rather than strictly playful. A cold-toned metal accessory will give these colors a mechanical, urban look.



An accent of bottle-green provides a visual bridge between the browns and the yellow in this combination. Spring-like and festive, the colors are also bold and assertive.



Yellow-green as a main color can be balanced with earth tones such as ochre and brown. An accent of Cerulean blue adds a slight twist of urban sophistication.

Natural

Found in the earth, fields and streams, these colors are ideal for outfits that are calm and dignified.



Simple & Warm

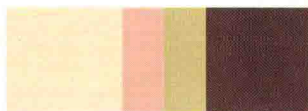
These are colors you can see in nature—not the spectacular vermilion of a western sunset, but the dusty gray of a stand of aspens or the crisp cerise of the tender new shoots of a rhododendron. These combinations bring together neutral tints appropriate to earth, sand, water and woods. Don't let these colors get too "muddy," but mix them freely with light gray to give them a more urban and less rural feeling.



A palette of greens reflects the balance of nature. The olive green gives depth and substance to the other two colors and serves as a visual midpoint between them.



The colors of dried earth have a low chroma, or intensity, but together, they can make a sharp impression. Try them for sporting about town in the early fall months.



Peaceful and nostalgic, the warmth of these colors brings to mind a sunny spot in a grassy meadow by mixing soft romantic tones with amber.



This grouping is nice for a sunny winter day and looks good when rendered in high-quality material such as cashmere.

Timeless

There is some value, not to mention comfort, in orthodoxy. No matter what the latest fashion is, these combinations will always be chic and refined, if a bit on the conservative side. Inconspicuous colors with depth exude a quiet elegance.



Understated, this combination of warm colors works well for items made of high-quality wool.



A cooler grouping in grayish tones, this palette is appropriate for cool, mild days. Imagine the dark brown as a culotte skirt with the other colors incorporated in a tweed blazer.



To lighten up your look in colder weather, try a spot of yellow, used here to tie together a light tone of brick red and light olive green.



Another cold-weather favorite, this palette could be made up by combining deep purple pants with a dusty-rose sweater and an olive coat.

Traditional

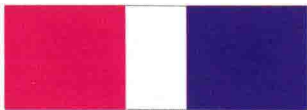
Traditions often serve a good purpose. These combinations have stood the test of time and reflect grace and refinement.





Vivid & Fresh

Sporty means active and fresh; it means youth, vigor and a certain surety of self-expression. Bright colors, rather than the muted tones of nature or business, are the order of the day and these combinations wear well into the night hours too.



Red—favored for sports cars and sports equipment—can be tempered with blue. Adding a hint of purple to the red to make it magenta freshens the look.



Youthful, lively and fresh, these vivid colors are most at home under a brilliant July sun. The orange is brassy and bold—even raffish—while the cream moderates and adds naivete.



There's nothing soft about this combination. Hard-edged and energetic, they give the impression of power.



Cream softens the orange while rich blue tempers the combination. Try blue jeans, a cream pullover and an orange belt, or reverse the scheme with cream pants and blue shirt.

Sporty

Clothes designed for activity and good times can help lift your mood.

