

STYLE BASICS

Colour Palettes



Ong Soo Hua

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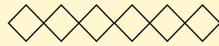
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Introduction



The Colour Palette Book

Introduction



The Colour Palette Book

After each Personal Colour Analysis, I will thoroughly review their colour palette with the client, highlighting the colours that match their natural colouration and the worst ones they should avoid. Differentiating the tones and shades of colours after a single consultation could be challenging for some. For example, when I made a point that tinted yellow in a cooler undertone belongs to your colour palette, like Elfin Yellow. She may ask, how do I differentiate a yellow whether it has cool or warm undertones? I can show them the difference using professional tools in my studio. However, they may dismiss from their mind after leaving my studio because they return with only one colour palette -- the one that harmonises with their natural colouring, but not the rest.

Owning a full set of professional seasonal colour palette swatches may seem ridiculous for a non-professional colourist. Therefore, this Colour Palette book will come in handy as it covers a complete set of seasonal

Every seasonal palette has a detailed explanation of its colour characteristics. It clearly displays the colours, and with its relatable illustrations, such as their neutrals, vibrant set of hues, and makeup colours for lip, blush and eyeshadow.



Characteristics



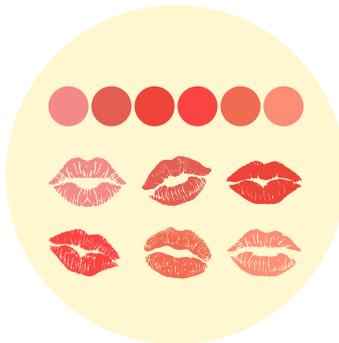
Neutral Palette



Eyeshadow



Colour Palette



Lip and Blush



Vibrant Palette

colour palettes. You will find your best colour palette, a second best, and those you should avoid altogether.

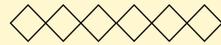
This book showcases the complete set of twelve seasonal colour palettes! They are explained in the most direct and easy to understand manner – illustrations! Every seasonal palette has a detailed explanation of its colour characteristics. It clearly displays the colours, and with its relatable illustrations, such as their neutrals, vibrant set of hues, and makeup colours for lip, blush and eyeshadow. My ultimate goal is to help you easily recognise and differentiate these colours.

After knowing your seasonal colour palette, I will help you uncover new colour combination variations. I share four techniques to achieve Colour Harmony in terms of styling – Monochromatic, Analogous, Complementary and Triadic colour combinations.

Another essential colour element to dressing is understanding the colour you wear, for the emotions it brings – Colour and Emotions. You will be dressing to your advantage, knowing the colour psychology of these colours and wearing them for the right occasion and aligning with your intention.

This book is a summary of personal colour and style! Ultimately, I hope this book will open a broader spectrum of colour ideas and applications in style, for you.

Chapter 1



Understanding Your Personal Colour Palette

Chapter 1



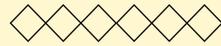
Understanding Your Personal Colour Palette

What colours make you stand out? What colours make you dull? Knowing your personal colour palette is more than understanding whether blue or green suits you better. Because simply knowing green looks good on you is not enough to help you decide which of the following dresses harmonise best with your colouring, which makes you glow.



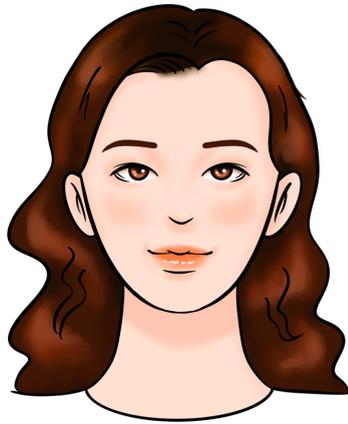
Aqua Green Jade Green Emerald Green Olive Green Kelly Green Pear Green

Chapter 2



Colour Concept

Colour Temperature of An Individual



Warmer



Cooler

When your skin carries a warm undertone, your complexion will likely appear yellowish, like apricot-yellow, peach-coral, or olive-brown. Conversely, when your skin has a cool undertone, your colouring will appear pinkish, like rosy-pink, violet, or pale-grey.

Hair: Human hair falls under five major colour groups: black, brown, copper, blonde and grey. There are also different shades in between these groups of colours. For example, hair with golden hues (such as golden-blonde, golden-brown and copper-brown) has warm undertones, whereas ashy hair (such as ash-blonde and ash-brown) contains cool undertones. The typical black hair found in Asia and the platinum blonde hair as seen in northern Europe have cool undertones. On the other hand, gingery reds such as honey-blonde and auburn-brown have warm undertones.

Black Hair and Colour Temperature



Warm-black

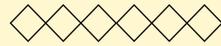


Jet-black



Cool-black

Chapter 3



The Twelve Seasonal Colour Palettes

Light Spring

Dominant Characteristic: Light
Secondary Characteristic: Warm
Contrast Level: Medium to low

Hair

Light golden-blond, honey-blond or chocolate-brown

Skin

Beige, apricot-yellow or peach-coral

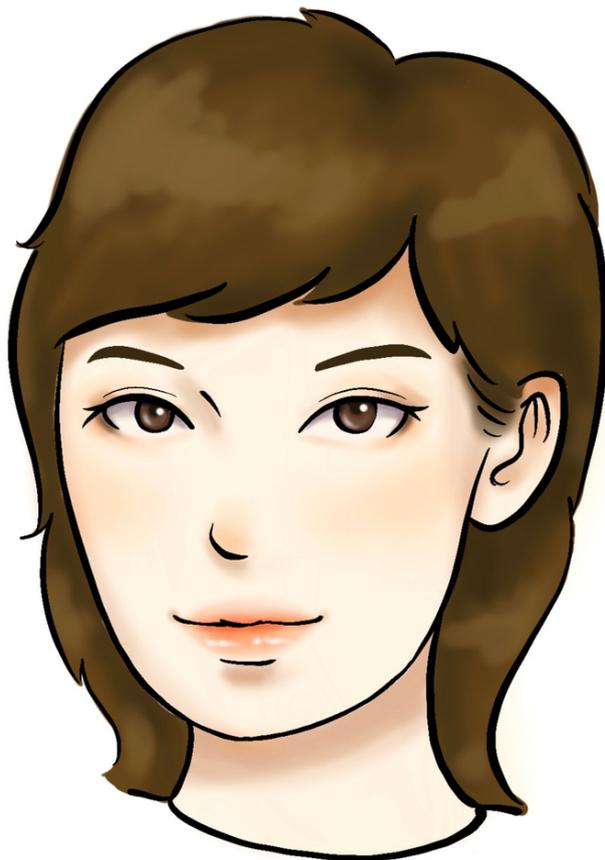
Eyes

Light yellow-green, green, golden-brown or brown

Best Colours

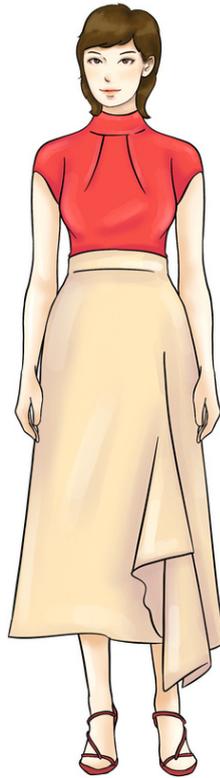
- Tinted warm colours such as peach, coral, strawberry red, lemon, mint, honeydew green, seafoam green, aqua green, arctic blue and lavender
 - Medium to low contrast combos; strawberry red and mint, coral and pink, aqua green and lavender
- Stay away from deep shades; choose lemon over mustard, seafoam green over seaweed green, peach over ginger and cream over brown

Light Spring





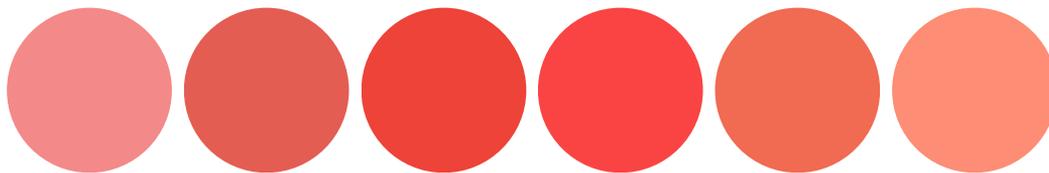
Light Spring Vibrants



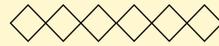
Light Spring Neutrals



Light Spring Blush and Lip Colours



Chapter 4



Colour Harmony

Monochromatic

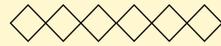
A monochrome outfit is a combination that uses only variations of a single colour which may differ in the intensity (brighter or softer) and value (lighter or deeper) of the colour. You can create a monochromatic outfit ensemble by using colours of the same colour family from the colour wheel. Let's assume that you have a striking blue top in your wardrobe. You can match the bright blue top with toned blue pants and complete the outfit with a deep blue belt to create a monochromatic look. The monochrome outfit ensemble offers a sense of calm with a touch of elegance.



Monochromatic



Chapter 5



Colour and Emotions

Chapter 5



Colour and Emotions

It is no secret that colours influence a person's behaviour psychologically. The study of colour psychology has proven that colours can subconsciously influence human perception and mood. Hence it is essential to find out how colour impacts a person's mood and the feeling it sets to the people looking at it.

Let me give you an example. Let's assume your work is in the luxury fashion retail industry. And right now, you are receiving two persons from an external advertising vendor. They are here to pitch a marketing strategy for the product launch of the latest handbag collections. One is a creative manager, and the other is a finance director.

One is wearing a green suit, and another a navy blue suit. Suppose I ask you to guess which is the creative manager and the finance director. May you guess it?

Yellow



Joy, Positivity, Hope

Green



Creativity, Growth, Peace

About The Author



Ong Soo Hua is a personal stylist and AICI Certified Image Consultant. She attended the Fashion Image and Styling course at Instituto Marangoni, London School of Fashion and Design. She holds a Malaysian Skills Diploma (DKM) in the Image Consultancy Programme recognised by the Malaysia Department of Skills Development (JPK). She is a certified trainer by HRD Corporation, Malaysia, a certified makeup artist, and a Bachelor of Communication.

Soo Hua founded OSH Image Consultancy in 2017. She lives in Kuala Lumpur with her dog, Arwen. She loves travelling to new places and exploring each city's culture, history, and art. She is fond of cake and coffee.

Soo Hua is a published author of books titled 'Style Basics for Every Woman' and 'Style Basics | Colour Palettes.'

