

WHY
ARE YOU
WEARING
THOSE
COLOURS
?

WHAT COLOURS ARE YOU WEARING TODAY?

WHAT DO THEY REVEAL ABOUT YOU?

WHY HAVE YOU CHOSEN THEM?

Did you know that, subconsciously, by wearing certain colours you are communicating different messages, emotions and moods? This book will explain and give you revealing insight into your true personality by interpreting your colour choices of clothing. You will become confident analysing yourself, your friends and family, just by using this book!

ISBN 0-908807-16-3



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Thelma van der Werff



Thelma van der Werff is a qualified colour therapist who has developed a fascinating new concept; Colour Coaching, using the psychology of colour to determine personality traits and emotions. Colour Coaching also gives advice which colours can support image and emotions.

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Colour Comfort
THE POWER OF COLOUR

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Do you only eat one food?

Of course not!

Even if you love pasta, you will not have it as your sole food, because to remain healthy you need a variety of different foods to provide you with all nutrients.

Colour is like a nutrient, it supports different parts of your being, on an emotional, physical, spiritual and mental level. Different colours have various properties. A balanced diet is necessary for your well-being and the same applies to colour. Do not overdose on one or two colours but enjoy the benefit from a wide variety.

There are no good or bad colours but having too much of one or two colours can have a negative effect on you. When you use a colour more than 60% of the time, the negative aspects of this colour becomes noticeable. For instance, wearing black is communicating strength, power, mystery and authority. However, when wearing predominantly black your emotions and the message you are communicating can be one of being inflexible, stubborn, depressive, not wanting to be noticed and hiding your true potential.

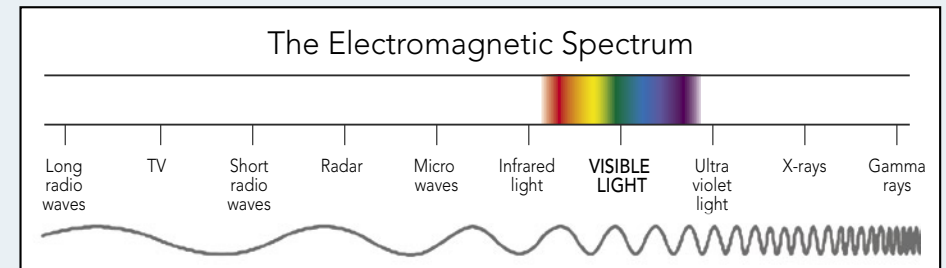
How is it possible that colour has such an impact on us?

The power of colour

What is colour? And why does it affect us?

In rainbows we see colour, but this is only a fraction of the colour and light within our Universe. Not only our Earth, but the entire Universe is a magnetic field filled with different wavelengths or energies called the electromagnetic spectrum. These range from radio and TV waves to higher frequencies like radar, microwaves, infrared light, ultraviolet light, X-rays and Gamma rays. The human eye cannot see these frequencies or wavelengths, except from the wavelengths in the middle of this scala, which is visible light. The spectrum of visible light is between 760 nm (violet colour) and 380 nm (red colour). These frequencies are measured in nanometres, with one nanometre being millionth of a millimetre.

It is known that these frequencies or wavelengths of radar, microwaves, Infrared, Ultraviolet and X-rays can have an effect on you. The frequencies of light or colour affects you as well because you 'see' colours with your brain, via the eyes and you absorb light and colour through your skin.



Light enters your eyes and goes to the centre of your brain, the hypothalamus. Some call this organ the CEO of the brain or the brain's brain. Every colour or frequency gives the hypothalamus a different signal, which in turn passes the message to other parts of the body. One of the most noticeable reactions to your body is from the colour red.

Clothes, your personal advertising

If you sit in a completely red room, your heartbeat as well as blood pressure will increase and you will feel restless, hot and become agitated. On the other hand, a blue room will calm you down, lowering your blood pressure and help make you feel peaceful and calm. A blue room will look larger and feel cooler, while a red room will feel warmer and appear smaller.

Experts are discovering the effects of colour on living beings, therefore it is used in various areas. Numerous prisons around the world use pink cells to calm violent inmates and the effects are usually seen within minutes. The medical world also administers colour in different sectors. For instance, newborn babies with jaundice are placed under blue light to cure their condition, wounds are healed quicker by using coloured light or LED light, and certain forms of cancer are treated with Photodynamic Therapy.

Beauty treatment includes photo-rejuvenation, by applying coloured light to the skin, thus stimulating the regeneration of cells.

We also surround ourselves with different colours in our homes to create a safe and comfortable environment. Observing the colours of a house, shop or office can reveal information about the owner!

The marketing world knows how to apply colour to express their messages effectively. Companies may hire a colour expert or designer to advise which colours to best communicate the image of their product or service. Because red is a fast colour all fast-food restaurants incorporate this in their logos.

These are just a few examples of how colour is applied in various methods. Just imagine a world without colour. We observe colour daily in traffic lights, cars, the sky, birds and animals and as individuals we use colour in our make-up, homes, jewelry and of course, our CLOTHES!

The fashion industry is a multi-million dollar business. The clothes you buy not only reflect your identity but on a practical note they are bought for comfort and weather protection. Clothes are selected to make you 'look and feel good'. Intuitively, you will choose the colour(s) that represent your feelings, individuality and personality.

Every colour has specific characteristics and you choose particular colours with properties to resonate with your character or personality. The colours that feel most comfortable to wear reflect that aspect of your personality.

At certain times in your life you will wear colours that communicate a particular mood, sub-consciously you are selecting colours that identify with this emotion.

It is interesting to note that you will start wearing a colour when the properties of this colour are relevant in your life. The same applies to an event or experience with a negative impact, and you stop wearing a colour related to this issue. You can also overdose on one colour with the resultant negative properties overriding the positive characteristics of the colour. For instance, red will give you more motivation, courage and determination, but an overdose can result in being stubborn, over-materialistic and even aggressive.

When you have never worn a certain colour, the issues related to this colour can be a challenge for you. In this book you will learn what the issues are and discover how you can confront and overcome your fear of this colour.

The Colour Blue

If you predominantly wear the colour blue, it will reveal the following about your personality

You are a reliable, honest and faithful person for whom sincerity and integrity is important. Friends and colleagues can depend on you and your commitment. Integrity, trust and faith are very important characteristics which you look for in others and wish to reflect in yourself.

You need a tranquil and peaceful environment and do not like arguments or confrontation and in order to keep the peace you will not always speak your true feelings.

You love to nurture, support and take care of others making you a good caregiver, counsellor, teacher, nurse and parent. You have a creative mind and you enjoy problem solving and when given enough time you will come up with good solutions. You have a diplomatic and practical approach to life which is sustained by your logical thinking and analytical mind, giving you sound leadership skills.

You portray a confident and soothing nature giving people the trust to confide in you. Peace and calmness are very important to you; because of this you enjoy and appreciate music and the arts to nurture your needs.

One of the big challenges in your life is to maintain inner peace even in uncertain circumstances. You have a fear of the unknown and want to be in control of the future. Control over yourself and your life is important to you. Be aware that you do not worry too much about your future or your friends, as it can bring you 'the blues'.

Decrease the use of the colour blue

Whenever you are having the 'blues' or feeling depressed and withdrawn.

If you dislike the colour blue or do not wear it

You can have difficulties in trusting life and having faith in yourself, others and the future. Is it difficult to go with the flow and let go of control?

Has your life taken an unexpected turn or direction, one you did not anticipate, leaving you troubled and out of sorts?

Do you find it difficult to express yourself?

Increase the use of the colour blue

If you want to express yourself in any form, through singing, writing, speaking in public etc.

To portray peace and calm and whenever you want to express reliability, honesty and steadfastness.



The Colour *Brown*

If you predominantly wear the colour brown it will reveal the following about your personality

You are a practical, honest and down-to-earth person who likes to have a secure and structured lifestyle. You are logical, reliable and stable on whom others can depend because you are so well grounded. However, sometimes you do not express your true emotions because it is important for you to be wanted and accepted by others.

You do not like changing your routine and embracing change because your approach to life can be quite conservative and you fear 'rocking the boat'. Routine and procedures make you feel in control and secure. You are a hard working person who believes that there is no gain without pain.

You are a kind and warm person who loves to nurture your family and friends because stability and traditions are very important in your life. Your home is your castle!

Your personality appreciates wholesome foods and probably chocolate as well!



Decrease the use of the colour brown

Whenever you feel bored and there is no excitement in your life.

If you want to get out of your comfort zone and be noticed.

If you dislike the colour brown or do not wear it

Do you feel that life is 'all work and no play'?

Is the weight of others dependency on you weighing you down and becoming a burden?

Increase the use of the colour brown

When you need to protect yourself from outside influences and bring security with stability and balance.

Whenever you want to re-focus and get a down to earth attitude to portray yourself as a no nonsense and hard-working, reliable person.

Brown

Burgundy



Wearing a burgundy shirt or t-shirt says the following about your feelings and emotions:

You approach life in a mature and respectful way, always remaining sophisticated and dignified and wish this to be reflected in how others treat you.

You will always choose quality over quantity! You do not make decisions light-heartedly preferring to think long and deep about a solution before coming to your decision.

If you wear a burgundy jacket, tie, cardigan or accessories, you may not feel these emotions, but sub-consciously this is how you want others to perceive you.



Wearing burgundy trousers or shorts says the following about what drives you and how you want to present yourself.

You are a cultured person who can handle situations with decorum and dignity. You are portraying class and elegance. You are not necessarily conservative or afraid of change.

You have expensive taste and love good food and company and know how to enjoy life and its riches.

Burgundy

Burgundy



Wearing a burgundy blouse, top or t-shirt says the following about your feelings and emotions:

You approach life in a mature and respectful way, always remaining sophisticated and dignified and wish this to be reflected in how others treat you.

You will always choose quality over quantity! You do not make decisions light-heartedly preferring to think long and deep about a solution before coming to your decision.

If you wear a burgundy jacket, scarf, cardigan or accessories, you may not feel these emotions, but sub-consciously this is how you want others to perceive you.



Wearing burgundy trousers, shorts or a skirt says the following about what drives you and how you want to present yourself.

You are a cultured person who can handle situations with decorum and dignity. You are portraying class and elegance. You are not necessarily conservative or afraid of change.

You have expensive taste and love good food and company and know how to enjoy life and its riches.

Burgundy

Olive

Wearing an olive shirt or t-shirt says the following about your feelings and emotions:



You are guided by your own inner truth and intuition enabling you to follow your individual direction giving you compassionate and creative leadership qualities.

This is the colour of camouflage, you do not want to put yourself in the spotlight but you are not afraid to expand your viewpoints or beliefs. You are tolerant of, and can accept, others viewpoints and needs.

You are loyal and consistent, not afraid to try new systems or directions provided they do not go against your principles.

If you wear an olive jacket, scarf, tie, cardigan or accessories, you may not feel these emotions, but sub-consciously this is how you want others to perceive you.



Wearing olive trousers or shorts says the following about what drives you and how you want to present yourself.

You present yourself as being modest, peace-loving and truthful and not afraid to show your vulnerability.

Although practical in your approach, you follow your heart when you want to move on because you realise your inner wisdom will give you strength and direction whenever needed.

You want to create a better world and you have a deep understanding of nature and natural laws.

Olive

Olive

Wearing an olive blouse, top or t-shirt says the following about your feelings and emotions:



You are guided by your own inner truth and intuition enabling you to follow your individual direction giving you compassionate and creative leadership qualities.

This is the colour of camouflage, you do not want to put yourself in the spotlight but you are not afraid to expand your viewpoints or beliefs. You are tolerant of, and can accept, others viewpoints and needs.

You are loyal and consistent, not afraid to try new systems or directions provided they do not go against your principles.

If you wear an olive jacket, scarf, cardigan or accessories, you may not feel these emotions, but sub-consciously this is how you want others to perceive you.



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Olive