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## Seasonal color type as a guideline for selecting best color outfit

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### Abstract:

As a part of Mother Nature, our inner makeup fits into the rhythmic patterns found in the seasonal cycle. Our personal colouring can be classified into different seasonal colour groups. As colour influences our existence and its invisible physical & spiritual qualities penetrate our spiritual realms. In this research, we help people find the simplest way to identify their seasonal classification and choose colours that best suit their look and boost energy level. The research demonstrates the different seasonal types, colour schemes for different types, and suggested designs that fit each type. We need to understand the relation between our seasonal colour type and our outfit to use them effectively which will be reflected in our outlook and mood.

### Keywords:

Colour;  
seasonal colour types;  
colour analysis;  
cloth;  
outfit.

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### Introduction:

Our whole system including spiritual and physical beings can be supported with the energy of colours (Chiazzari, 1998). The mystery is in the seasons, which recognized through the cluster of colours playing in harmony with our colour palette. we call them types like "Type A," "Type B," and so on. those types harmonize with our body type and our personality. (Jackson, 2012)

Colour consultants debate years to distinguish between different seasons. AS spring colours were warm, light and bright. Summer colours were cool, light and muted. Winter colours were deep, cool and bright. Autumn colours were deep, warm and muted.

some people relay between those colours, and we can find Bright and true colours were in both Winter and Spring palettes. Muted colours were in both Summer and Autumn. Winter and Spring contain both warm and cool. Some people cannot find their season clearly, and they may found two seasons describing them.

Dermatologists, ophthalmologists, researchers in cosmetics labs, skin and hair experts, and colour company specialists, found that determining individual colour characteristics is not a clear and sharp issue, there is a big range to describe it. Our skin tone is made up of melanin, carotene and haemoglobin. Melanin is brown to orange-red, a warm colour. Carotene is clear to orange; haemoglobin is red. Only areas in the skin that are white (vitiligo) contain no melanin. Everyone's skin has some warm colour. Some skin has a great deal and is simply distinguished as golden or

warm. Others may have little warm colour and a grey or bluish overtone that can certainly be described as principally cool. The great majority of people, however, have both warm and cool elements, so accordingly their best colours are neither too cool or too warm. (Pooser, 2010) The goal with the seasonal colour analysis is to find the best pallet for your colouring, having positive outlook indicate that we are more healthy full of enthusiasm and this will affect the state of our immune system (Chiazzari, 1998)

### Research problem:

- Most of the people do not know their seasonal type, so lots of them cannot choose their colours properly, they feel frumpy and outdated in their clothing selection, which reflects their outlook and mood.
- We need to understand the relation between our seasonal colour type and outfit colours.

### Aim of the work:

This study aims to understand the relation between your seasonal colour type and your wearing colours, to use them effectively and to let our positive qualities shine out.

### Research Hypotheses:

- find our seasonal classification can give guidance to wearing colours that best suit our looks,
- Choosing the colours that harmonize with our natural seasonal colouring help us to look good, support and express our personality, also feed our energy levels and boost our self-esteem.

- The seasonal types not only have distinct personal colouring but also display personality traits that complement their colours.

### **Research Methodology:**

The research is based on an inductive approach based on the collection of information to build a theoretical framework of the research and to a descriptive, analytical method for different designs.

### **History of colour analysis:**

#### **Johannes Itten: (1888-1967)**

one of the tremendous teachers of colour in modern times is Johannes Itten. He was born in Switzerland in 1889 has a deep concern in colours and paintings (Itten, 1970).

In his class of colour harmony in 1928 Itten realised that it is not a must to correspond to the same colour pallets with his students. and concluded that colours are instinctive and persons have their particular harmonies.

Itten asked his students to use different arrays of colours to express the four seasons. he surprised by the results, as each student used completely different sets of colours, but simultaneously, they can simply describe which seasons their compeers were expressing. Itten asked his students to make paintings inspired by the seasons they made from their specific colour spectrum, the results were amazing and unexpected) (Niki, 2011) He found that the variation of hair and skin tone appear good when used with certain colour pallettes, so he created four separate paint pallettes referring to the four seasons (spring, summer, autumn, and winter), with four distinct complexions for each. These made painting much easier and effective for students (Perform your own four season color analysis, n.d.)

His colour concepts, written in *The Art of Color* (1961), serve as a reference to the unity, form, perception and impact of colour in sculpture and painting. he proposed that particular individuals would have relationships with various colour harmonies depending on their unique attributes, which he named "aura." He realized through his experiences that colour has specific characteristics. (Color Meets Dress, 2014)

#### **Robert C. Dorr (1905–1979):**

A New York artist noticed the variation of people skin tone. He divided people's complexions into blue undertone and gold undertone. Mr. Dorr called his system "Colour Key".so people can be categorized in Key I or in Key II. (Kentner, 1981). People who belong to Key I have an undertone blend of blue foundation. while key 2 means a

combination of a yellow undertone. Our fundamental colours in eye, skin, and hair indicate our key. (Colby, n.d.)

He acknowledged that people can wear any colour in the spectrum as long as the blue or gold colouring applied to it is appropriate. but he suspends orange for key I and Magenta for key II, as those colours used in testing your appropriate key system. The Ameritone Color Key Corporation copyrighted in 1974, created a pocket dictionary of the two colour areas of colour. the aim was to inspire to right colour in interior decorating & clothing colours trough finding the correct colours synthesize with our colouring (Kentner, 1981)

#### **Suzanne Caygill (1911-1994)**

As she was a colour theorist in California she made the connection between Itten's "season theory"& Goethe's "colour psychology. Her theory declared that depending on our natural colouration, skin, hair and eyes colours we fetch figures about our personality and this also reflected colours found in nature. Her theory considers being the foundation of many colour professionals. (PERFORM YOUR OWN FOUR SEASON COLOR ANALYSIS, n.d.) Suzanne's book "Color The Essence of You" collecting valuable information about the seasons of colour. Her system based on observation she did to the skin colouration of the client, she tried to use light colours with the very dark tones of complexion, also she benefits from their eyes colours and hair colours. Her assistants' congregate fabrics to end to an innovative colour pallet. (Kentner, 1981)

#### **Carole Jackson:**

Dr Carole Jackson is a psychologist born and raised in Nashville, Carole Jackson found that anyone born with self-confident toward certain colours. In Her Book "Color Me Beautiful", she clarifies Caygill's seasonal system (used sixteen different personalities per season), and reduced it to only one personality per colour season which made shopping easier for women. (PERFORM YOUR OWN FOUR SEASON COLOR ANALYSIS, n.d.)

#### **Seasonal colour types:**

Each of us has a range of colours that suits our seasonal type. Not only do we find that our seasonal classification can give guidance to wearing colours that best suit our looks, but these colours will also best support and express our personality.

#### **Winter Type:**

It is high contrast, coldness, and darkness. winter represents the white snow and the dark silhouettes

of trees.



Winter people generally look strong, aloof, cold and in control because of their stunning colours, but they may be shy and introverted, having a small circle of friends. If you deal with them you will see the deep emotion side under that surface. Usually, they are deep thinkers with a strong mind taking quick decisions, and precise in everything they do and you can find them reliable in crisis and often have leadership positions, they set their eyes on the target and are not easily turned away. The obstacle for them is to respect the thoughts of others. (Chiazzari, 1998)

*Hue:* Cold (Contains blue)

*Value:* Extremes (very light or very dark). No mid-tones.

*Chroma:* High  
These colours are very clear and strong, with no softness.

Winter personalities usually prefer monochrome colours and are the only type who look good in unrelieved black or white. (Personality Type 4: Starlight, 2008)

#### **The winter personality :**

*Skin:* cool blue or blue -pink undertones, rose-beige, olive, brown.

*Hair:* dark brown, black, silvery-grey.

*Eyes:* clear white, the iris is black, brown, blue, green

#### **Spring Type:**

spring season came after the darkness of winter, bringing light spirits, happiness and soft pastels of blossoms. We can find that soft pinks, peaches and light green are the dominant colours related to the spring blossoms and young shoots. Most of the spring people are sociable, outgoing and full of energy that they can do many jobs simultaneously

, friendly, and hasty, this means they incline to be disorganized and routine. (Chiazzari, 1998)

The obstacle for them is they have delicate



emotions and they are a single-mindedness; they can do many tasks at the same time, furthermore, this may be a reason of being shallow and silly.

*Hue:* Warm (contains yellow)

*Value:* High (little, if any black)

*Chroma:* Mid to Relatively Low

Clear, delicate warm colours containing no black. (Personality Type 1: Morninglight, n.d.)

#### **The spring personality :**

A spring person never has dark or heavy colours, they can be brunette, blonde or redhead. (SEASONAL PERSONALITIES, 2019)

*Skin:* Ivory, peachy-pink, golden beige, creamy complexion.

*Hair:* flaxen and golden blond, golden dark brown hair, grey with yellow tone.

*Eyes:* blue or green, blue-grey, hazel (Chiazzari, 1998)

#### **Summer Type:**

Warm hues of feminine pink and masculine blues of the sky, are the main colours in summer, reflecting energy, outgoing, witty and joy. those colours are found in summer people reflecting



their sensitive, their tenderness and they are cooperative. Although they can be analytical and judgmental, most of the summer people are underestimating and denying their talent, and cannot express their feelings, they are solemn with a warm heart

The obstacle for them prevents showing antisocial and stiff. (Chiazzari, 1998) & (SEASONAL PERSONALITIES, 2019) *Hue:* Cool (contains blue)

*Value:* Mid-range (most contain grey)

*Chroma:* Relatively low. These tones are cool, contain more grey and, are not necessarily light. (Personality Type 2: Dreamlight, 2008)

#### **The summer personality:**

Summer people are often brunette or blonde, they have blue, grey, green or brown-eyed. (SEASONAL PERSONALITIES, 2019)

*Skin:* pink, translucent, and smooth complexion, rose-beige or pale beige.

*Hair:* white, golden/ash blond, mousy brown

*Eyes:* misty blue, blue-grey, hazel, grey-brown

#### **Fall Type:**

Oranges, gold and rusty browns are the main colours of the fallen leaves in fall, as fall it's kind of dropping to our energy.

Fall people are adorable and warm characters. on the other hand, they like fall weather unpredictable and they are speedy mood shifting, they hate any kind of routine. but can handle many projects at the same time.

They are exceedingly stimulated. depending on their motivation greater or lesser degree, they act, this might not be apparent or be vibrant and bright. The obstacle for them is they are domineering, monotonous in their believes and decisions.. (Chiazzari, 1998)

**Hue:** Warm (contains yellow)

**Value:** Mid to low

**Chroma:** Low to high

These tones are warm but much more intense, brilliant, blazing and fiery. Black is not in this group but we can find it in their mixings (e.g. olive green is yellow mixed with black) (Personality Type 3: Firelight, 2008)

### **The fall personality :**

Physically, the autumn personality can be blonde, brunette or redhead and their eyes can be blue, brown or green, mostly with flecks of gold or tan in them. (SEASONAL PERSONALITIES, 2019)

**Skin:** golden skin, tone, tan, golden-beige to deep copper or ivory.

**Hair:** auburn to copper, strawberry blond to red.

**Eyes:** green-brown, hazel, green. (Chiazzari, 1998)

### **Colour Theory:**

Colour consider to be a quality of light as reflected on a certain surface. it is an expression varied in different fields. (Pentak, 2012) & (Talbi, 1999).

The key factor to distinguish our seasonal group is our personal colouring (hair, skin and eyes) and understanding the colour theory will guide us to realize the approach behind the seasonal colour analysis.

According to the colour theory, the quality of a colour is based on :

**Hue :** (Undertone: Warm or cool)

Colours are identified by their wavelengths. ( the visible wavelength in the light spectrum are (Red, orange, yellow, green, blue, indigo, and violet), those hues either a predominant Warm or Cool. Despite some hues will be a mix of the two. (Muller, 2004)

**Value :** ( Depth: Dark or light) It means the lightness or darkness of a colour. one another, It is the value of colour saturation, the brightness, or the shade, or a value between pure colour and another pure colour next to it.

Oswald Circle describes the value as brightness and darkness regarding the two colours, black and white.

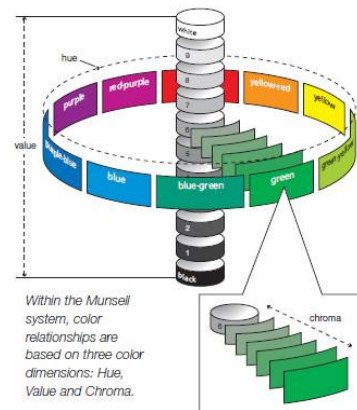
so the value of colour will be divided into 3 levels

according to its relation with black and white as follow:

- **Tint:** occur by adding white to the colour, to make it lighter or higher in value from its original value (Youssef, 2000)
- **Shade:** by adding black to the colour, making it darker, or with a lower value from its original value (Holtzschue, 2011)
- **Tone:** by adding grey colour (black + white), or by adding the complementary colour to the circle of the basic colours (Al-neaimy, 2006)

**Chroma :** (Clarity: Clear or Soft-muted)

it is the purity, density and saturation of the colour. the light value will start in the axis and outwards became grey and neutral. For example, a bright yellow is a saturated and clear colour. by mixing greys the colour turned to be muted like a Mustard yellow (Talon, 2002)



Munsell Color System (Alnasser, 2013)

### **Colour Scheme for different types:**

it's important to understand that there is no relation between your seasonal colour type and your season of your birth, nor your favourite season of the year. first of all your skin's basic colour tone is the main to identify your seasonal colour as your hair may change over the years or with exposure to the sun it may become more golden or red-toned, and by ageing, it may turn to grey but your colour category at birth will remain and you will stay at the same seasonal colour type. Our skin tone may deepen with a suntan or become more yellow with age or prolonged sun exposure, but your colour category remains the same. nothing will change only we may add more colours to our wardrobe. (Dumont, 2020)

### **The seasonal colour system palettes:**

Studying colours is a complicated issue, but as we are making a colour decision every day, we all have a basic knowledge of colour principles.

(Pentak, 2012)

The seasonal colour system is both logical and efficient: Spring and Summer are the two brightest seasons of the year, while Autumn and Winter are the two seasons with less daylight (Dumont, 2020)

**Winter:** (Deep, Cool, Bright)



Should wear: clear, vivid, Sharp contrast and Icy colours.

Avoid all muted, dull and powder tones. (Jackson, Colour me beautiful, 2012)

If you've been categorized as Deep Winter, Cool Winter or Clear Winter, it means that your colour characteristics are not in equal quantities. If you are not comfortable with your palette, you should check out the colours for Deep, Cool or Clear/Bright. (Graham, n.d.)

**Spring:** (Light, Warm, Bright )



The delicate seasons of all, so they like lively colours.

**Should wear:** light and crisp clear warm colours from pastel to medium intensity. (Jackson, Print Your Season's Color Kit, 2019)

If you've been categorized as Light Spring, Warm Spring or Clear Spring If you are not comfortable with your palette, you should check out the colour palettes for Light, Warm or Clear/Bright. (Graham, n.d.)

**Summer:** ( light, cool, muted)

Should wear: soft neutrals from blues and rose.

Avoid: sharp contrast.



If you've been categorized as Light Summer, Cool Summer or Soft Summer and you are not comfortable with your palette, you should check out the colour palettes for Light, Cool or Soft/Muted. (Graham, n.d.)

**Fall:** (Deep, Warm, Muted)



You can wear both muted and clear colours.

Should wear: yellow-undertones. warm, rich, deep, and blended. (Jackson, Print Your Season's Color Kit, 2019).

If you've been categorized as Deep Autumn, Warm Autumn or Soft Autumn and you are not comfortable with your palette, you should check out the colour palettes for Deep, Warm or Soft/Muted. (Graham, n.d.)

**Tonal Colour palettes:**

Tonal colour analysis and seasonal colour type are two ways used to categorize people according to their dominant colours. but Tonal colour analysis fits the natural colouring for many people much more accurately. The Seasons are great and easy to identified if you have a mix of colour characteristics, on the other hand having only one colour characteristic will be better in the Tonal Colour Family. (Graham, n.d.)

Colours are neatly grouped by their Color Characteristics:

(LIGHT or DEEP / BRIGHT or MUTED / | WARM or COOL)

**The LIGHT Color Family**



The LIGHT Color Family includes warm and cool tones, it ranges from soft pastels to mid-tones. Both soft- muted & clear- bright is in the pallet.

In the first range of colours ( light - mid tones) no bright colours can be used.

The second range of colour ( Shades) colours will be between warm to rosy tones.

the third range of colours (Darker shades) never to use beside your face & should be applied with lighter tones

Both SPRING and SUMMER colour palettes have an element of Light (Pooser, 2010) & (Graham, n.d.)



**The DEEP Color Family**



The DEEP Color Family also includes Warm and Cool tones, but all shades are strong, rich and heavy colours. the colours range between mid-tones to tones appear almost black. colours can be clear and bright or more muted.

in Case of warm tones, the best is to combine with contrast colours like light or icy colours, it will show an accent in your pallet.

Both Autumn and Winter seasons have an element of Deep. (Pooser, 2010)& (Graham, n.d.)



**The BRIGHT colour family**



The BRIGHT colour family has elements of both Warm and Cool, colours are bright, clear and true, ranging between mid-tones to deeper tones and no presence for muted or grey tones. people with bright eyes and have a contrast between their hair and their skin are in this group. in case of using deep colours, it's a must to combine with white or bright colour near the face. SPRING and WINTER palettes have bright tones



**The MUTED colour Family**



The muted palette contains soft, blended, greyed-down, colours ranging from mid-tones to rich deep colours. people who have equally soft and richly blended and find bright colours glowing belongs to this group. using lighter shades, and no-colour colours, neutrals, is the best.

These colours can rely on the warm and cool range, without excess in their undertone. Both SUMMER and AUTUMN have soft muted pallet .



**The WARM colour Family**



The Warm palette contains colours with a clear golden undertone range from the mid-tones to the deeper, rich tones. colours may be bright and vivid or muted. people with golden skin tone and red or auburn hair belong to this group. adding greens and blues to your palette is the best giving interest to your colours. Both SPRING and AUTUMN seasons have a Warm undertone (Graham, n.d.)& (Pooser, 2010)



**The COOL colour Family**



The Cool palette contains colours with blue undertones, range from mid-tones to the deep shades. people with Cool eyes, pink skin and brown hair belong to this group. the best colour palette is to merge clear warm undertones with cool colours away from your face. Both the SUMMER and WINTER colour palettes have a Cool undertone. (Graham, n.d.) & (Pooser, 2010)



**Suggested designs with their applications:**

**Colours for everyone:**

- Neutrals (no-colours): such as black, white, grey, navy, taupe, beige and cocoa.
- Colours designer add them each season: such as aubergine, plum, wheat and stone.
- Universal colours :( colours are not too warm or too cool, not too light or too deep, not too muted or too bright.): such as coral

pink, violet, watermelon red, turquoise, teal, periwinkle blue, buff and blue-green. (Pooser, 2010)

**Winter:**

It is a season with less daylight, colours are best to be cool, deep and bright, organic shape dominate in the first design, while Islamic motifs overbear in the second design.



Winter Design (1) & the implementation in the fashion design



Winter Design (2) & the implementation in the fashion design

**Spring:**

It is one of the bright seasons of the year, and it is





the most delicate season, in the first design we used ornament shapes with a warm yellow undertone and crisp, also we can feel the other pastel medium tones, in the second design

geometric shapes dominate we the texture of oil colours, both designs present the light and crisp clear warm colours.



Spring Design (1) & the implementation in the fashion design



Spring Design (2) & the implementation in the fashion design

**Summer:**

It is the second bright season of the year, summer is the pastel woman and in the first design, we used ornament shapes with soft blue rose colours,

while in the second design the overlapping in colours and shapes is so clear and we can feel the semi-transparency in shapes and colours, the soft neutrals control the design.



Summer Design (1) & the implementation in the fashion design



Summer Design (2) & the implementation in the fashion design

**Fall:**

Also, this season is less daylight, contain colours

with least bright, the first design is based on abstract shapes with a warm, deep and rich colour scheme, which give a classic appearance and

outlook. In the second design the Islamic ornament motif dominates with muted, clear, rich and warm colours.



Fall Design (1) & the implementation in the fashion design



Fall Design (2) & the implementation in the fashion design

### Conclusion:

The study concludes that there is a relation between our seasonal colour classification and our wearing colours, which can express our personality and support our outfit and mood. Also different seasonal colour types give us an indication of our personality. Hence the author would like to recommend that attention should be paid to the relation between different seasonal colour classification and choosing the best colour palette and apply this via technology.

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