

THE POWER OF COLOR:

Most women know what colors look good on them, but the right hue can do more for you than just flatter your skin tone. Color can convey confidence, authority and style. It can make you look thinner, sexier or more poised than you may feel. The following seven powerful colors help create an unmistakable statement.

- I. Black is sophisticated, elegant and seductive. Black is very versatile and provides no-fail basics in your wardrobe.
 - A. For a super slimmer, buy a shapely black suit, tailored black skirt, black slip dress, pleated trousers, or soft cashmere sweater.
 - B. For a more seductive look, buy a short leather skirt, ribbed bodysuit, pleated skirt, or accessories such as a wide belt, high-heel shoes, black hose, or lacy lingerie.
- II. Red is hot, aggressive and passionate. It says you are in the lead, the center of attention.
 - A. Most women can wear red when they choose a shade that complements their skin tone.
 1. Brunettes get a boost from this high energy hue.
 2. Red enhances blue eyes.
 3. To soften red's impact, add white.
 4. Red is most effective in soft, matte fabrics, wool gabardine and jersey. It is not effective in tough, shiny fabrics like leather and satin.
 - B. Try a tailored suit or jacket, a shawl to drape over suit, or a silk scarf with red in the pattern.
- III. Navy blue is cool, confident and classic. It says you are reliable with traditional values. The color can be smoky and nearly black (called British Navy or Midnight Navy), or a lighter, bluer hue (known as French Navy). It is most potent when worn as a base for white with touches of gold.
 - A. Your best navy buy? Try a classic blazer or a clean-lined suit, and for weekend wear, try blue jeans, navy boatneck sweaters and navy and white striped T-shirts.
 - B. Pair navy with neutrals besides white, like gray, beige, or khaki, or a strong color such as fuchsia or yellow.
- IV. Gray is efficient and timeless. It says you mean business and have the corporate look.
 - A. Choose a feminine style and keep the color away from face. It will

drain complexion.

- B. Try a gray suit with low V-neck jacket and short slim skirt, or flannel pants paired with crisp white shirt, a soft sweater in a gray shade like beige, gray or mauve, or a blazer.
- V. White is calm, cozy and pristine. It gives a sense of softness.
- A. White worn with black is a foolproof combo. Keep white near face, it reflects light and makes the skin glow.
 - B. Try a silk notch collared blouse, creamy pearls, silky white camisole and tap pants, or accessorize with natural-toned leather, suede, gold or tortoise-shell.
- VI. Pink is feminine, romantic and fun. It can be shocking or demure depending on intensity.
- A. Nude pink looks good on brunettes. Brighter shades look best with black or navy. Dusty roses and tawny pinks are newest colors.
 - B. If you don't like a lot of pink then try pink suede gloves or a rosy chiffon scarf tucked into V-neck of a black jacket.