

COLOUR POSITIONING

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Colour can be used in every item of clothing including shawls, hats, shoes and other accessories. Where you are wearing a colour influences the impression you are giving.

Right side of the body

Represents the masculine energy, the giving and analytical side of us.

Left side of the body

Represents the feminine energy, the receiving and creative side of us.

Top half of the body

Blouse, t-shirt, shirt, polo-shirt:

The positioning of colour on the upper half of your body: blouse, t-shirt, shirt, polo-shirt, represents your emotional state. It reveals how you express yourself and how you deal with emotions and interpersonal relationships.

Jacket, cardigan, blazer:

The colour of the outer garments: jacket, cardigan, blazer represents how you want others to perceive you.

Wearing a totally different coloured jacket, pashmina or cardigan over your blouse or top, indicates that you are presenting yourself differently and want others to perceive you differently from how you are feeling.

Head wear

The colour worn on your head: hat, caps, scarf, hair accessories and colour of hair represents how you are thinking.

Neck

The colour you wear around your neck, for example a scarf, necktie or necklace indicates how you communicate your ideas or messages.

Earrings

The colour worn on your ears represents how you listen and hear the messages of life.

Fingers

The colour worn on your hands: rings and bracelets represent how you handle life's experiences and how you deal with the responsibilities of giving and taking what life is dishing out.

Thumb:

Represents your strength and will power (thumbs up).

Index finger:

Represents your authority, judgment and ambition (point your finger at...).

Middle finger:

Represents your awareness of who you are and the responsibility you have (we all know that one...).

Ring finger:

Represents your emotions and creativity and how you deal with relationships (wedding ring).

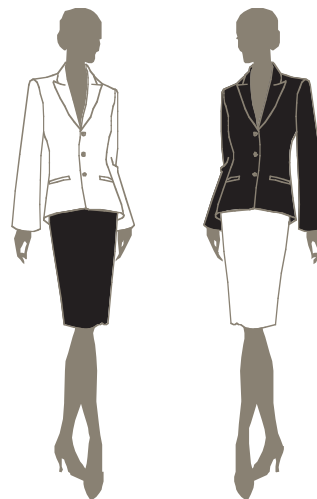
Little finger:

Represents your communication and expression.

**Lower half of the body
(waist down)**

The positioning of colour on the lower half of your body in trousers, skirt, shorts, represents what motivates and drives you. It reveals what gives us stability and support.

The following illustration shows the use of the same colour combination worn in different positions:



The lady wearing the white blouse is more approachable however, she is presenting herself as being in control, whilst the lady with the black blouse is presenting herself as being more open-minded but is guarding her emotions.

- Feet** The positioning of colour on your feet in shoes, slippers etc represents how you want to move forward in life.
- Handbags** The colour of your handbag represents the essence of what you would like to bring into our life. Your handbag holds 'our life' (money, time planner, mobile etc). With the properties of the colour you are 'protecting and carrying' your personal belongings.
- Belts** The colour of the belt supports the way you think
- Pyjama's** If you wear a certain colour only in your night gear it represents that you are comfortable with this colour in your own private surroundings. You are not communicating the qualities of the colour to the outer world yet.
- Sport's gear** When you wear a certain colour only when you are doing sports activities or wearing a club uniform it represents that you are using and communicating the qualities of the colour only during these activities.