

COLOR IN DRESS

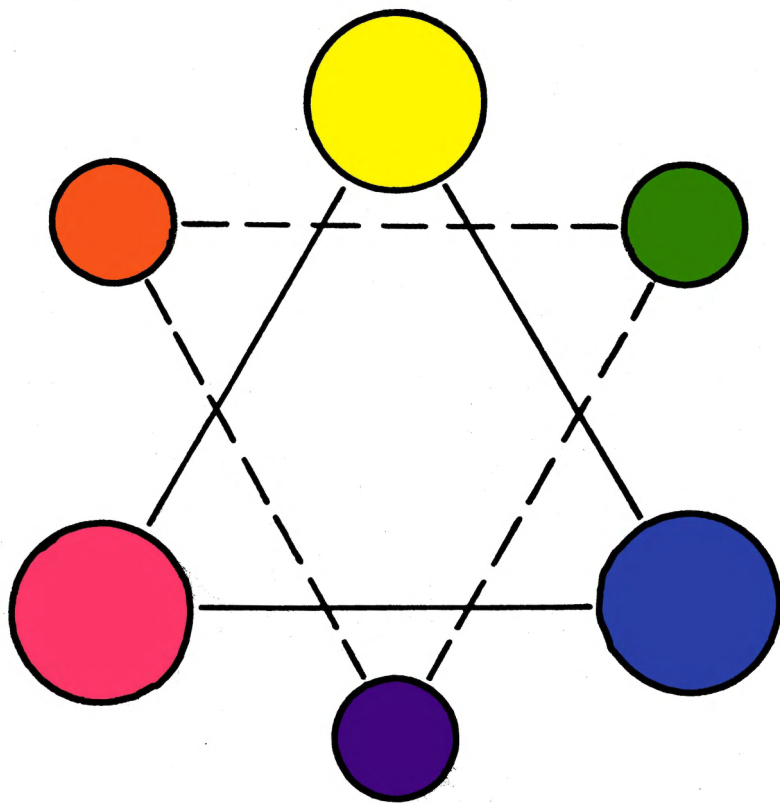


Chart of Primary and Secondary Colors.

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To a large percentage of women color is the first consideration in clothing. Listen to your friends and you will usually hear them describe a purchase by its color. They visualize their future wardrobe in color before they see it in material or use. Every woman has three or four colors which suit her best, and it is a wise shopper who holds to those colors and does not select others which seem to be more popular for the particular season. It must be remembered that color is not an individual thing; it is always combined, even in nature with something else, and in clothes it must be combined with the wearer's hair, skin and eyes.

Color in dress is a means of providing a frame and setting for the personality of the wearer. Although a choice of the dress should be made with reference to the figure as a whole, the face should be the dominant feature in the plan. The colors should progress in interest as they approach the face; they should frame the face, improving its attractiveness.

Success in color depends upon the selection of colors which are beautiful for a particular purpose and combining them so that they enhance rather than detract from each other's beauty. Every color is beautiful if it is used in the right place and in the right amount.

Planning is essential, not only for kinds and number of garments, but a color that is to be the basis around which the wardrobe is built must first be chosen. To do this we must have some knowledge of colors and how to select those colors that are most pleasing for us and which will bring out our best points. The aim in choosing colors for individual types is to select those which will bring out the person's best points and subdue the undesirable ones. The factors influencing the choice of colors are:

- | | | |
|------------|---------|----------------|
| 1. light | 3. age | 5. personality |
| 2. texture | 4. size | 6. complexion |

Effect of Light on Colors

Daylight is much more brilliant and trying to the complexion than artificial light. Colors selected for evening should be seen by an artificial light. These lights which are more or less yellow neutralize or gray the purple colors and put more yellow into some other colors. For example, greens will look more yellow-green, the blues become greenish, and the oranges and reds become more yellow.

The Influence of Texture on Color

The way a cloth is woven has a definite effect upon color and must be considered in our selection of colors. A certain hue in soft texture such as velvet, fur or soft crepe is much easier to wear than

the same hue in satin or other materials that have a shiny surface. The bright reflection of satin brings out every curve of the figure and appears to add to its size. For that reason, it should be avoided by stout women. Thin women should avoid textures like very soft crepe de chine, voiles and other materials which show long straight folds, thus making them look thinner.

Age and Size

Bright colors may be chosen by the young and vivacious whose color is good, but should be avoided by the mature woman. Bright colors make the color of hair and skin of the mature woman look faded by contrast and at the same time detract from the dignity which the woman of advanced years should cultivate. Small children may appropriately dress in bright colors because of their size and activity. The infant, though small, is inactive, and therefore bright colors are never appropriate for it.

Large persons regardless of age should wear subdued colors since bright colors increase apparent size. In nature we find birds, bees and small insects in bright color, but the elephant and other animals of similar size are always taupe; black decreases size, but white increases it.

Personality

People who are inclined to be rather colorless and who have a quiet, retiring manner are overshadowed by large amounts of bright colors; but striking persons with dashing manners can wear any of the colors which are becoming to them, provided they wear them for suitable occasions.

QUALITY IN COLOR

If one is to make a pleasing choice of color for her costume, she must first have an intelligent understanding of the principles of color—its qualities, its psychological effect upon individuals and what constitutes good color harmony.

All colors have three qualities: hue, value and intensity. It is impossible to set up definite rules which will guide everyone in the selection of pleasing color combinations. However, a knowledge of the meaning and importance of these qualities may prevent mistakes if good judgment and common sense are used along with them.

Hue—Hue gives a color its name, as red or green. A hue may be changed by mixing any other color with it, by dyeing, or by placing a transparent fabric over it. Hues of color are divided into what we call warm and cool colors, depending upon the effect they produce. The warm hues—red, orange and yellow—known as advancing colors, seem to make objects appear larger and nearer. The cool hues—green, blue and violet—called receding colors, seem to make objects appear smaller and farther away.

Value—Value is the quality which shows the amount of light and dark in color, as light blue and dark blue. Value may be changed by adding white or black to a standard color.

Intensity—Intensity shows the brightness or dullness of a color, as bright red or dull red. If a color has only a little gray in it, we speak of it as bright or intense, but if it has a large amount of gray in it we then speak of it as dull or gray.

CLASSES OF COLORS

1. **Primary Colors:**

There are three fundamental colors—red, yellow and blue. From these, all other colors are obtained by mixing in various proportions.

2. **Secondary Colors:**

When two primary colors are mixed in equal amounts, a new hue is formed. Yellow and blue mixed give green; blue and red mixed give violet; red and yellow mixed give orange.

The primary and secondary colors are known as the six standard colors. People tire more quickly of these than they do of the intermediates.

3. **Intermediate Colors:**

These colors are obtained by mixing primary and secondary colors in equal proportions. They are located on the color wheel between the primary and secondary colors and are called—yellow-green, blue-green, blue-violet; red-violet, red-orange, yellow-orange.

The quality of warmth and coolness is the most important thing to remember about hues. There is a harmony among the warm colors because they are related to each other and the same harmony exists among the cool colors.

Advancing and Receding Qualities

The warm hues are advancing and tend to make an object appear larger and nearer. The cool hues are receding and appear to reduce size. Warm colors are more cheerful and stimulating than cool colors, which are calm and restful.

COLOR CHARACTERISTICS

Colors seem to express certain qualities because of their associations with things which are similar to these. Yellow suggests the quality of sunshine; it is bright and apparently brings light and warmth. Pure yellow can be used in only small amounts. Red suggests the quality of fire and heat; the color is very rich. Too much red causes irritation and excitement. Pure red can be used only in small amounts. Blue suggests the quality of coolness like that of a large body of water. It gives a feeling of calmness and restfulness, as does the blue sky. Even pure blue can sometimes be used in large quantities. Green is cool and refreshing, at least in the hot summer. Green may also be used in large quantities. Purple has both the qualities of warmth and coolness.

HARMONY OF COLOR

Color harmony is a combination of colors which gives pleasure and the impression of unity. All colors in a combination should really belong together, yet give enough variety to be interesting. Such color combinations may be observed in the beautiful color pictures of artists in books, magazines and colored fabrics. Pleasing background colors which help to hold the color scheme together are gray, tan, beige, mauve and taupe, as any hue usually looks well against them.

Intense colors used in large amounts are becoming only to people with very clear complexions. They increase apparent size because they do not blend into the surroundings and are therefore good for the small figure and are effectively used as a means of accent. A guide for the use of colors is: the larger the area, the more grayed the color should be; the smaller the area, the more intense, or brighter, it may be.

Black in large areas absorbs color and is not good for the sallow, colorless skin. Used as an outline or accent it strengthens otherwise weak colors. It has a tendency to decrease the apparent size of a figure and is therefore becoming for the stout or large figure to wear.

White reflects color and is becoming to most complexions unless through contrast the very sallow skin is made to appear darker. As it increases apparent size, it is good for small or thin figures.

Gray is difficult for most people to wear unless they have very rosy complexions. It may be made more wearable by a touch of some bright color.

COLORS FOR DIFFERENT INDIVIDUALS

Colors for the Child—Pure, fresh, dainty colors may be worn by children because of the perfect, unblemished color of their skins. They may also wear very intense colors because their little bodies are always in action. Colors that will permit frequent laundering must necessarily be used.

Colors for Girls—Much depends upon the girl's color and habits of life as to the becomingness and appropriateness of her dress. As a rule her skin is smooth, eyes lustrous and her color clear and bright. For this reason this type of color may be repeated in the costume which gives a wide range in her selection. However, the quiet, retiring girl should never be over-shadowed by too intense colors.

Colors for the Mature Woman—The mature woman will find her best color among the neutralized and quiet tones. If she wears bright colors, she will use them only in small areas lest they make

her own color look faded by contrast. Some women think that because they are past 50 or 60 they must always wear black or gray. This is an old custom and is almost out of usage now. It is true that black or gray is becoming to many women, especially when relieved in some way by a touch of white or color, but very often the beautiful grayed colors are used to much better advantage.

GENERAL EFFECT OF COLOR UPON THE WEARER

To wear becoming colors always means almost constant experimenting with various hues, values and intensities which will bring out the best personal coloring. Actually trying on the colors as well as remembering experience with colors that one has had in the past, will help greatly when choices in colors are to be made.

Sallow skins are made more yellow by wearing blue-purple, mustard-green, orange, yellow and certain shades of tan or brown.

A person with a brilliant skin (one with high coloring), may wear neutral, somber colors such as gray, taupe, tan, dull brown and black successfully, but reds, deep pinks, purples, bright blues and greens should be avoided. Cool colors which do not reflect warmth are best.

Color emphasizes line, and line in dress has the ability to change the apparent proportions of the figure by emphasizing good or bad features or by contrast or by repetition of lines.

1. Panels of another color suggest height and length because they keep the center of interest in the middle of the figure and lead the eye of the observer up and down. This type is most becoming to short persons.

2. Two panels or trimming bands of another color give apparent height and width to a figure.

3. A wide belt of contrasting color shortens the figure and emphasizes the waist line. They are worn best by tall persons with small waist lines.

4. Narrow belts of another color do not shorten the figure greatly and are worn most successfully by the short figure.

5. Skirt and waist of contrasting color make the figure appear shorter by dividing it into two distinct parts. This should be avoided by the short, stout type and the short waisted person.

6. Large collar of light color broadens shoulders and shortens the figure. This should be avoided by broad-shouldered or short women.

7. Colored band at bottom of dress shortens figure. Makes dress appear heavy at bottom. Worn most successfully by the tall, slender figure.

8. Band or trimming of contrasting color across hips calls attention to width of hips and shortens the figure. This is worn by tall, slender type of figure most successfully.

9. Sleeves of another color make figure appear wider and shorter and make large arms more conspicuous. This is best for the small figure.

10. Light, conspicuous shoes worn with an otherwise dark costume make the feet appear large and conspicuous and detract from the pleasing effect of the entire costume.

A person with rich and unusual coloring in her hair, eyes and skin can wear quiet, dull colors and thus enhance her own coloring.

Dark blue and very dark brown have a purifying effect upon the skin and are worn successfully by most persons.

Navy blue and purple bring out the yellow light in blond hair because of contrast, while yellows and tans prove monotonous because of the repetition in both color and value.

A person without decided coloring should avoid very bright, intense colors, for they will emphasize her faded appearance.

An auburn haired woman can make her hair seem more brown by wearing blue or golden brown, more yellow by wearing purple and lavender and more red by wearing blue-green and green. She should always avoid wearing red and shades of pink.

The repetition of the personal coloring in a costume intensifies that coloring and is a wise choice for many types to make.

The person with shiny black hair or black eyes will wear a black costume well.

A person with brown hair and eyes has a wide choice of shades of brown which will be becoming.

A person with blue eyes will find blue to be her best color, while persons with green or grey eyes may stress that coloring by the repetition of it in their clothing.

A person with pink cheeks is attractive in a costume where that color note is repeated.

Those to whom a very limited number of colors are becoming may widen their choice by putting one of their most becoming colors or a transparent material at the neck between the color of the dress and the face.

A GUIDE TO BECOMING COLORS AND CLASSIFICATION
OF INDIVIDUALS WITH REGARD TO COLORING

COLOR TYPE	BECOMING COLORS	COLORS TO AVOID
<i>Fair Blonde</i> Soft-featured, kindly expression of gayety; clear skin	Can wear almost any color	Large masses of pure warm color near her face. They will out- rival her own delicate tints.
<i>Pale Blonde</i> Skin pale; hair flaxen or light brown; eyes blue, black, brown, gray or hazel.	Light green, light blue-green, light and dark blue, light red, pink, dark brown, light orange, light tan, blue, gray, light gray, cream white, flesh white, lavender, and shiny black.	Red purple, purple, red- brown, bright red, dead black, and all strong color.
<i>Semi-Blonde</i> Skin imperfect but fair; hair light or medium brown, mouse-colored or drab; eyes blue, gray, hazel, or light brown.	Medium green, medium and dark blue, medium red, medium blue-green, soft pink, dark brown, blue-gray, cream-white, and shiny black.	Purple, red-purple, dead white, pastel tints, too bright colors, somber color and warm color.
<i>Ruddy Blonde</i> Skin fair and ruddy. Hair brown, mouse colored or with golden glints; eyes blue, gray hazel, or light brown.	Blue, cool brown, green, dark reds, blue green, grayed orange, beige tan, pink, dark gray, white and black	Yellow, mustard, blue- purple, purple, red- purple, warm brown, and reddish tan.
<i>Pale Brunette</i> Skin pale olive or clear; hair dark brown or black; eyes brown, dark gray, dark blue or bright black	Red, orange, yellow, green—not too dark; dark blue, warm brown, light tan orange—medium, and dark blue-green; dark tan; brownish gray; cream white; dark red-purple and pink.	Yellow-green, blue- purple; purple, pastel tints and black.
<i>Semi-Brunette</i> Skin, imperfect brun- ette; hair, dark brown, or black; eyes dark blue, dark gray; dark brown or black	Red, medium and dark, dark blue, dark green, warm brown; light tan; orange, medium and dark; blue green; dark tan; brownish gray; cream white; dark red-purple and pink.	Yellow, yellow green, blue purple, purple, pastel tints and black.

COLOR TYPE	BECOMING COLORS	COLORS TO AVOID
<i>Ruddy Brunette</i> Skin dark and high colored; hair dark brown or black; eyes dark blue, dark gray, brown or black.	Very bright or dark red, dark blue, greens, dark orange, browns, dark tan, dark gray, cream white and black.	All light red, yellow-green, blue purple, purple, red-purple and pastel tints.
<i>Pale Red-Haired Type</i> Skin pale, clear transparent, white; hair red, eyes blue, black, brown, gray or hazel.	Green, blue, blue-green, light blue, purple, cool brown, light tan, dark tan, blue-gray, light gray, flesh pink, white and black.	Red, orange, yellow, yellow-green, red-purple, warm brown, and rose pink.
<i>Semi-red-haired type</i> Skin imperfect, freckled and not much color; hair red; eyes blue, black, gray, brown or hazel.	Black, dull blue, dull green, blue green, cool brown, dark tan, light tan, ivory white, cream white, flesh and shell pink.	Red, orange, red-purple, dead white, and rose.
<i>Ruddy Red-haired type</i> Skin highly colored; hair red, eyes blue, black, gray, brown, or hazel.	Black, ivory white, dark blue, medium and dark green, blue-green, cool brown, light tan, blue-gray and dark gray.	Red, orange, yellow, yellow-green, purple, red-purple, warm browns, and rose pink.
<i>Blonde-Brunette</i> (The in-between type) Hair light chestnut or brown; eyes hazel, gray, blue-gray, or brown; complexion medium.	Black with trimmings of colors; flesh white, dark brown, gray tan, dull blue, blue-green, gray, lavender, dark red, ecru and pongee tints.	Purple, dark gray, black, and somber colors.

WOMEN WITH GRAY HAIR

Another group of women needs help in the selection of becoming colors. It is those whose complexions have changed and whose hair has turned gray. They selected becoming colors when they were classed as blonde, brunette, or intermediate in type, but they have changed. The change has been so gradual that they do not realize they should add certain colors to their lists and eliminate others.

Colors for the Gray or White-Haired Person

1. Red—good in all its shades for brown eyes; less becoming for blue eyes.
2. Henna and orange—good for white haired brunette with vivid personality.
3. Yellow—should be avoided in almost all cases.
4. Green—good on white-haired blondes, and brunettes with fair complexion.
5. Blue—very becoming to blue-eyed person especially in richer shades.
6. Purple—same as blue but avoid shades that leave a sallowing effect on complexion.
7. Brown—seldom becoming except on the unusual person.
8. Black—good on all types if used with some white.
9. White—very becoming if skin is fair enough.
10. Gray—warm grays best for brown eyes and cool grays for blue and gray eyes.

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