

Chums

GUIDE TO

Seasonal Colours



Introduction

Colour analysis is the process of identifying which colours suit your natural features, such as your skin tone, hair colour, and eye colour. It's been growing in popularity in recent years, with many people now seeing it as an important part of personal styling.

Most colour analysis methods are based on Munsell's principles of colour, which is a system developed by Albert Munsell, an American painter and teacher of art.

The Munsell colour system establishes that every colour has three qualities or attributes:

Hue: the origin of the colour we see, e.g. red, blue, orange.



Value: the lightness or darkness of a colour.



Chroma: the saturation or brilliance of a colour.



Different types of colour analysis may use different names for these qualities, but the principle remains the same. While not all methods of colour analysis credit Munsell's system or use his specific terminology, most do reference these attributes of colour in some form.

Recent examples of books that use Munsell's colour system include Lora Alexander's *Color Revival* (2018), where she credits the basis of colour theory to Munsell's system, and in Namraa Italiya's *Seasonal Color Analysis* (2022), she describes the "three dimensions of colour" - hue, saturation and brightness - which are alternative names for Munsell's three attributes of colour.

The Seasonal Colour System

One of the most common colour analysis methods is the seasonal colour system. This method groups people based on their core physical characteristics - typically using Munsell's colour system. .

The 12-season system breaks the main seasons into sub-seasons. It looks at an individual's dominant features, to determine their best seasonal match.

In colour analysis, hue will determine two of the four core seasons you are in. For example, a cool undertone means that you are either Summer or Winter, while a warm undertone means you are likely Spring or Autumn.

Similarly, in seasonal colour analysis, when looking at value (or depth), those with light features will typically be either Spring or Summer, while those whose characteristics are deep (dark) will likely be Autumn or Winter.

With this understanding, someone who has a warm undertone and is deep will be in the Autumn season, while someone who is cool and light, would fall into the Spring category.

How Subcategories Work

The subcategories of seasonal colour analysis are based on your most dominant colour characteristics. For example, someone whose dominant characteristic is deep (or dark) is more likely to be Autumn or Winter.

The subcategory is then determined by the second most dominant characteristic. So, if someone's primary characteristic is Deep and their secondary in Warm, they are likely a Deep Autumn. If their secondary characteristic is cool, they are likely to have a Deep Winter.



Understanding Undertone

Your undertone is the colour that shows under your skin. It can be warm, cool, or neutral. It's different from your skin tone and is determined by the natural pigmentation inside your skin.

Undertone can help you decide which metallic colours and jewellery will suit your skin.

Someone who has a warm undertone will find yellow gold, rose gold and bronze more flattering.

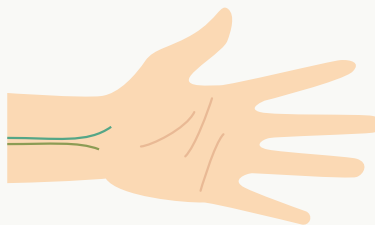
Someone who has a cool undertone will find white gold, platinum, rose gold and silver more complementary.

Someone with a neutral undertone will find that most metallics are flattering, including both gold and silver.

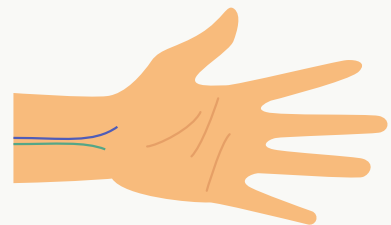
If you need help identifying your undertone, try looking at your vein colour in a natural light.



Veins that appear **blue** or **purple** indicate that you have a **cool** undertone.



Veins that appear **green** or **olive** indicate you have a **warm** undertone.



Veins that appear **blue** or **green** indicate you have a **neutral** undertone.

In addition to helping you choose the right metal jewellery, your undertone can also help you to figure out your dominant colour characteristics.

Identifying your Dominant Characteristics

In the following section, we will help you identify which of your dominant characteristics influences your seasonal colours.

Hue

Cool

Warm

Value

Deep/Dark

Light

Chroma

Clear/Bright

Soft



Cool



Hair

Ash-toned hair. This could be dark brown, blonde, white or grey.

Eyes

Grey, blue, green, or cool brown.

Skintone/undertone

Skin colour can range from light to deep; however, it will typically have a cool undertone. Individuals with darker skin may have a slight blue undertone.

Eyebrows/features

Eyebrows and eyelashes that range in colour from the lighter shade of blonde to dark brown but will have an ash tone.

Warm



Hair

Hair that is red in tone (for example, strawberry blonde to auburn) or a warm medium brown.

Eyes:

Green, brown, hazel or blue, but is warm rather than cool.

Skintone/Undertone:

Light to Deep skin colour, with a warm undertone.

Eyebrows/Features:

Eyebrows in a warm tone, from reddish to brown. Eyelashes that are reddish to blonde. The individual could also have freckles.

Clear



Hair

Dark colours, such as black and brunette. But it can also be a bright natural blonde. The hair colour is sharp

Eyes

Bright colours, typically the individual's most striking feature. Could be blue, green or topaz.

Skintone/undertone

Ranges from light to dark, but should have high contrast to other features.

Eyebrows/features

Dark eyebrows and eyelashes.

Soft



Hair

Dark blonde (mousey coloured), soft or medium brunette or light brown.

Eyes

Muted colours including blue, brown, hazel or green. This also includes eye colours that change often.

Skintone/undertone

Light or dark, but should have minimal contrast between the colour of your hair, eyes, and skin tone. It can have a warm or cool undertone, and will be low to neutral contrast to other features.

Eyebrows/features

Light to dark eyebrows and eyelashes.

Deep



Hair

Dark colours such as brown, dark auburn or black hair.

Eyes

The individual could have dark eyes, which will contrast with skin tones and/or eyes.

Skintone/undertone

Can range from very light to very deep skin tones.

Eyebrows/features

Dark eyebrows and lashes. An individual who is deep will have high contrast between their features.

Light



Hair

Naturally blonde or very light hair.

Eyes

Could have light green eyes, pale blue or grey.

Skintone/undertone

Light to fair skin tone, which is typically sensitive to sun.

Eyebrows/features

Pale coloured eyelashes, pale eyebrows that might typically be pencilled in. Features will blend smoothly.

The 12 Seasons of Colour Analysis



Warm Spring

Also referred to as True Spring, Warm Spring will consist of a vivid range of colours, such as peachy pink, warm golden yellow and orange.

When compared to the other seasonal colours, Warm Spring sits between Bright Spring and Light Spring.

People who are Warm Spring have **warm** as their primary colour characteristic, with clear as their secondary characteristic and light as their third characteristic is light.



Warm golden yellow



Peachy pink



Warm orange



Fern green



Brood brown

We recommend

Coral Lace Dress and Jacket



Warm Autumn

Also referred to as True Autumn, Warm Autumn consists of darker but vibrant colours with an earthy depth, such as terracotta orange, rust-red and mustard yellow.

When compared to the other seasonal colours, Warm Autumn sits between Deep Autumn and Soft Autumn.

People who are Warm Autumn have **warm** as their primary colour characteristic, the secondary characteristic will be soft, and their third characteristic is deep.



Terracotta orange



Rust red



Mustard yellow



Forest green



Olive

We recommend

Forest Green Cashmere Like
V Neck Cable Sweater



Cool Summer

Also referred to as True Summer, Cool Summer consists of calm colours with blue undertones, such as mauve rose, dusty navy and stormy teal.

When compared to the other seasonal colours, Cool Summer sits between Light Summer and Soft Summer.

People who are Cool Summer have **cool** as their primary colour characteristic, soft as their, and the secondary characteristic and light as their third.



Mauve rose



Dusty navy



Stormy teal



Blush



Arsenic

We recommend

Pink Double Two Luxury Weave
Cotton Long Sleeve Shirt

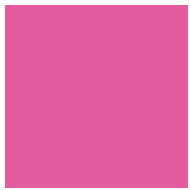


Cool Winter

Also referred to as True Winter, Cool Winter consists of icy-toned shades such as fuchsia, cool lavender and seafoam green.

When compared to the other seasonal colours, Cool Winter sits between Deep Winter and Bright Winter.

People who are Cool Winter have **cool** as their main colour characteristic, clear as their secondary, and deep as their third.



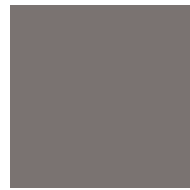
Fuchsia



Cool lavender



Seafoam green



Sonic silver



Hot turquoise

We recommend

Green Short Sleeved
Cotton Print Blouse



Clear Spring

Also referred to as Bright Spring, Clear Spring consists of “playful”, high clarity colours which are such as tomato red, salmon, and olive green.

When compared to the other seasonal colours, Bright Spring sits between Bright Winter and Warm Spring.

People who are Clear Spring have **clear** as their main colour characteristic, warm as their secondary, and light as their third.



Tomato red



Salmon



Olive green



Coffee



Dark cerulean

We recommend

Plisse Twist Front Dress



Clear Winter

Also referred to as Bright Winter, Clear Winter consists of bold and crisp colours, such as burgundy, magenta and emerald green.

When compared to the other seasonal colours, Bright Winter sits between Cool Winter and Bright Spring.

People who are Clear Winter have **clear** as their main colour characteristic, cool as their secondary, and deep as their third (often leaning neutral).



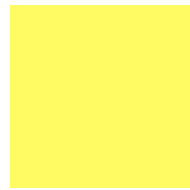
Burgundy



Magenta



Emerald green



Icterine



Spanish grey

We recommend

Pegasus 2 Pack Stripe
and Plain Pique Polo

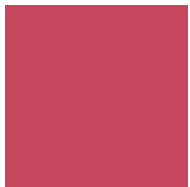


Soft Autumn

Also referred to as Muted Autumn, Soft Autumn consists of subtle and mellow colours, such as periwinkle, dusty sage and muted gold.

When compared to the other seasonal colours, Soft Autumn sits between Soft Summer and Warm Autumn.

People who are Soft Autumn have **soft** as their main colour characteristic, warm as their secondary, and deep as their third (often leaning neutral).



Raspberry



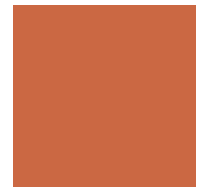
Dusty sage



Muted gold



Moonstone blue



Terracotta

We recommend

Terracotta Button
Front Roll Sleeve Dress



Soft Summer

Also referred to as Muted Summer, Soft Summer consists of smoky pastels and cloudy colours such as slate blue, buttermilk yellow and greige.

When compared to the other seasonal colours, Soft Summer sits between Cool Summer and Soft Autumn.

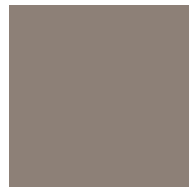
People who are Soft Summer have **soft** as their main colour characteristic, cool as their secondary, and light as their third.



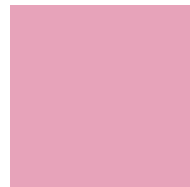
Slate blue



Buttermilk yellow



Greige



Dusty pink



Carnation

We recommend

Dusky Pink Cable and
Diamond Design Jumper



Deep Autumn

Also referred to as Dark Autumn, Deep Autumn consists of intense, “spicy” colours such as army green, warm brown, and plum.

When compared to the other seasonal colours, Deep Autumn sits between Warm Autumn and Deep Winter.

People who are Deep Autumn have **deep** as their main colour characteristic, warm as their secondary, and soft as their third.



Army green



Warm brown



Plum



Space cadet



Daintree

We recommend

Pegasus Wool Blend Jacket



Deep Winter

Also referred to as Dark Winter, Deep Winter consists of vibrant and distinct colours such as turquoise, true blue and lemon yellow.

When compared to the other seasonal colours, Deep Winter sits between Deep Autumn and Cool Winter.

People who are Deep Winter have **deep** as their main colour characteristic, cool as their secondary, and clear as their third.



Turquoise



True blue



Lemon yellow



Bright emerald



Vampire black

We recommend

Collar and Rever Two

Button Coat



Light Spring

Occasionally referred to as Pastel Summer, Light Spring consists of soft pastels and airy colours, such as mint green, coral pink, and aqua green.

When compared to the other seasonal colours, Light Spring sits between Warm Spring and Light Summer.

People who are Light Spring have **light** as their main colour characteristic, warm as their secondary, and clear as their third.



Mint green



Coral pink



Pale lime



Deep periwinkle



Shandy

We recommend

Sequin Flower Burst Jumper

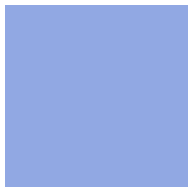


Light Summer

Occasionally referred to as Pastel Summer, Light Summer consists of soft colours with a blue undertone, such as soft cyan, raspberry and dark slate grey.

When compared to the other seasonal colours, Light Summer sits between Light Spring and Cool Summer.

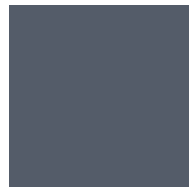
People who are Light Summer have **light** as their main colour characteristic, cool as their secondary, and soft as their third.



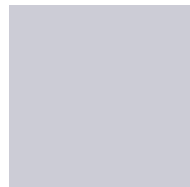
Soft cyan



Raspberry



Dark slate grey



Lilac hint



Teal blue

We recommend

Bow Design Top



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**Thank you
for reading
this eBook**



For more seasonal styles, visit

www.chums.co.uk