



WHAT DOES YOUR FAVORITE SHADE SAY ABOUT YOU?

If your clothes could talk, here's what they would reveal.*



red

The color that stops traffic also signals an extroverted, assertive disposition.



pink

This tempered red has a tranquilizing effect, which perhaps explains why pink-loving people are thought to be romantic, gentle, and sweet.



yellow

Evocative of sunshine and roaring fires, yellow indicates a cheerful, energizing personality. People gravitate to you.



orange

The child of yellow and red takes on the traits of both colors, but with less intensity. Fans are said to be enthusiastic, warm, and gregarious.



blue

The world's most preferred color conjures sky and sea—elements that calm and evoke trust and dependability.



green

Like a wide-open field, green is serene. The balance of warm and cool tones also suggests stability and approachability.



purple

A less common pick, purple has unconventional, creative connotations. Its association with royalty lends it an air of elegance.



brown

This rustic color denotes a down-to-earth attitude. You appear relaxed but also reliable and responsible.



black

It suggests strength, seriousness, and sophistication (the proverbial little black dress). But it can also be mysterious or sexy.



white

Wearers of white tend to be orderly and fastidious. (How else would you keep those outfits clean?) The color also has a blank-slate appeal; people see you as a breath of fresh air.



gray

Reminiscent of stone, gray projects coolness and composure (as in a statue). You are the rock that others rely on.

ALWAYS IN Style

Some colors ebb and flow (neons!), but according to Fiona Coleman, the global head of color for WGSN, a trend-forecasting firm, this trio remains steadfast, year after year.



RICH RED



COBALT BLUE



OLIVE GREEN

5 SNEAKY COLOR ILLUSIONS

Is it you? Or the hue? How color affects behavior.

1 | Red attracts. A 2012 French study reported that female online daters received nearly twice as many e-mails from potential mates when they wore ruby shirts over another shade. The reason: "Red reminds people of how their face looks when they blush in the presence of someone they're interested in," says Adam Alter, an assistant professor of marketing at New York University, in New York City, and the author of *Drunk Tank Pink*.

2 | Blue may reduce criminal behavior. After officials near Kyoto, Japan, installed blue streetlights in dangerous neighborhoods in 2005, the overall crime rate fell by 9 percent. It turns out, says Alter, that "the lights mimic those atop police cars and seem to imply that the police are watching."

3 | Shoppers are less likely to buy bright yellow bananas than warmer yellow ones. Warm yellow suggests "a riper fruit," says brand adviser Martin Lindstrom, the author of *Brandwashed*. "Fruit producers plant crops under conditions most ideal for creating the just-right shade."

4 | Strawberries have long been packaged in complementary green baskets, which make even imperfect berries appear vibrant and juicy, says Leatrice Eiseman.

5 | Red and yellow are go-to choices for the logos of fast-food chains, like McDonald's and Burger King. Bright, warm colors "leap" forward (whereas cool shades recede), beckoning you to the drive-through, says Eiseman. Ruddy and golden hues also stimulate the appetite because of the plethora of foods in those colors. Hello, burgers and fries!

PREDICTING "IT" SHADES

Trend forecasters know what you'll want to wear up to two years before you do. What's their secret? "We look at where we've been and what's bubbling up in the culture to signal what's next," says Fiona Coleman, whose clients include Tommy Hilfiger and Express. For spring 2014, Coleman and her team accurately called a ladylike pastel palette, which was a pendulum swing from the neon craze. She also foretold this summer's tropical bouquet of fuchsia, orange, and yellow, based on a worldwide interest in Brazil, the host country of the 2014 FIFA World Cup and the 2016 Summer Olympics. For fall, Coleman anticipated the transition of those tones into moodier burgundy, deep orange, and saffron—a mix that rang true on the 2014 runways.



what's your color personality? Take the quiz to find out at realsimple.com/colorkey.