

D O N N A F U J I I ' S

# COLOR WITH STYLE



INTRODUCING DONNA FUJII'S  
REVOLUTIONARY NEW COLOR SYSTEM-  
THE FIRST COLOR ANALYSIS SYSTEM  
DESIGNED FOR ALL WOMEN - WITH 25  
DISTINCTIVE COLOR PALETTES. HAVE  
FUN WHILE YOU LEARN THE SECRETS  
OF LOOKING AND FEELING TERRIFIC  
EVERY SINGLE DAY!

by Donna Fujii  
with Judith Walthers von Alten



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**Art Director and Designer:** *Wayne Kosaka*

**Illustrator:** *Justine Limpus Parish*

**Photographer:** *Kevin Sanchez*

**Editor:** *Calvin J. Abe*

**Hair Stylist:** *Lucille Mildram*

**Makeup Artist:** *Aria Rathie*

**Stylist:** *Kathy McBride*

**Assistant Hair Stylist:** *Rishelle Klahn Mildram*

**Production Coordinator:** *Denise Hom*

**Japanese Translation:** *Nami Hayama*

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Rodier of Paris, p. 34, bottom; Mondri, page 58-59, yellow;  
Casual Corner, p. 58-59, teal green.*

**Models:**

*Grimme Agency: Lora Abe, Pam Kay Davis, Rhonda Ivery, Kim Lincoln,  
Maria Gonsalves, Shao-Yen Wang, Shanda Williams. Avalon Models:  
Amanda Braun. Best Models: Florence Cruz, Simone Mith, Noelle,  
Taya Waltke. Brebner-Carreon Talent Group: Annette Rodriguez.  
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Stars the Agency: Dian Thompson. Talent Plus Agency: Melissa Ortega,  
Maria Vasquez. Independent: Dr. Joyce Takahashi Doi, Lea Kosehanadel,  
Hannah Lau, Elma Nehira Ure, Kimberly Nichols, Marie Shiromoto,  
Lena Turner.*

NOTE: Every effort has been made to accurately reproduce all of the colors,  
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# ACKNOWLEDGEMENTS

*This book is dedicated to Cal.* The completion of this book marks the culmination of a remarkable two-year saga involving the combined talents, hard work, encouragement, and sustenance of scores of individuals. I will always be grateful to each of them for their unwavering faith in me, and their dedication to the success of this project. I would especially like to acknowledge the following individuals for their extraordinary contributions.

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# INTRODUCTION

*Color With Style* describes an easy-to-use color system that applies to any woman, whether she is Caucasian, Asian, Black, or Hispanic. Based on color and image consultant Donna Fujii's 13 years of experience working with thousands of women, the *Color With Style* approach builds on the classic "four seasons" model of two warm (yellow-based) and two cool (blue-based) palettes. The *Color With Style* system also looks at the amount of contrast between an individual's skintone and hair coloring as an important component in determining one's best colors.

Donna Fujii's passion for color and style began when, as a young child, she first experimented with different color combinations by designing clothes for her paper dolls using pen-

cils and color crayons. After earning a college degree in fashion arts and a secondary teaching credential, she taught at the high school level for several years. In 1978, she began doing personal color analysis in the San Francisco area, refining her methodology by analyzing the colors of many individuals of virtually every ethnic background, and skin and hair coloration.

Today, Donna Fujii's seminars on color analysis and style attract large audiences throughout the United States and in Japan. Her clients include a host of major department stores including Macy's, Parisian, Carson, Pirie & Scott; and The May Company in the United States; and Takashimaya Department Stores and JALPAK, a subsidiary of Japan Air Lines, in Japan.

In her experience of selecting color palettes for her clients, Donna Fujii learned that some of them were left unsatisfied by other color analysts who had tried to fit them strictly into one of the four seasonal categories without considering their more subtle qualities, such as the amount of contrast between their skin and hair coloring.

In the classic four seasons approach, the brunette or black-haired woman with cool, pale skin is the classic Winter with a palette of cool primary colors; the ash blonde with cool skin has a Summer palette of cool light colors; the blonde with warm skin has a Spring palette of warm bright colors; and the redhead or brunette with warm skin has an Autumn palette of warm, earthy colors.



The four seasons approach places all women into one of the four seasonal categories, and puts the majority of Asian, Black and Hispanic women into the Winter and Autumn categories. However, not all women of the same season have the same color palettes, and placing them in such generalized categories ignores their individuality. For example, even though Margaret Thatcher and Princess Sarah are both Autumns, Princess Sarah has much darker and redder hair coloring, which allows her to wear richer, and more vivid and earthy colors than Mrs. Thatcher. Likewise, the diversity among Asian, Black and Hispanic women is enormous. Their skin color can range from a light porcelain, to olive, to blue black, while their hair color can

span the spectrum from silver white, to brown, to blue black.

In fact, Donna Fujii's own coloring does not fit neatly into one of the four seasons. Realizing the need for a more exacting color system, she expanded upon the seasonal approach by adding the important element of contrast in a person's individual coloring, and by addressing the special qualities of women of color. In such a way, her system, the *Donna Fujii Color System*, which consists of twenty-five palettes rather than the four seasonal palettes, offers more precise color choices for all women.

This book will teach you how to determine your best colors, starting with an easy-to-understand explanation of how and why certain colors best complement your natural color-

ing, and includes exercises and charts to help you determine which of the twenty-five categories you are in. Once you know your best colors, the book will show you how to apply this knowledge of color in building a well-coordinated and flexible wardrobe which projects just the right image for you – without your spending a fortune. You will also learn how to choose your most flattering styles, how to enhance your own body shape, how to use makeup most effectively, and which hair styles, colors and accessories are most flattering to your face.

Read on to discover how the magic of *Color With Style* can work for you!



# CHAPTER 1 COLOR AND YOUR IMAGE

Color is the essence of dressing successfully; it affects how you feel and how people respond to you.

Color attracts the eye first. It is the first thing that others see about you, and probably what they will remember about you. Within five seconds of entering a room, you have made an impression because of the colors you are wearing. Is it the impression you want to make?

If you learn to consistently select your best colors, this would be the best possible wardrobe investment. It does not cost extra, and it will reap surprising dividends. Once you understand and use the magic of colors, you will be able to harness its power to look better, feel healthier, and energize you and the people you meet. All of that from color? Yes!

## YOUR COLOR INSTINCTS

Instinctively, you are drawn to the colors that look best on you. By

nature, your eyes seek balance and harmony. The German colorist Johannes Itten in the early 1900's was the first to observe that his art students gravitated naturally to the hues that complimented their own natural coloring.

Unfortunately, we do not always follow our natural instincts. The color preferences of our parents, friends, and culture, and fashion trends often overwhelm our instinctive likes and dislikes. An objective of this book is to help you to relearn what you know instinctively, and thereby sharpen your ability to recognize the colors that flatter you best.

Many researchers have found that different colors produce specific reactions in people. Red is passionate and dramatic, pink is sweet and delicate, orange is energetic and stimulating, while yellow is cheerful and sunny. Green induces peace, and blue soothes. Purple is regal, and brown is

dependable. Black is mysterious and sophisticated, while gray is conservative and comfortable. When you wear these colors, you give off the same impressions.

Understanding color and how it affects your appearance lets you make just the statement you want about yourself. Knowing your best colors lets you create an environment in which you look and feel the most comfortable.

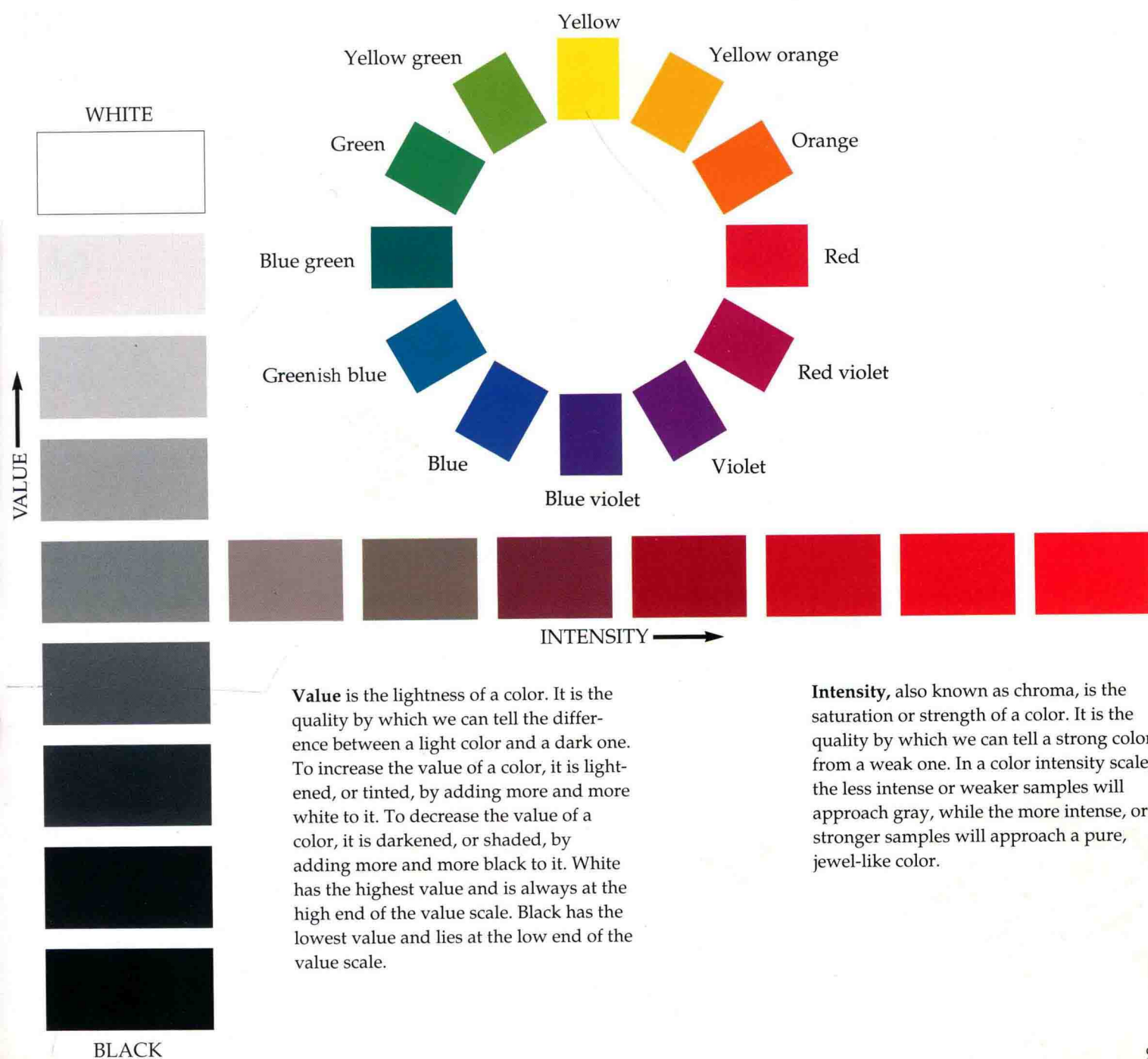
Doesn't every woman know the feeling of standing in front of her packed closet, and not knowing what to wear? Color is half the answer to building a successful wardrobe. The other half is deciding the correct pieces to have in a wardrobe. In this book, I will teach what you need to know about color and how to determine the best pieces for you, so you can learn to make wardrobe decisions quickly and easily.



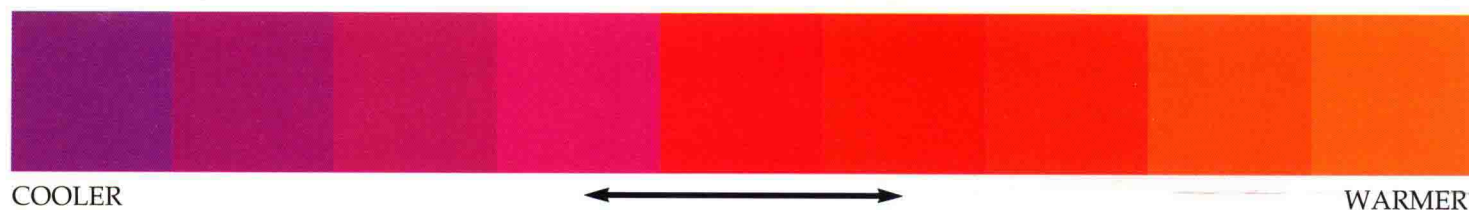
# The Basics of Color

Each color is made up of three components: Hue, the spectral color: red, orange, yellow, green, blue, or purple; Value, or lightness, the amount of shade or tint in a color; and Intensity, the saturation or strength of a color, also known as its chroma.

**Hue** represents the quality by which we are able to tell one color family from another, as in the hues of color wheel. Hue is also the name of a color or color family and gives a color its distinctive, recognizable quality. Technically, differences in hue are attributable to differences in the wavelength of light waves, which allow us to see different colors.



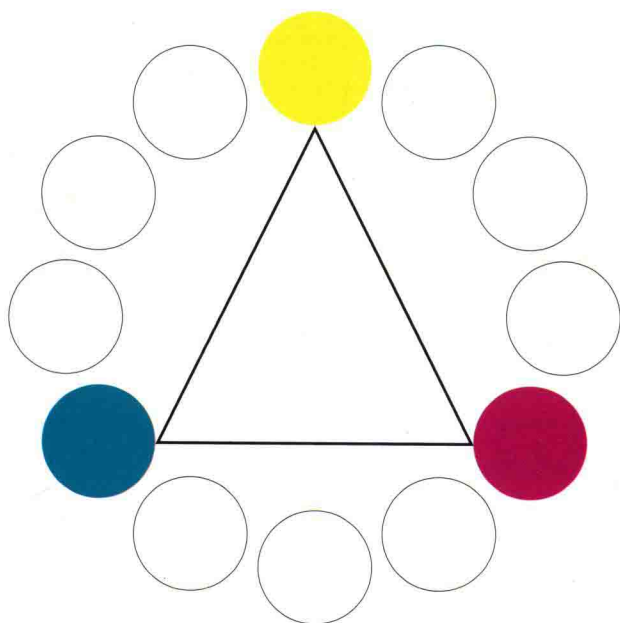
## Cool and Warm Colors



Generally, colors are either cool or warm. The blues – blue and violet – are the cool colors. The reds – red, orange, and yellow – are the warm colors.

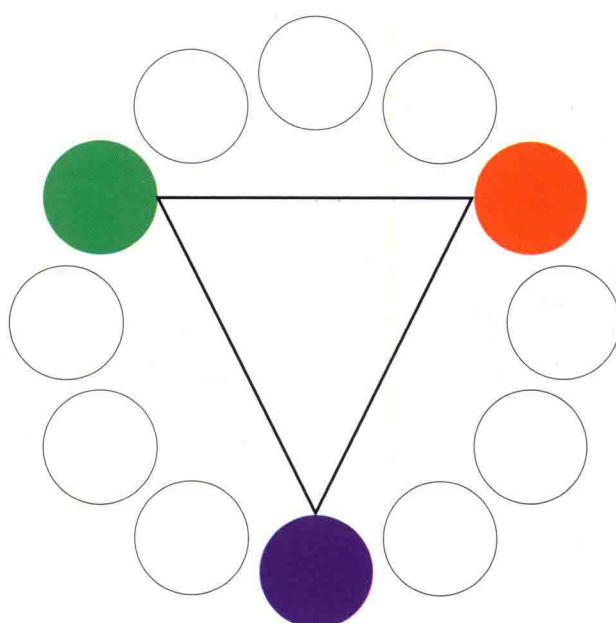
Cool and warm colors should not be confused with cool-tone and warm-tone colors. If a cool color is added to another color, the result is a cool-tone color. Similarly, if a warm color is added to another color, the result is a warm-tone color. For example, green

with blue added results in a cool-tone aqua green, while green with yellow added results in a warm-tone yellow-green. Also, red with blue added results in a cool-tone magenta, while red with yellow added results in a warm-tone orange red. On the above chart, notice that mixing in additional portions of cool or warm colors will result in cooler or warmer-tone hues.



### Primary Colors

Red, yellow, and blue are the primary colors because all other colors can be made from them by mixing their pigments in different combinations. Also, they are primary in the sense that they cannot be made by mixing any combination of their pigments.



### Basic Colors

Together, the primary and the secondary colors include all of the pure colors of the spectrum, or the rainbow colors. They are also known as the basic colors.

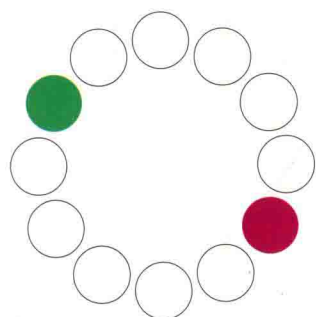
### Secondary Colors

Green, orange, and violet are the secondary colors. They are made from mixing the pigments of two of the primary colors. A secondary color always lies directly opposite a primary color on the 12-hue color wheel.



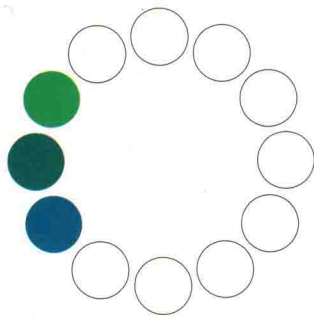
## Color Combinations

Essentially, there are four types of color combinations or color schemes: Complementary, Analogous, Triad, or Monochromatic. These will be put to practical use in Chapter 6, where dressing in two, three, or four-color combinations is covered. In reading about the different types of color combinations, remember that there are no strict rules governing them.



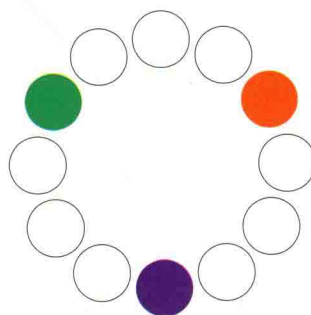
### Complementary

A complementary color combination uses colors which lie opposite each other on the color wheel, such as green and red, blue and orange, or yellow and violet. Complementary colors tend to pull in opposite directions, which creates a certain tension between them. This tension can create a lively or dramatic effect.



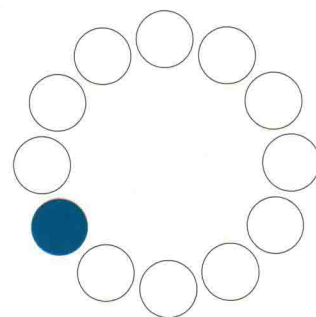
### Analogous

An analogous color combination uses neighboring colors on the wheel, such as green, blue-green, and blue, or red, red-violet, and violet. This creates a harmonious, eye-pleasing effect due to the close relationship between the hues.



### Triad

A triad color combination uses any three colors (or shades of these colors) an equal distance apart on the color wheel, such as purple, orange, and green. Such combinations may at first appear unworkable, but in fact can work together very nicely, especially when selected in the correct shades and proportions.



### Monochromatic

A monochromatic color combination uses different intensities of the same color, such as light blue, medium blue, and dark blue. It is a simple color scheme to use, yet it can produce attractive and sophisticated results.

## Your Natural Coloring

Your own natural coloring is made up of your skintone, hair color and eye color. There are endless variations and combinations of skin, hair and eye color so that each person's total coloration is entirely her own.

### SKIN COLORING

The many variations in skin coloring come from the three skin pigments: red (hemoglobin), yellow (carotene), and brown (melanin). Everyone has each of the three skin pigments, only in different amounts. Each person's skin coloring is determined by how much red, yellow and brown skin pigment is found in her skin.

It should be noted that a skintone's coolness or warmth has nothing to do with its value, or relative lightness or darkness. While it is true that darker skin tends to be warmer due to its greater proportion of brown pigment,

which allows one to tan more easily, this is not a hard and fast rule. For example, a Black woman with cool rose skintone will have a darker yet cooler skintone than a Caucasian woman with warm peach skintone. So try not to confuse the lightness, or value of skin coloring, with its coolness or warmth.

### HAIR COLORING

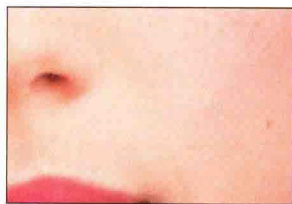
Hair color can range from the palest blonde, white or silver, to blue black or jet black. Hair, even if it is not very long, is of major importance to a person's overall look because it is visibly prominent next to the person's face. A person's hair color naturally complements her skintone, unless it has been dyed. Like skin, hair color can range from cool to very warm, and will have a direct impact in determining one's color palette. Hair

color is sometimes determined by its undertone (the color nearest the roots) but in most cases, by its highlights (the lighter color nearest the ends). For example, cool ash brown hair with warm golden blonde highlights will probably have a warm overall look.

### EYE COLORING

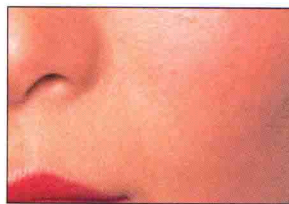
Like skintone and hair coloring, eye coloring can also range from cool to warm. Cool eye colors include blue, violet, hazel and gray. Warm eye colors include brown, dark brown and green. Eye coloring plays a lesser role in determining one's color palette since it involves a smaller visible area than either the skin or the hair.

If the eye coloring is neutral, such as the brown or dark brown found in many Asians, Blacks and Hispanics, it will have less impact on a person's



COOL-LIGHT

These skintones have a pink undertone, and are the lightest of all. Included in this group are porcelain and rose beige.



COOL-DARK

These skintones have a pink or blue undertone, and range in the darker shades. Olive and dark brown are included in this group.

PORCELAIN

PINK

LIGHT BEIGE

ROSE BEIGE

MEDIUM OLIVE

ROSE BROWN



color palette. If the eye coloring is prominent, such as shades of blue, green, or hazel, using eye extension colors – that is, repeating the eye color in one's clothing – will highlight the eyes and can have a dramatic impact. Eye extension colors are not included in the palettes in this book, because they vary according to a person's eye coloring, and not according to her skin and hair coloring. The palettes in this book are based only on skin and hair coloring. Eye extension colors will attract attention to your eyes, and can be very flattering when worn as an accent color. In selecting eye extension colors, make sure that the color also complements your skintone.

## ANALYZING YOUR NATURAL COLORING

A woman's ethnic background plays an important role in determin-

ing her likely range of natural coloring. Caucasian women often have an abundance of red and yellow rather than brown pigment in their skin.

Asian women tend to have a bit more yellow and brown pigment. Hispanic women tend to have slightly more red and brown. Black women tend to have more brown. For these reasons, a different chapter is devoted to each of the four groups, so that you can easily find your own category and color palette.

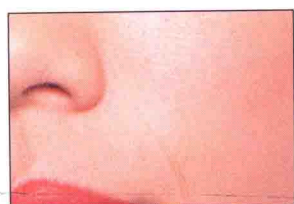
In the *Donna Fujii Color System*, Exercise 1 (later in this chapter) will help you to determine whether your skin coloring is cool or warm ("Warm" includes the lukewarm and very warm skintones discussed above). In evaluating your skintone, look for the pink, blue, yellow, or golden undertone, which is the pigment just beneath the surface of

the skin. If the the undertone is pink or blue, the skintone is cool. If the undertone is yellow or golden, the skintone is warm.

Exercise 2, which is at the beginning of each color analysis chapter, will help you determine whether your skin is a lighter or darker shade. You can then refer to your Color Analysis Chart to find your color category.

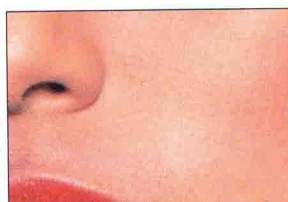
## SKINTONE SCALE

The scale below contains examples of some of the skintones that you will be reading about when you refer to the Color Analysis Chart in your chapter. In using that chart, you may want to refer back to this scale to compare your skintone with those listed on the chart. Additional skintone samples may be found on the pages 142-143.



The skintones falling into this group have a yellow undertone, and have lighter values. Examples are peach and yellow olive.

WARM-LIGHT



Skintones with a yellow undertone and a darker value fall into this group. Dark olive brown and golden brown are examples of warm-dark skintones.

WARM-DARK

IVORY

PEACH

YELLOW BEIGE

LIGHT PEACH  
BROWN

PEACH BROWN

GOLDEN  
BRONZE