



COLOR ANALYSIS 101

THE SCIENCE OF YOUR SEASON



The Styler Colour Studio

Start here

What is color analysis?

Color analysis finds the colors that look best on you, based on your skin, hair and eyes. Wearing them near your face helps you look healthy, rested and like yourself, only brighter.

Every palette belongs to one of four families, called seasons:

Winter

Cool and clear. Icy brights, jewel tones, crisp black and white.



Summer

Cool and soft. Powdery, muted and gently blended.



Autumn

Warm and rich. Earthy, spicy and golden.



Spring

Warm and clear. Fresh, light and sunny.



Each season divides into three sub-seasons, for 12 palettes in all. The Stylerly uses the 12-season method, informed by training in the 16-season system, to find the one that fits you best.

Three questions we ask

- Are you warm or cool?
- Are you soft or bright?
- Are you light or dark?

We look at your hair, skin and eyes together, then find the colors that harmonize with them.

How it works

The four dimensions.

Every color, and every person, can be described by four qualities. Your analysis places you on each scale.

Undertone

The warmth or coolness of your coloring, from golden to rosy. It applies to your skin, hair and eyes.



Warm

Neutral

Cool

Value

How light or deep your overall coloring reads, and whether light or dark colors suit you best.



Light

Medium

Dark

Chroma

How clear and bright, or soft and muted, a color is. We find the intensity that works best for you.



Soft

Medium

Bright

Contrast

The difference in depth between your hair, skin and eyes. Your palette matches your level of contrast.



Low

Medium

High

Temperature.

Warm vs. cool

Warm colors

A warm color has orange or golden pigment in its mix. It can be soft, light, bright or dark, but never cool. Warm colors belong to Spring and Autumn.



Cool colors

A cool color has no orange or gold in its mix. It can be soft, light, bright or dark, but never warm. Cool colors belong to Winter and Summer.

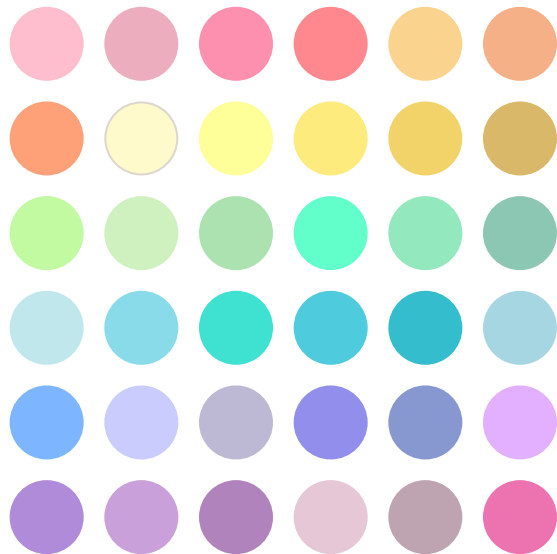


Value.

Light vs. dark

Light colors

A light color has a lot of white in its mix. It can be warm, cool, soft or bright, but never dark. Light colors belong to Spring and Summer.



Dark colors

A dark color has gray or black in its mix, so it holds very little light. It can be warm, cool, soft or bright, but never light. Dark colors belong to Autumn and Winter.



Soft vs. bright

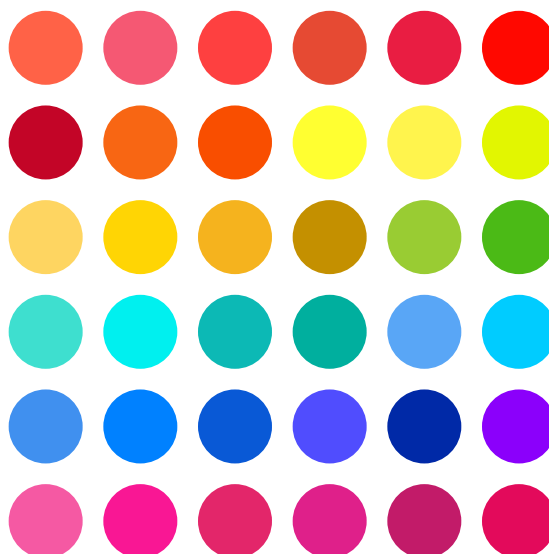
Soft colors

A soft color is grayed or powdery, never bright. It can be warm, cool, dark or light. Soft colors belong to Summer and Autumn.



Bright colors

A bright color is highly saturated and pure, never soft. It can be warm, cool, dark or light. Bright colors belong to Winter and Spring.



Putting it together

The 12 seasons.

Your strongest quality leads to your sub-season. Here is each one, with its core colors.

Bright Winter	<i>Bright, clear, icy-cool</i>	
Cool Winter	<i>Cool, clear, icy-crisp</i>	
Dark Winter	<i>Deep, rich, jewel-toned</i>	
Light Summer	<i>Light, cool, delicate</i>	
Cool Summer	<i>Cool, soft, serene</i>	
Soft Summer	<i>Soft, smoky, gently cool</i>	
Soft Autumn	<i>Warm, muted, earthy</i>	
Warm Autumn	<i>Rich, warm, golden</i>	
Dark Autumn	<i>Deep, rich, warm</i>	
Light Spring	<i>Light, warm, fresh</i>	
Warm Spring	<i>Warm, golden, radiant</i>	
Bright Spring	<i>Bright, warm, vivid</i>	

Some people sit between two seasons. Your analysis takes that nuance into account.

What we look for

Harmony vs. disharmony.

During your draping, we compare colors side by side against your face and watch for these signs.

In your colors

- ✓ Skin looks smooth, even and glowing
- ✓ Your jawline looks defined
- ✓ Under-eyes look brighter
- ✓ Eyes look clear and awake
- ✓ Your features are the focus
- ✓ Cheeks and lips look naturally healthy

Out of your colors

- ✗ Shadows under the eyes look deeper
- ✗ You look weighed down or tired
- ✗ Skin looks sallow or gray
- ✗ The color stands out more than you
- ✗ Features look washed out or blurry
- ✗ Skin looks blotchy or uneven

Color analysis is a professional opinion, and individual results vary.



Why it matters

The benefits.

- One guide for every color decision: clothes, makeup, hair and nails
- Getting dressed is easier and faster
- A wardrobe that feels like you
- Shopping is easier, and more fun
- Fewer unworn purchases
- Wear less makeup, on purpose
- Feel confident in photos
- Use color psychology to your advantage
- Know the rules, so you can break them
- Find out whether black is a good neutral for you

Ready to find your season?

Book your color analysis.

In our St. Louis Park studio, or virtually from anywhere.

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