



## Is Color Really Important?

A Report by Beryl Pleasants,

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Color is, perhaps the most important factor in your first impression. The right colors can give you a healthy, youthful glow while the wrong colors can make you appear older, tired and washed out. Colors help showcase your personality.

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(Versace thinks saturated colors look best on him.)

With rare exception, the natural coloring of each person is either dominantly cool or warm. Cool skin has a pink undertone while warm skin has a peach undertone. Knowing whether you have cool or warm undertones will enable you to choose colors that are in harmony with your natural coloring. Colors can further be broken down into saturated, tinted, shaded, toasted and muted.



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Each of these variations of a given color has a different quality and projects a different feel. For instance a saturated red is bold and totally visible. Some people will be drawn to a saturated red and will wear it naturally with confidence. Others may find it much too bold even if the color works well with their natural coloring.

A bold, saturated red will not be appropriate for all occasions, such as in a conservative work environment. However, wearing a burgundy (shaded red) suit in a conservative environment would be appropriate. In the same way, pink (tinted red) would be too feminine and youthful for many business settings while a muted pink, becoming more complex through the addition of gray, can work well. Warm-toned skin will always look better in colors that have been toasted by the addition of brown.

At Style With Aplomb, you will leave with knowledge and tools on how to choose colors that best showcase you for every occasion.



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