

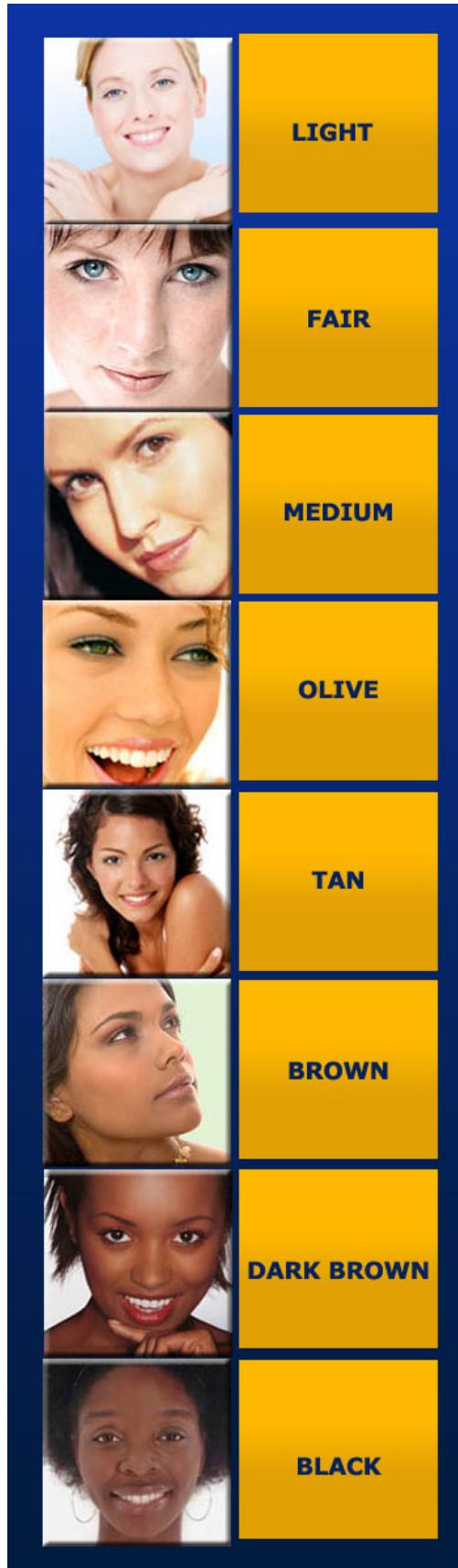
Individual Colouring



Part one



Customer Skin Tone



Pale skin



Fair skin



Medium Skin Tone



Medium Skin



Tan Skin



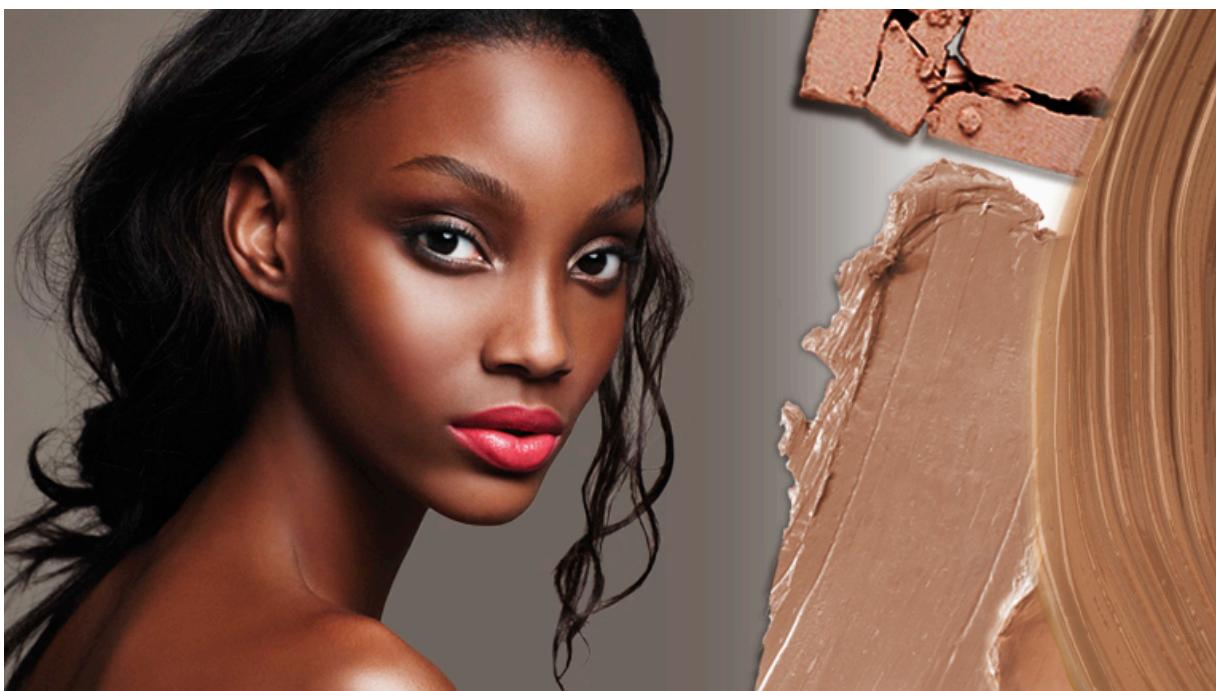
Olive Skin tone



Brown Skin Tone

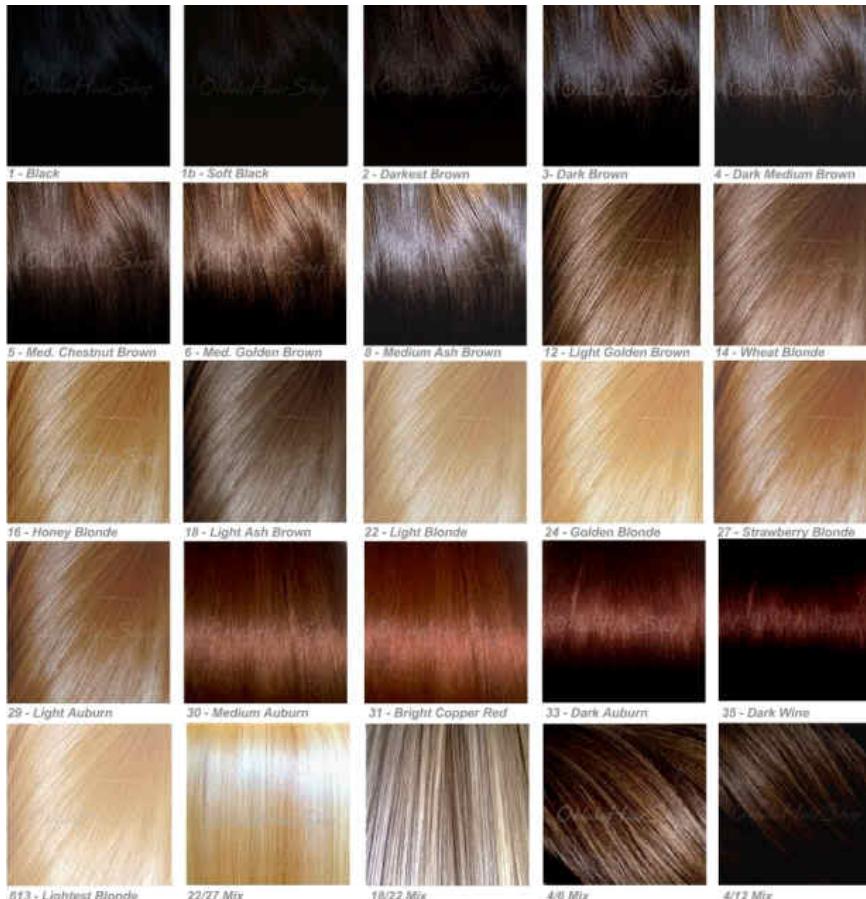


Dark Brown Skin Tone



Hair Colour

Lightest Blonde



Light Blonde

Golden Blonde

Wheat Blonde

Strawberry Blonde

Ash

Light Auburn

Medium Auburn

Bright Copper Red

Dark Auburn

Dark Wine

Light Ash Brown

Light Golden Brown

Medium Ash Brown

Medium Golden

Brown

Medium Chestnut

Brown

Dark medium Brown

Dark Brown

Darkest Brown

Soft Black

Black





Light Auburn



Medium Auburn

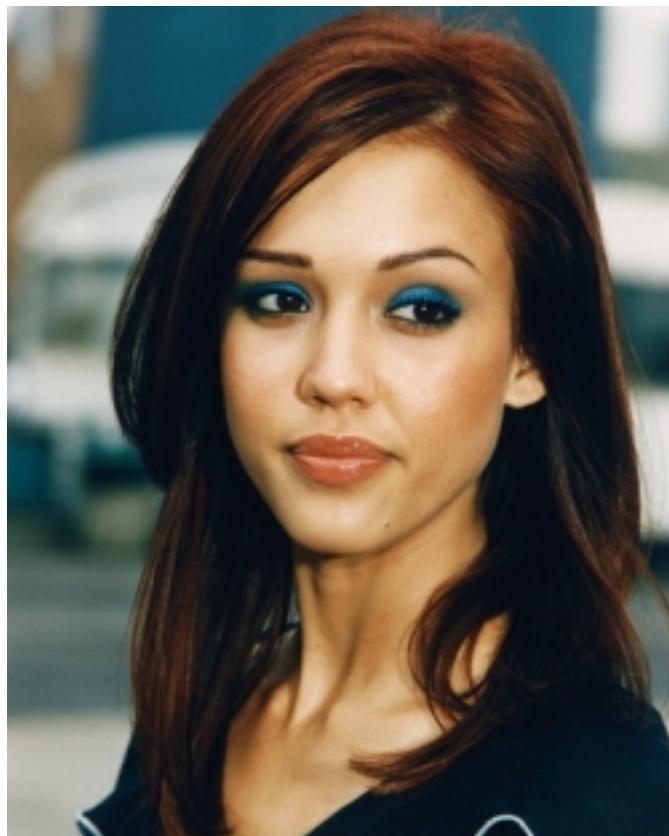
Bright Copper Red



Golden Brown



Dark Auburn



Dark wine



Light Ash Brown



Medium Ash Brown

Medium Chestnut Brown

Dark Brown



Darkest Brown

Eye Colour

Gray
Green
Blue/Light Blue
Honey
Turquoise/Teal
True sapphire
Amethyst
Pure hazel
Gemstone green
Sterling Gray
Brilliant Blue
Brown



gray



green



blue



honey



churchill
turquoise



true sapphire



amethyst



pure hazel



gemstone green



sterling gray



brilliant blue



brown



Light Blue eyes



Light Blue Eyes



Brillian Blue Eyes



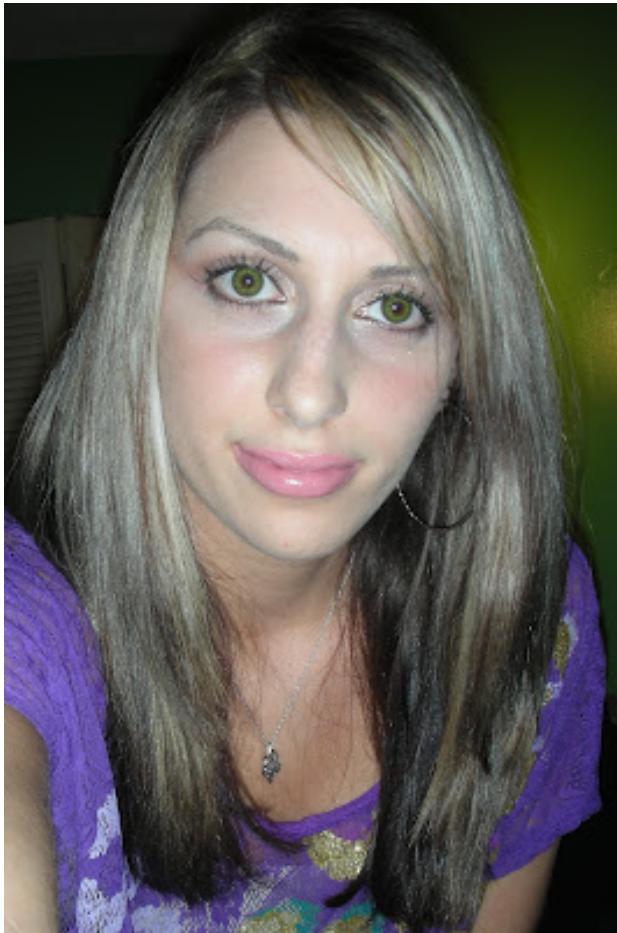
Sterling Grey Eyes



Green Eyes



Brilliant Blue Eyes



Gemstone Green

True Hazel Eyes

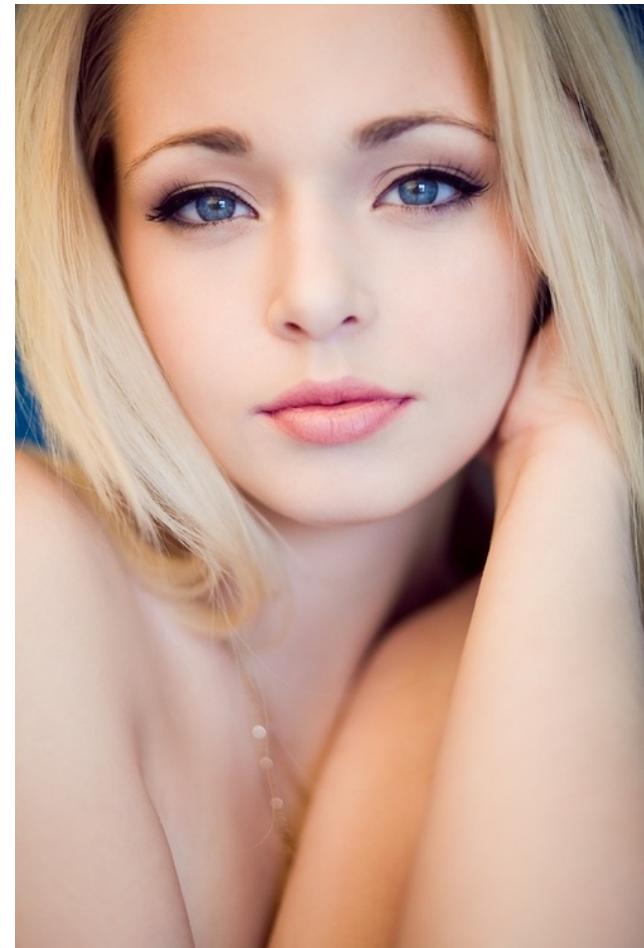




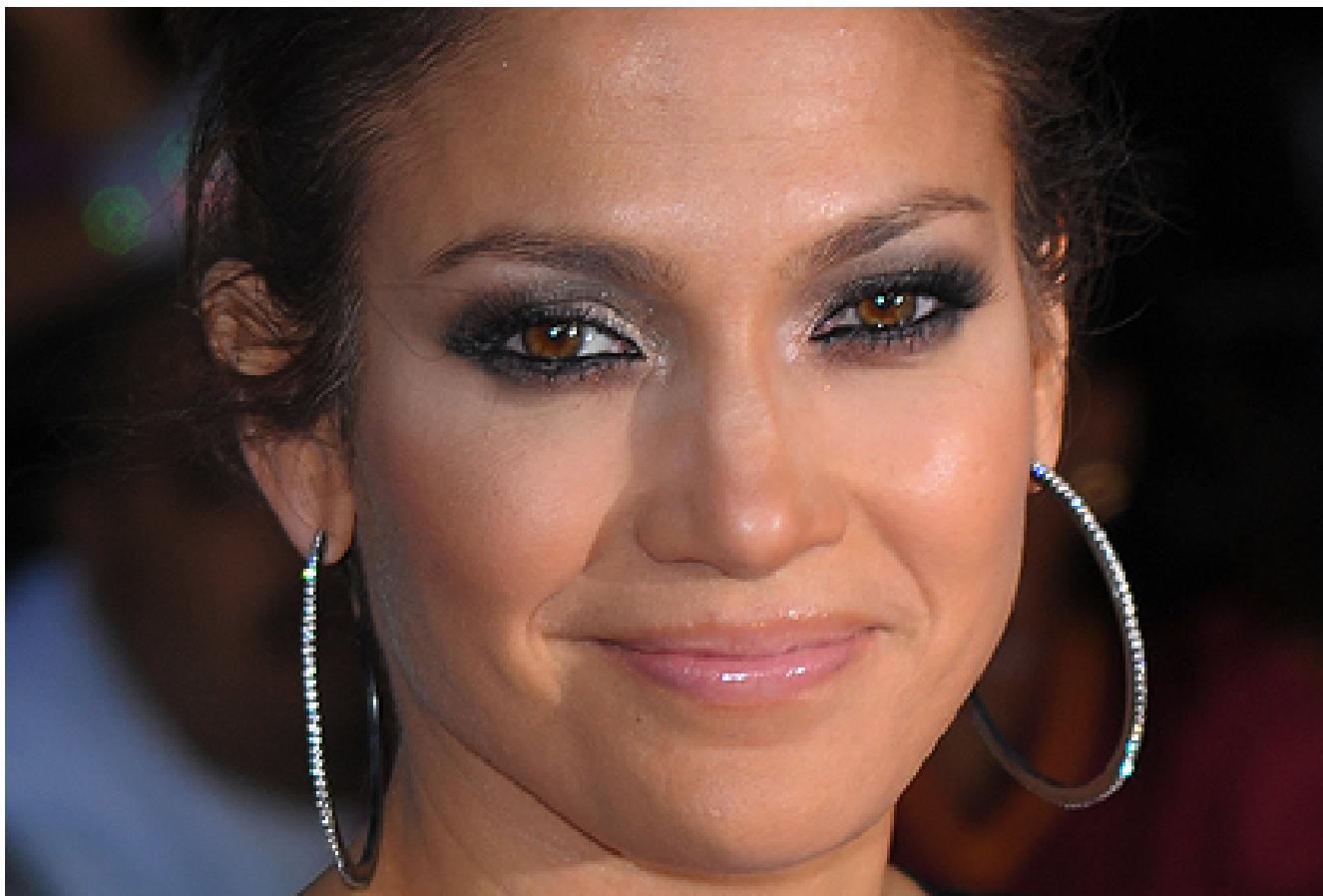
Turquoise /Teal Eyes



Blue/Sapphire Eyes



Honey Eyes Colour



Amethyst Eye Colour



Grey Eye Colour



Eyes - grey -

Part 2

**Image Matters.
Confidence is Essential.**



Customer Questionnaire

Basic Information / Personal Data

Name: _____

Address: _____

Phone: _____ E-Mail: _____ Mobile: _____

Marital Status: Single _____ Married _____ Divorced _____ Widowed _____

Age: _____ Height: _____ Weight: _____

Lifestyle

- Job Title _____
- Employer _____
- Length of Employment _____
- Check off all that apply to how you spend your time during the course of your job:
 - Alone _____
 - Giving presentations / Attending meetings _____
 - Travelling _____
 - Interacting with subordinates _____
 - Interacting with supervisor _____
 - Interacting with clients _____

- Do you meet with customers like CEO's, small business owners, or general public? _____

• _____

- What are your professional ambitions? _____

• _____

• _____

• Do you have children? If yes, how old are they? _____

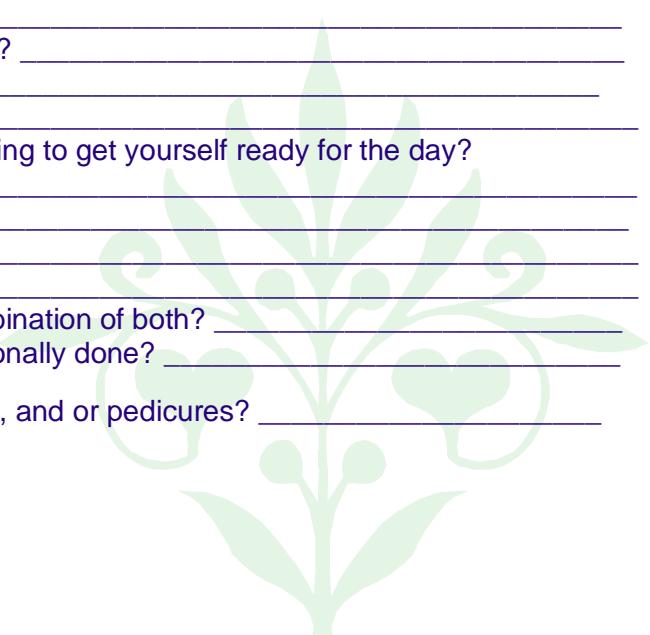
• _____

• How much of your time is spent as primary caregiver? _____

• _____

***Image Matters.
Confidence is Essential.***

- How would you describe your social life? _____
- _____
- What hobbies or interests do you enjoy? _____
- _____
- What social activities are you involved in? _____
- _____
- Do you go to many parties? Are they job related? _____
- _____
- Do you travel for pleasure frequently? _____
- _____
- Describe what a typical week is like. _____
- _____
- _____
- _____
- What personal goals do you have for yourself at this time? _____
- _____
- _____
- _____
- What is your single greatest challenge? _____
- _____
- Do you think you have good eating habits? _____
- Do you play sports? _____
- Are you actively engaged in a body improvement program? _____
- _____
- How much time a week do you exercise? _____
- How do you relax? _____
- _____
- How much time do you take in the morning to get yourself ready for the day? _____
- _____
- What is your evening regime like? _____
- _____
- Do you take showers or baths or a combination of both? _____
- How often do you get your hair professionally done? _____
- How often do you get facials, manicures, and or pedicures? _____



***Image Matters.
Confidence is Essential.***



Image Perception / Goals

What adjectives would someone who knows you socially use to describe your personality? _____

How would they describe the image your clothing projects? _____

What adjectives would someone you work with use to describe your personality? _____

How would they describe the image your clothing projects? _____

How would you describe your personality? _____

How would you describe the image your clothing projects? _____

When you stand in front of the mirror what do you see that you like and what do you notice that you do not like? _____

Why do you feel the need for this consultation now? Be specific and include information concerning any life change situation such as re-entering the job market, divorce, illness, significant weight loss or gain, begin dating, change of career, etc. _____

What do you hope to achieve from a personal image update? (check all that apply)

A more professional image _____

Greater self confidence for personal satisfaction _____

Want to look younger / slimmer _____

Learn how to put together a wardrobe to save time and money _____

Gain confidence to speak in front of groups or media _____

What else do you hope to achieve? _____

Do you feel confident? _____

When is the last time you felt truly fabulous and confident? _____

What has changed in your life since then? _____

Is there someone who has a personal style you admire, if so, why? _____

**Image Matters.
Confidence is Essential.**



Your Wardrobe

What percentage of your wardrobe would fall into each of the following categories:

Business _____

Business Casual _____

Casual _____

Active Wear _____

Formal or Evening _____

In which areas do you feel you need the most help? _____

Do you have lots of clothing that mix and match? _____

At any given time are you comfortable finding something appropriate to wear for any occasion?

Do you have items in your closet that still have tags on them or items you purchased but have never worn? _____

How old is your wardrobe? Break out by percent what portion of your wardrobe falls into each of the following years range:

1 – 3 _____

3 – 5 _____

5 – 8 _____

8 – 10 _____

10 and older _____

Do you have items you have not worn in a while? Put a check next to each below that applies:

1 – 2 years _____

2 – 4 years _____

4 – 6 years _____

Longer than 6 years _____

Do you find you wear the same clothing over and over again? If yes, what do you like about it?

What don't you like about the rest of your wardrobe? _____

Aside from wardrobe, what other image improvements do you desire? For example hair, make-up, weight, posture, etc. _____

**Image Matters.
Confidence is Essential.**



Shopping Habits

How do you feel about shopping for clothing? Do you consider it a headache or delight? Do you find it easy and fun or challenging and frustrating? _____

Do you shop regularly or only when you need something specific? Are you usually successful?

Which stores do you shop more often? _____

What was your most extravagant purchase? _____

Most often do you buy clothing on impulse or do you methodically plan your purchases?

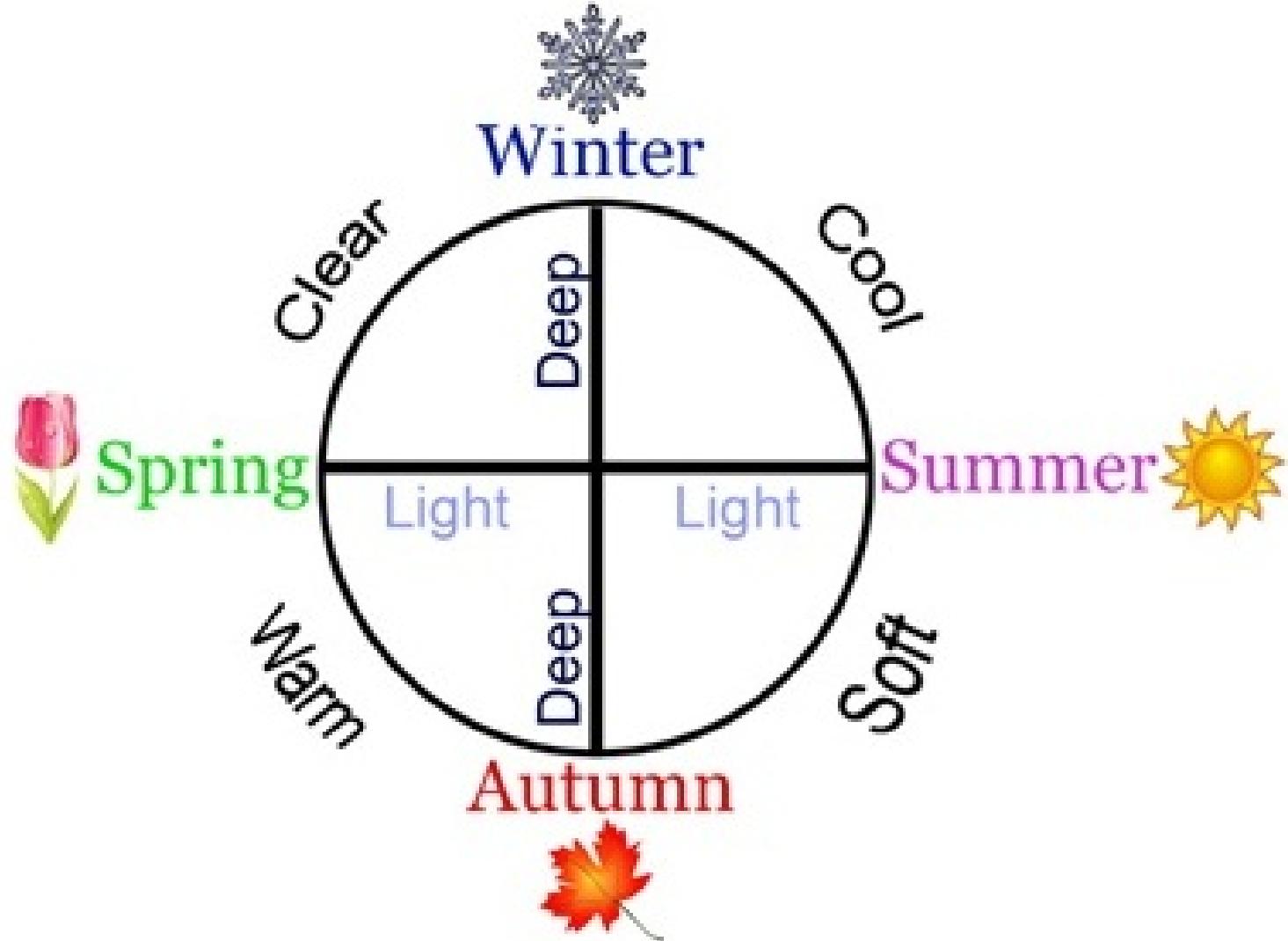
In the past have you typically chosen clothes based on: (check all that apply)

- Color
- Fabric
- Brand
- Price
- Style
- Trend
- Fit



Part 3

(Expanded)



Warm Colouring

Warm is a characteristic that projects a look of a golden and warm glow. There is no evidence of cool undertones.

Warms tend to have a medium intensity.





Warm Colouring



Hair – Warm brown, golden brown, auburn, chestnut, red, strawberry, warm blond highlights.

Eyes - Green, topaz, golden, brown, teal, hazel, blue-green

Skin – Golden beige, ivory or very pale often with freckles

Neutral Colour



bridgetterae.com
let your style free.

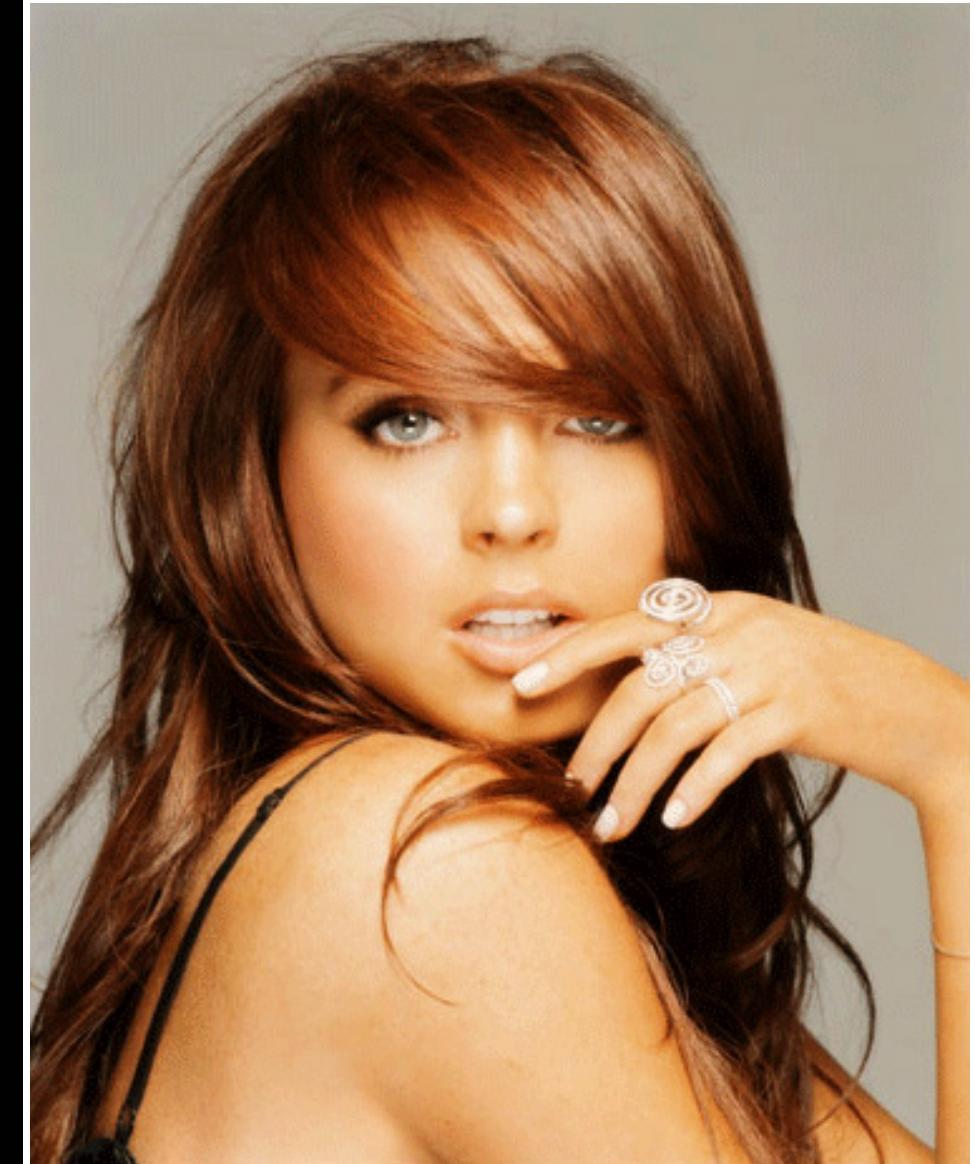




Ash golden brown hair and brown eyes



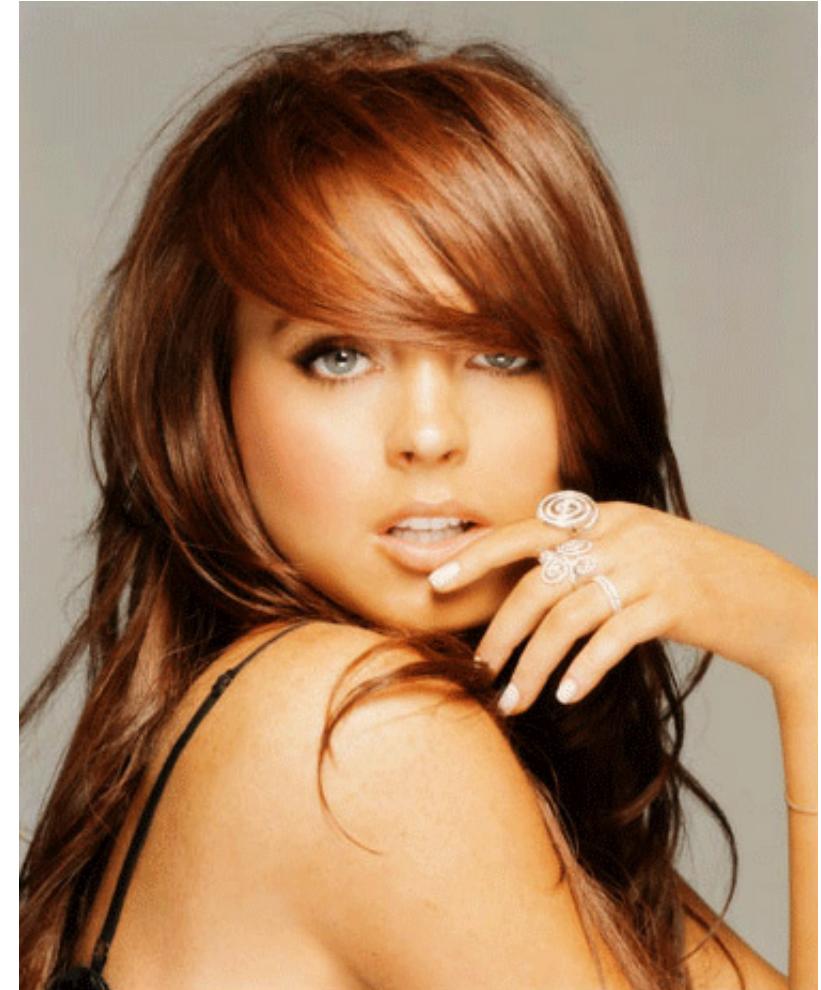
Warm Colours



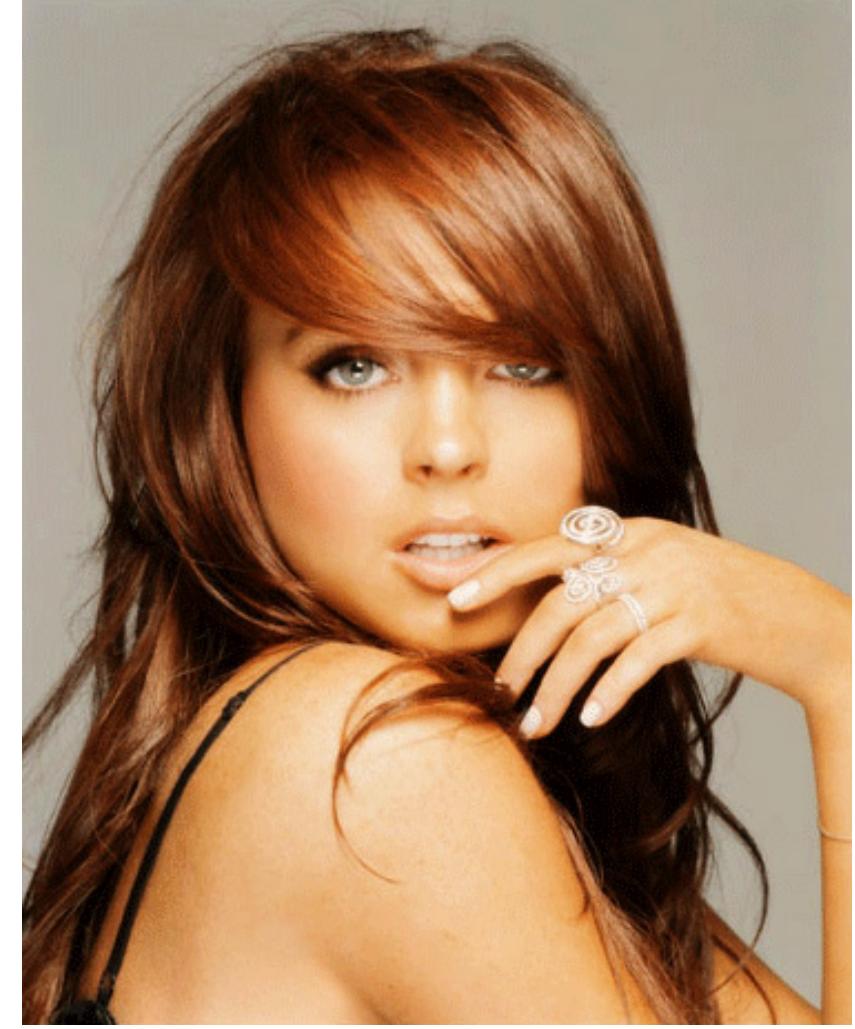






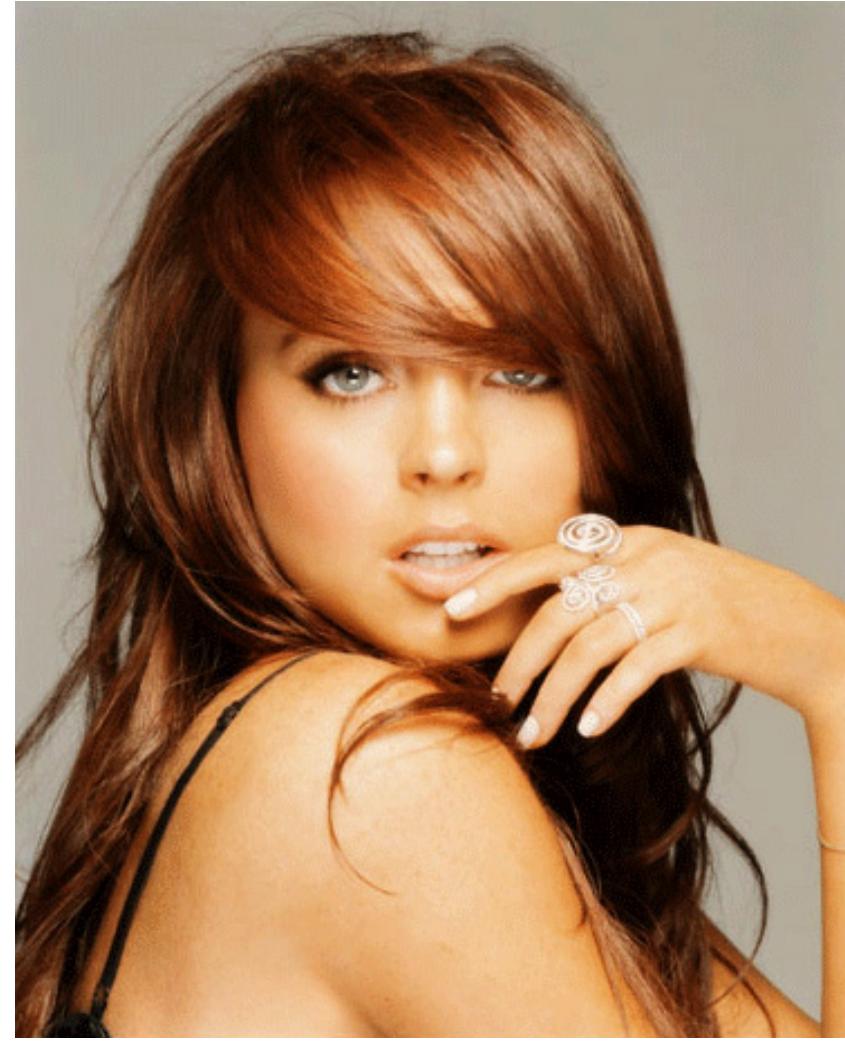










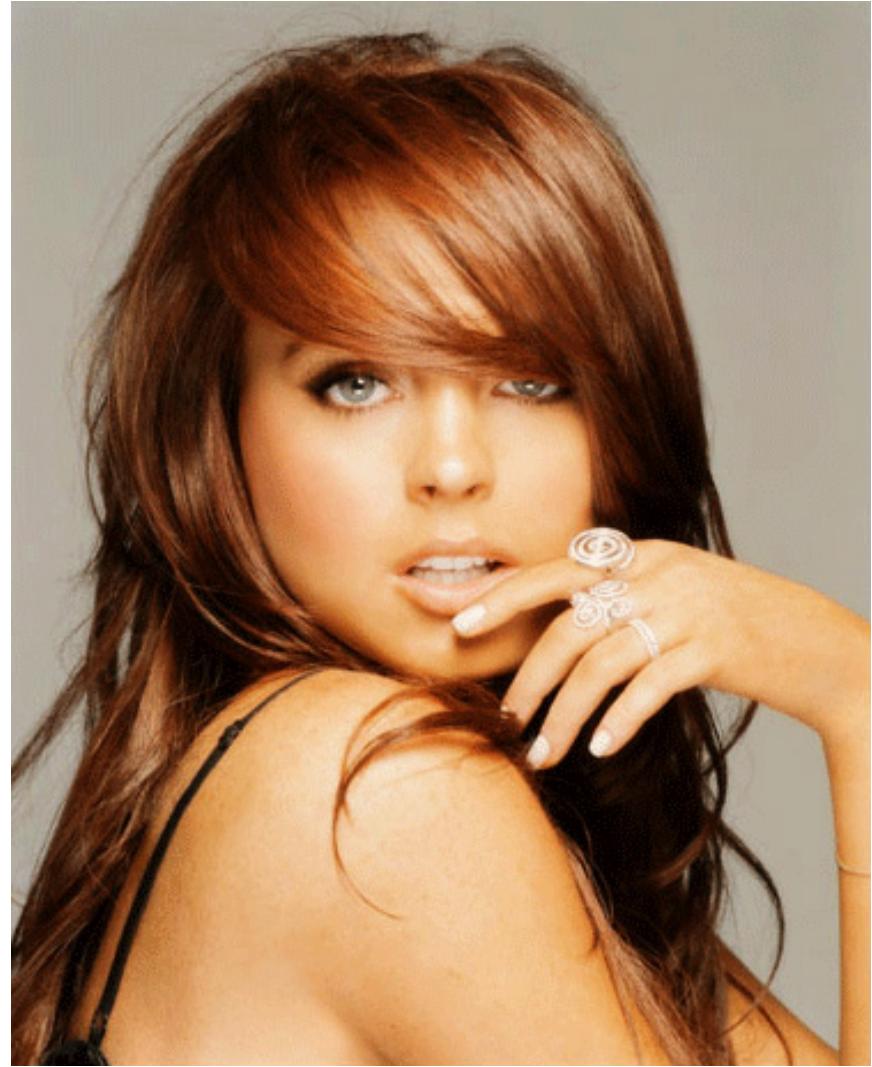






















- * When wearing colours avoid anything cool, especially white.
- * Choose colours that are yellow rather than blue based and that have a warm golden look to them.
- * Avoid two deep colours together;
- * and dressing in similar shades of colours works best.

Deep Colouring



Deep Colouring



Skin - olive, beige, often sallow and have seen some porcelain skin tones that have been deep.

Eyes - dark brown, deep hazel, deep green/olive, very dark blue

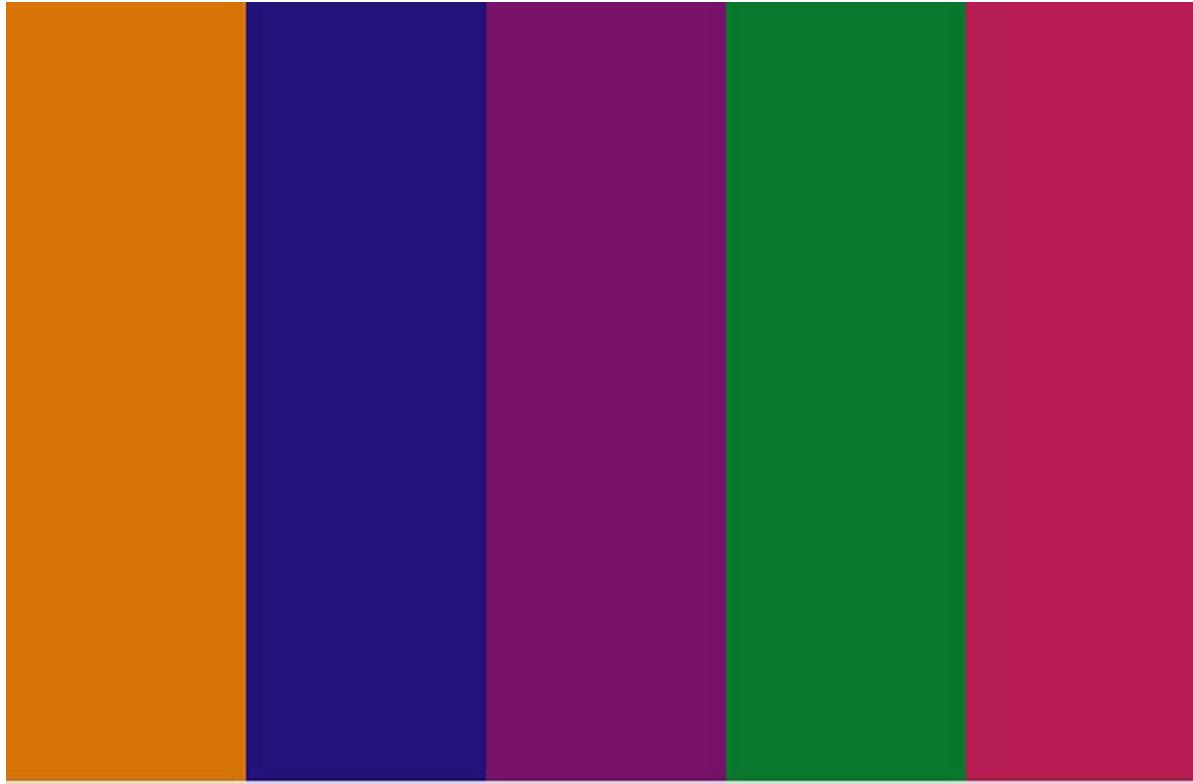
Hair - dark brown, deep chestnut, auburn, black



Neutral Colours













































pastel pink, pale blue, light grey



- * When wearing colour, avoid *light or pastels* colour on their own as they *will drain you*.
- * Dressing in one colour works well as long as the colours are *deep* in tone.
- * You can wear two *deep* colours together;
- * and you should always combine a light or a bright colour with a deep one.

Muted Coloring



Light stone



Soft Grey



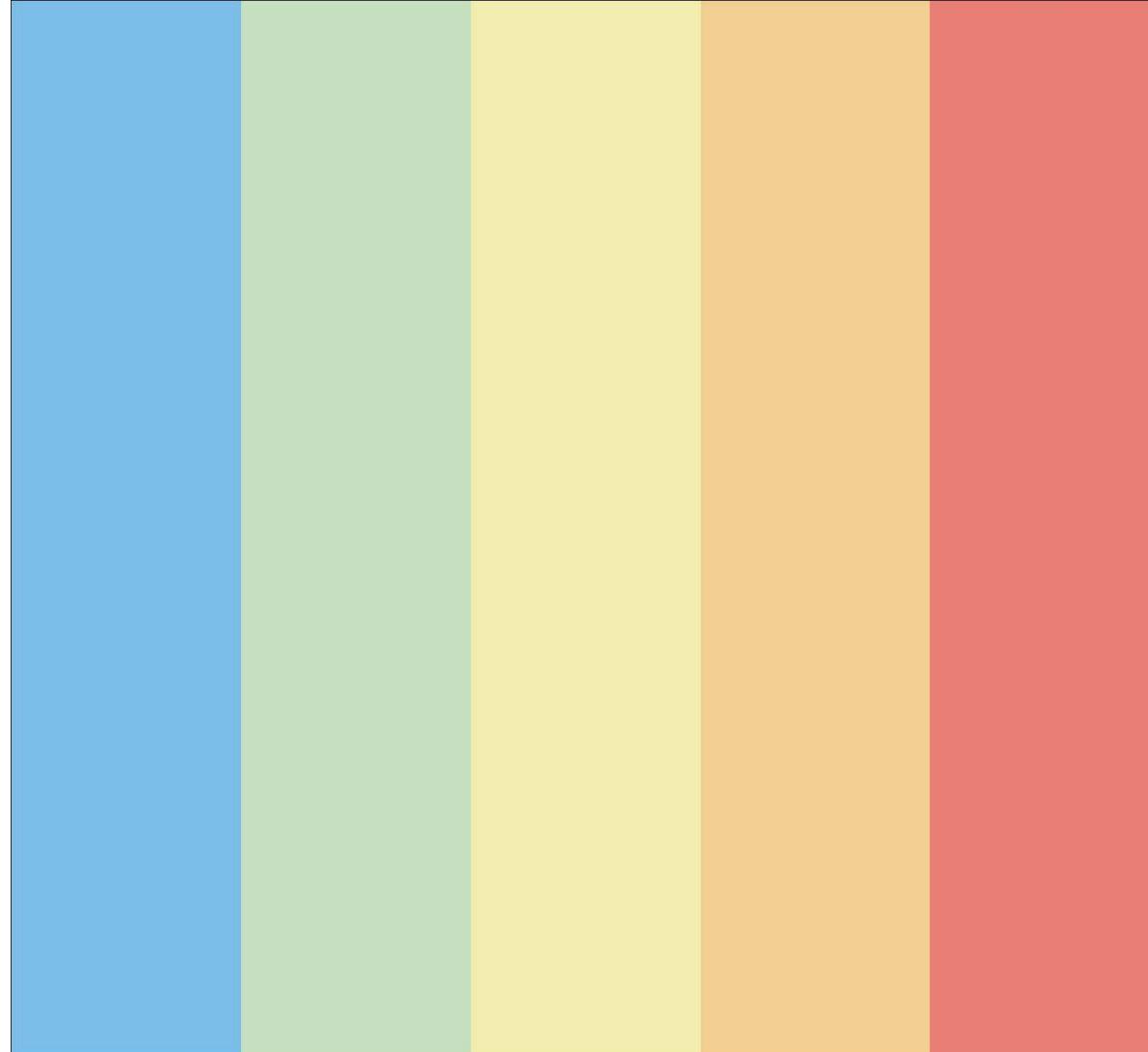
Neutral Colours















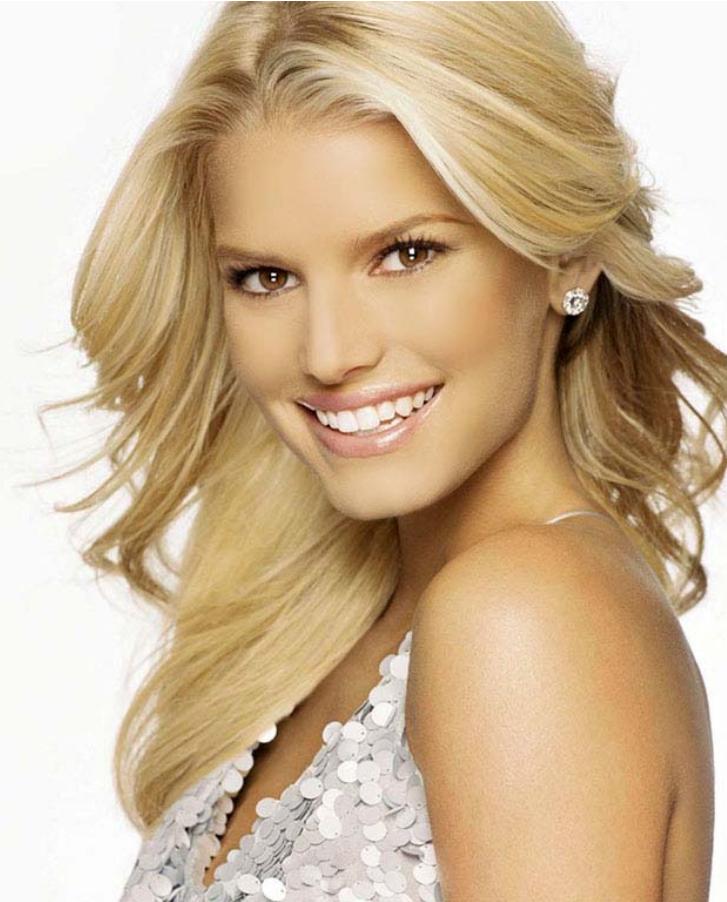


































Cool Colouring

Cool is a characteristic that shows no evidence of warm undertones and projects an **ashy look** with some strength.





Cool Colouring



Skin - Shows pink, Beige or rose-beige,
Often sallow.

Eyes - Blue, Blue-green, Grey, Grey-blue, brown, rose-brown or grey-brown often with a grey rim.

Hair - Medium to dark ash brown, Deep
ash blonde.



Cools tend to have a medium intensity

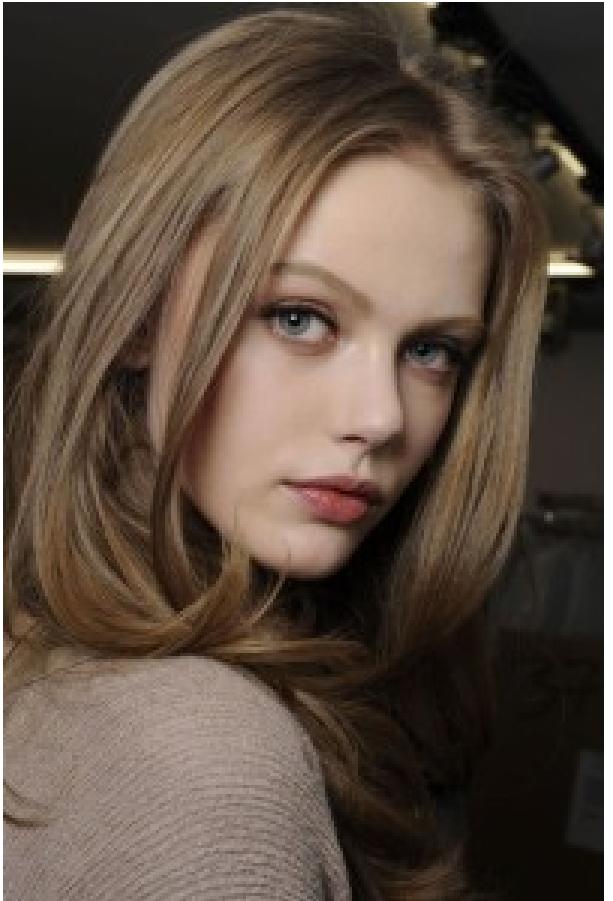


?WWW.BOOMZ.ru





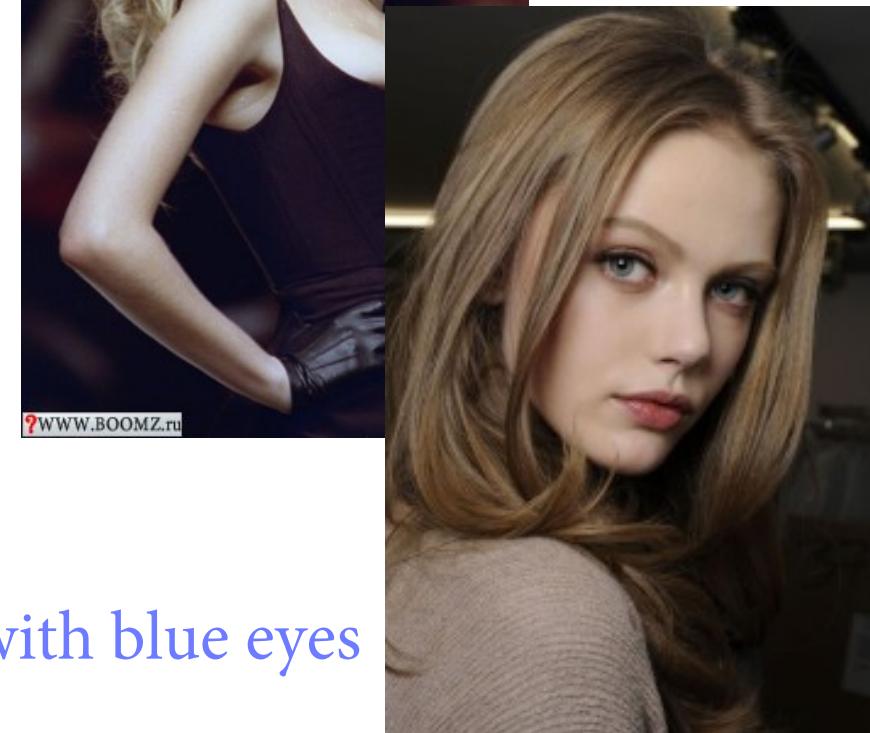
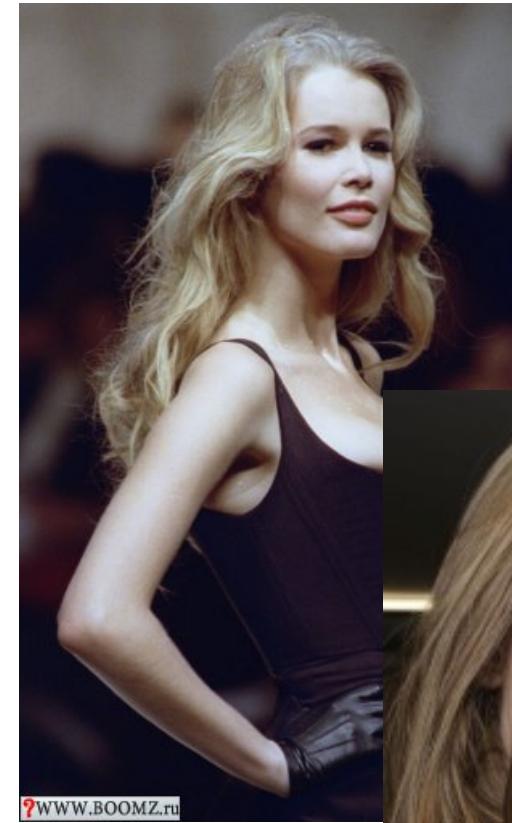








Neutral Colours



Ash blonde hair with blue eyes



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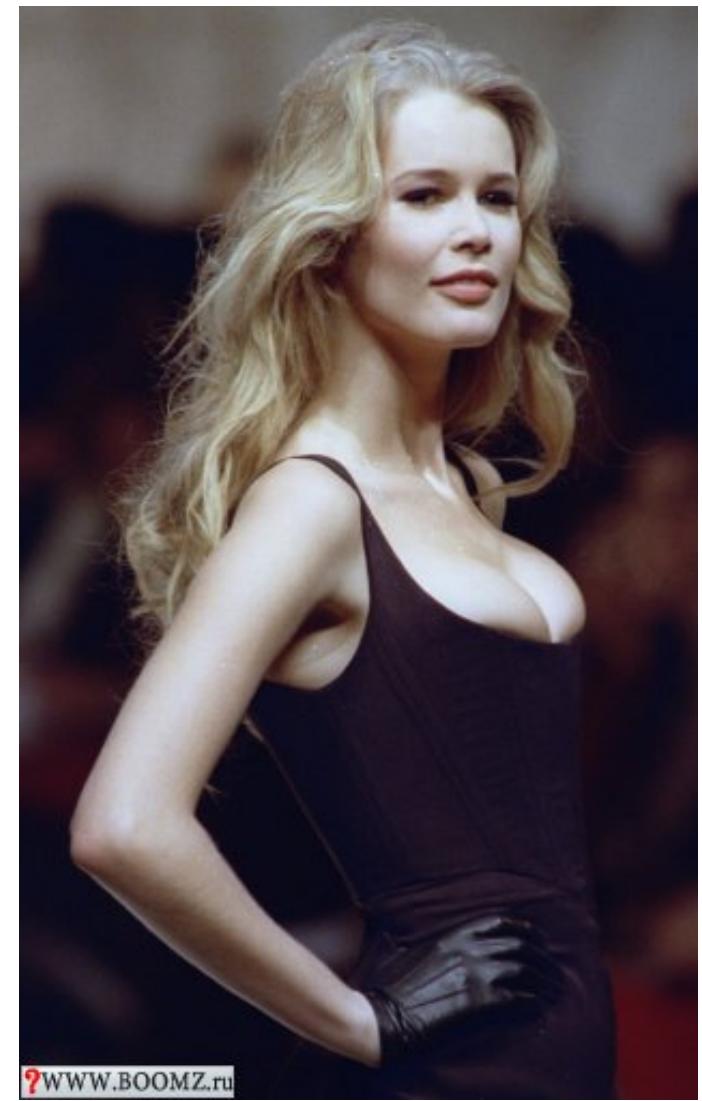
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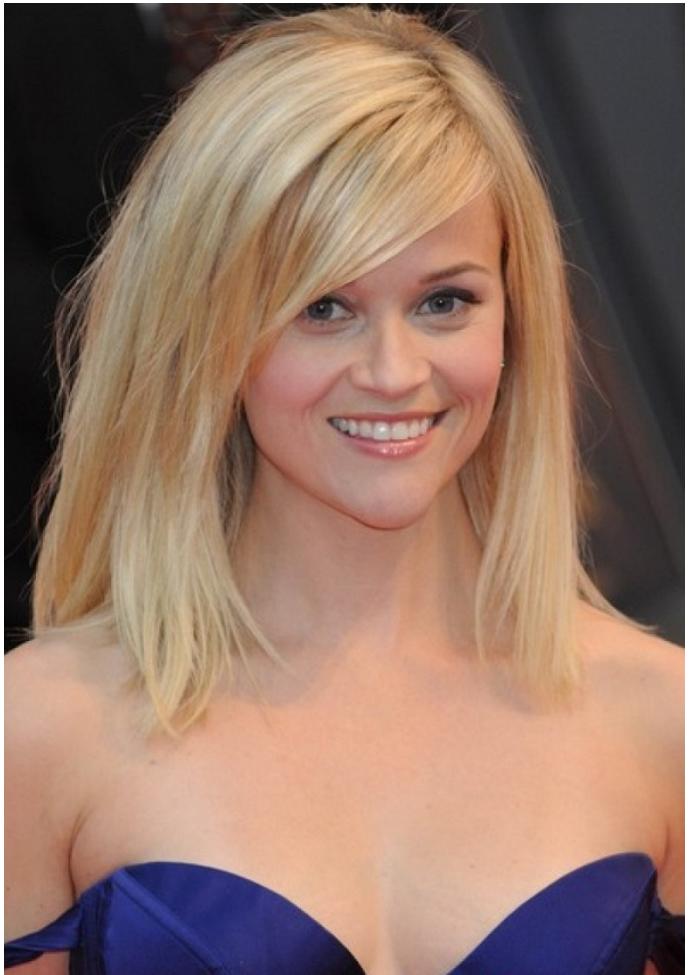


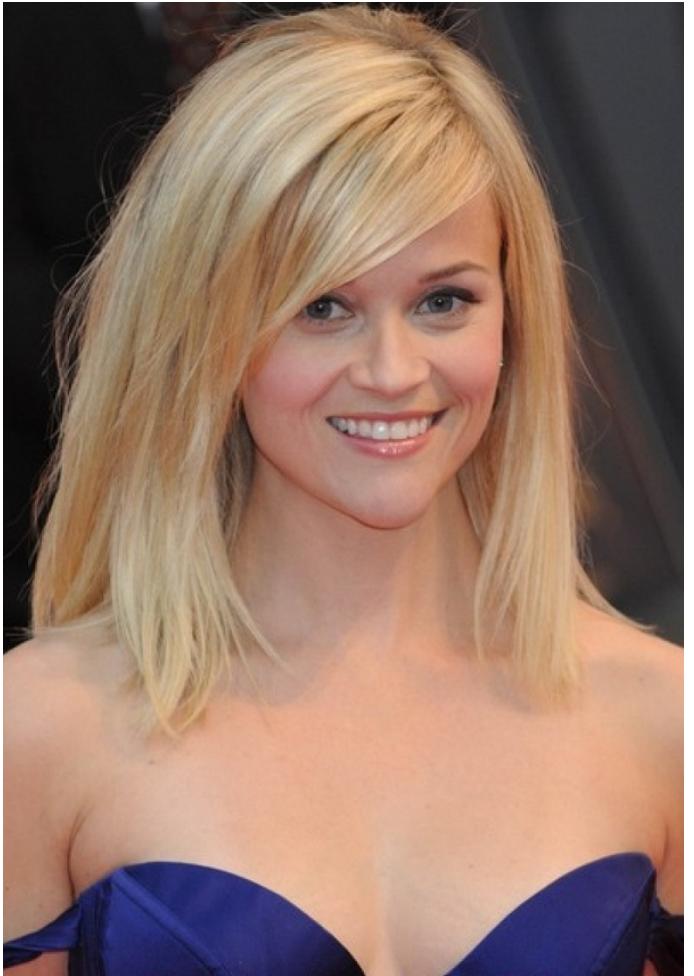


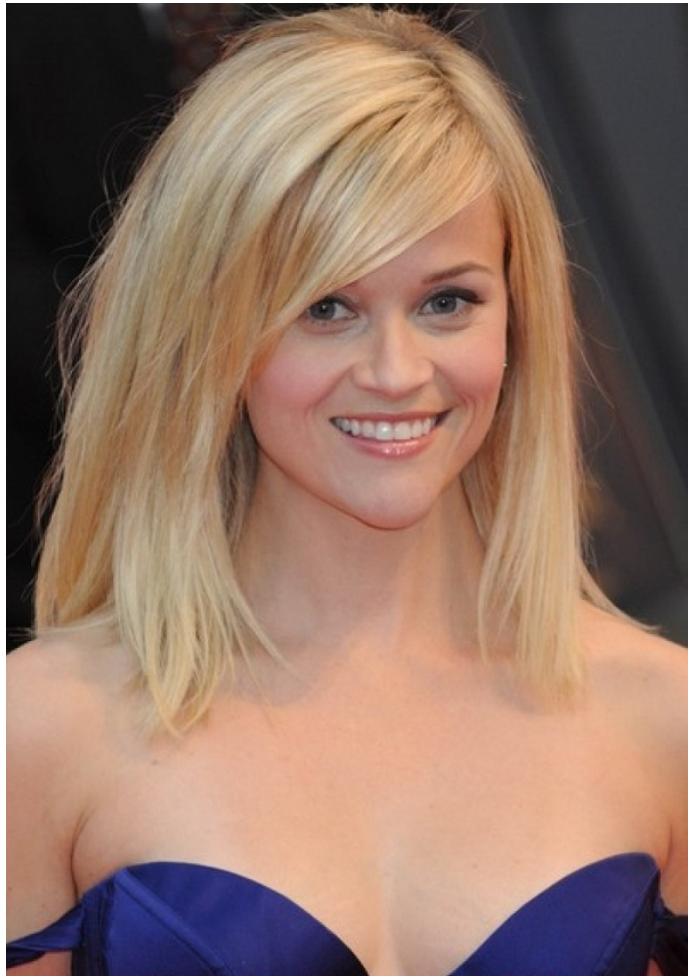
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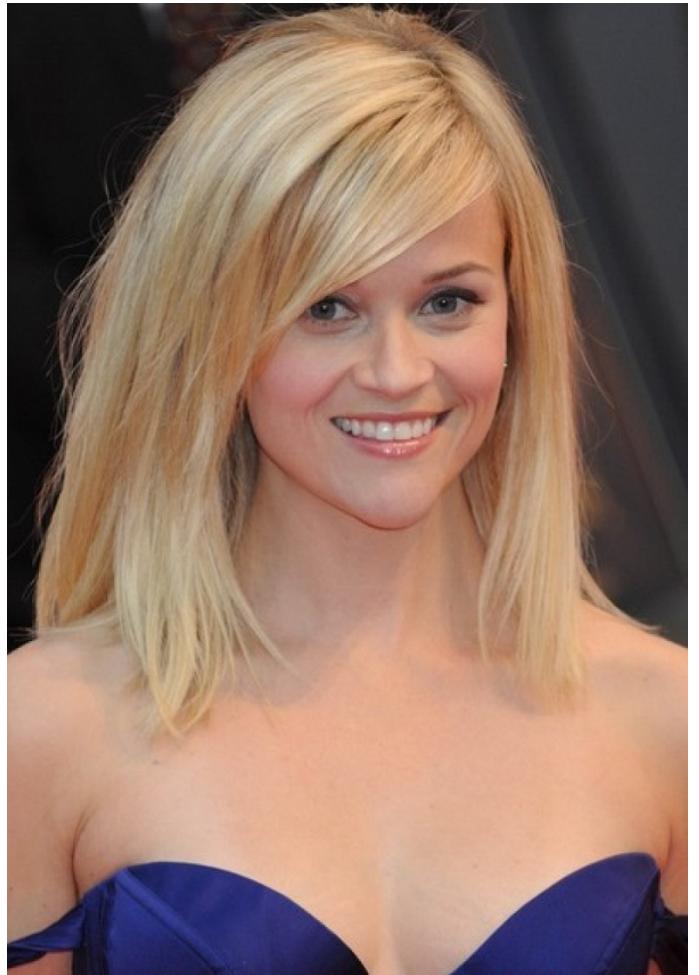


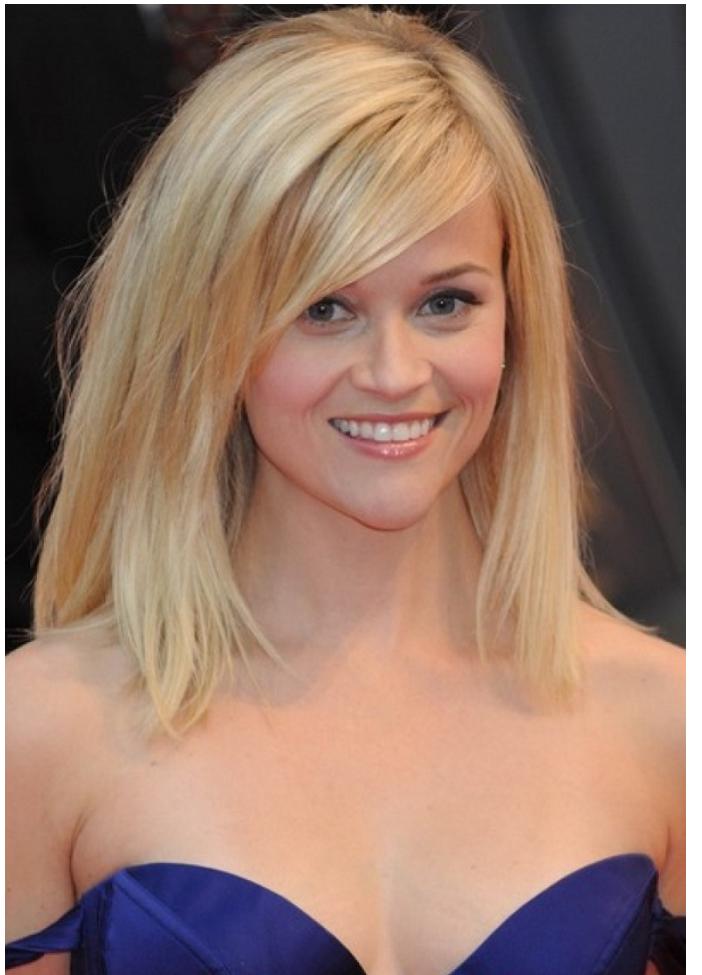
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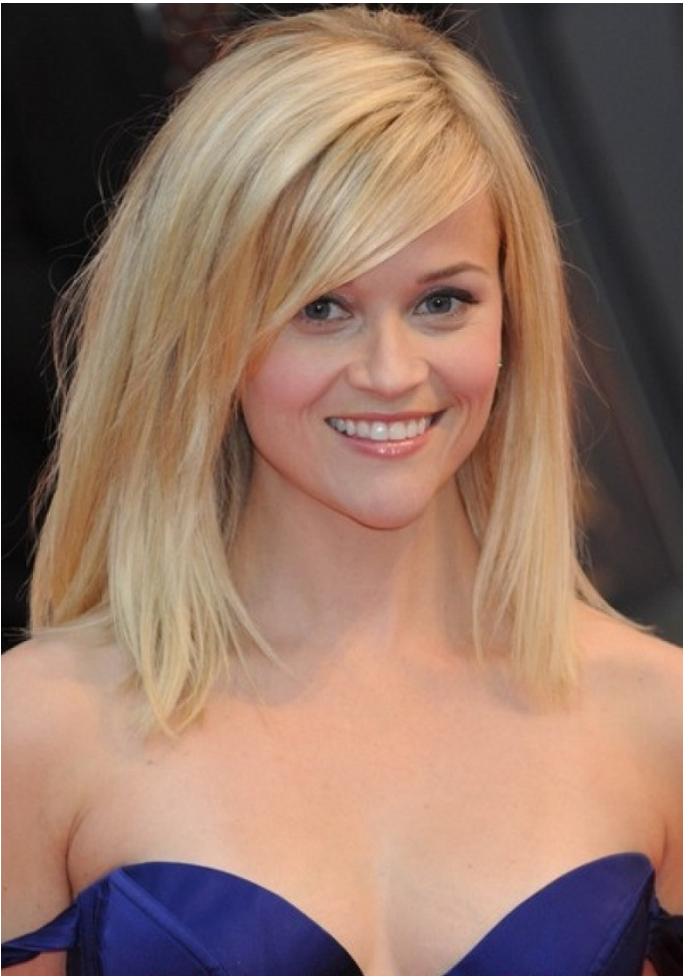




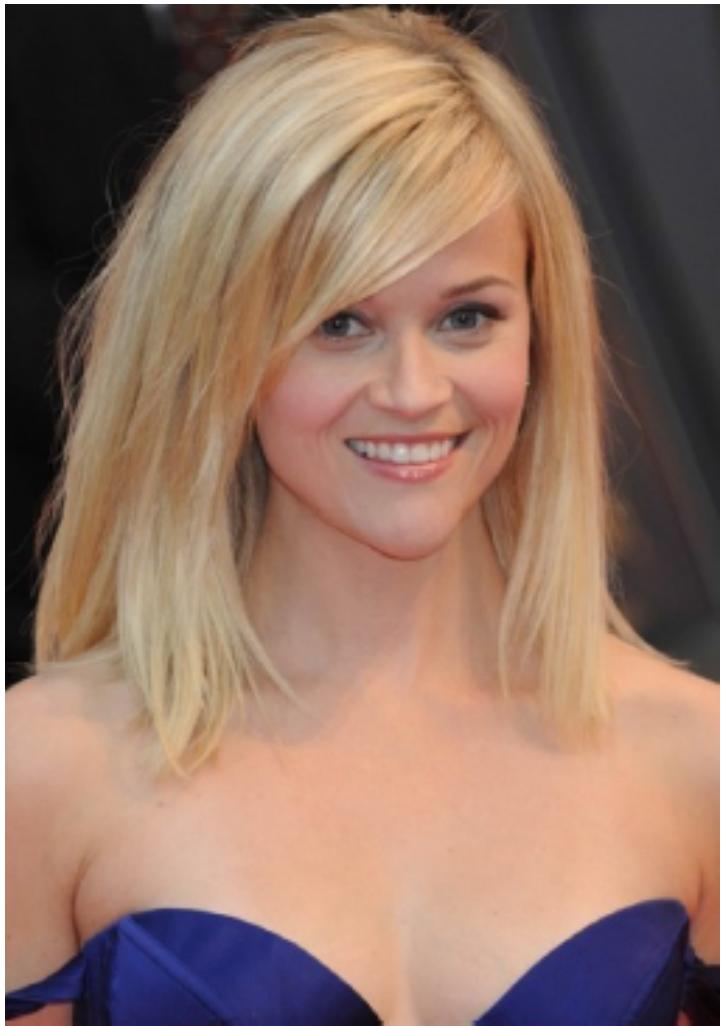


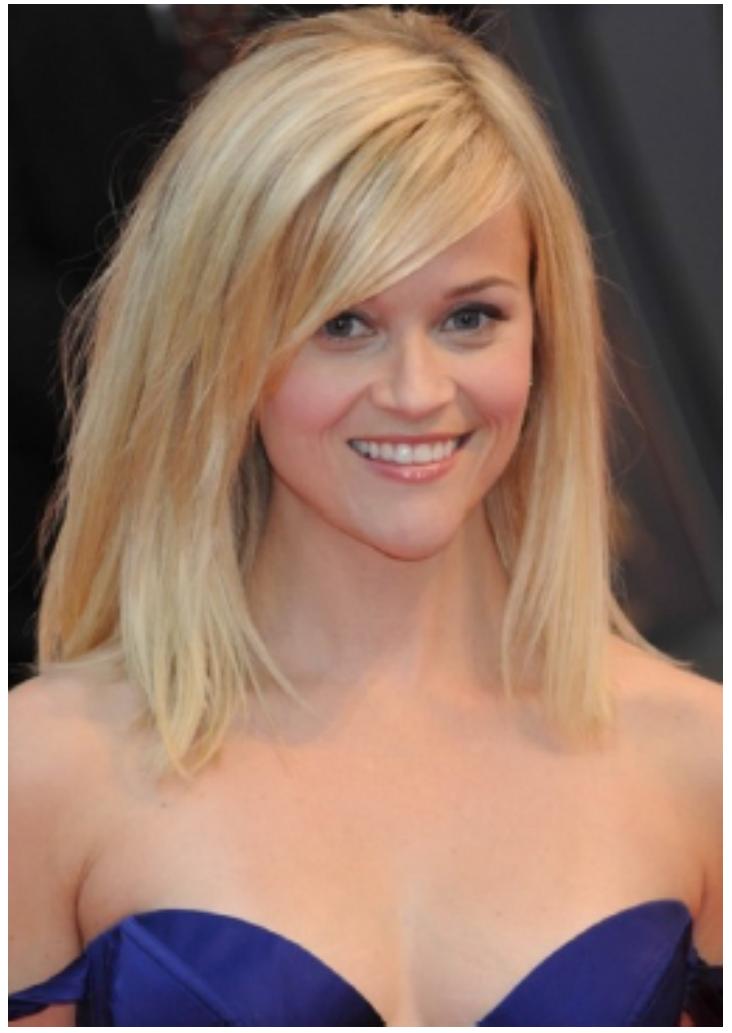


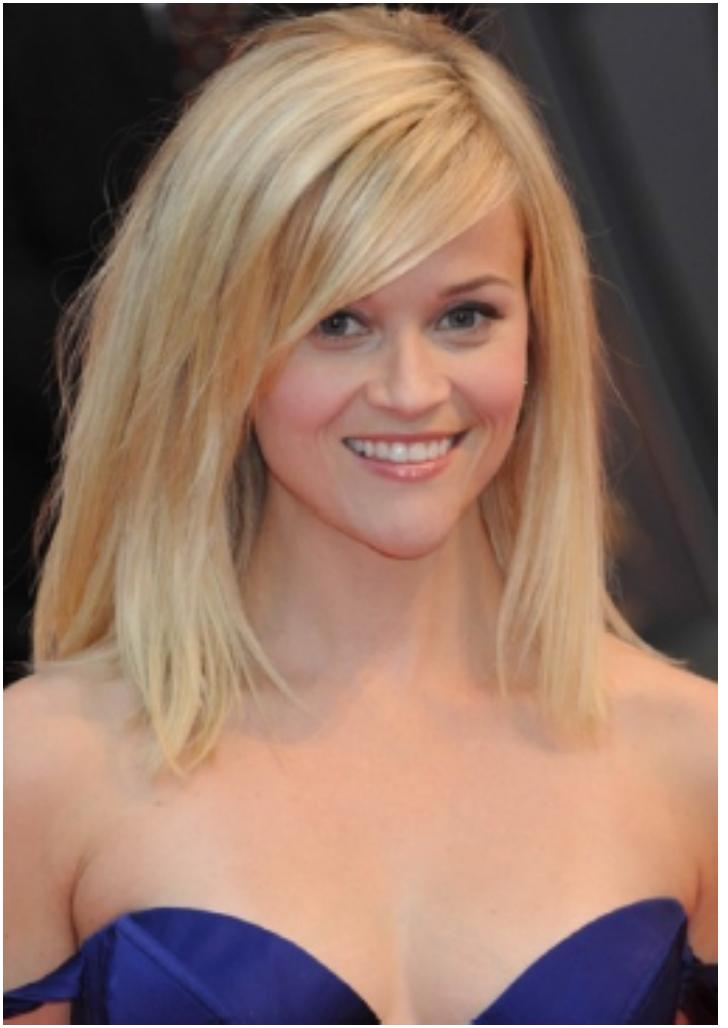


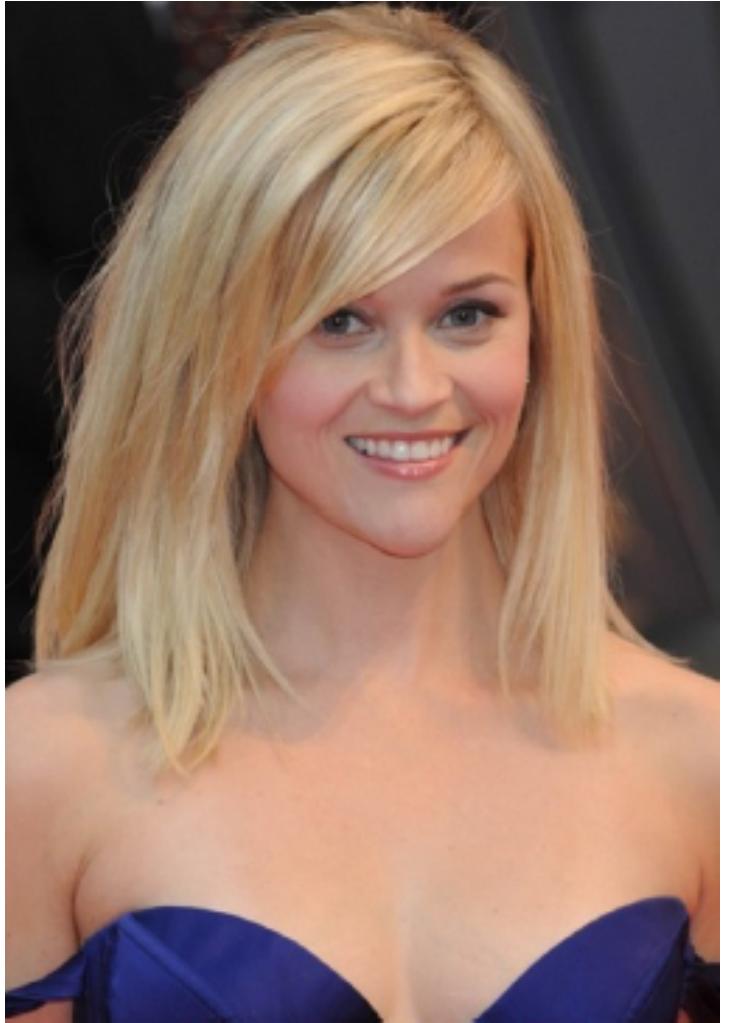


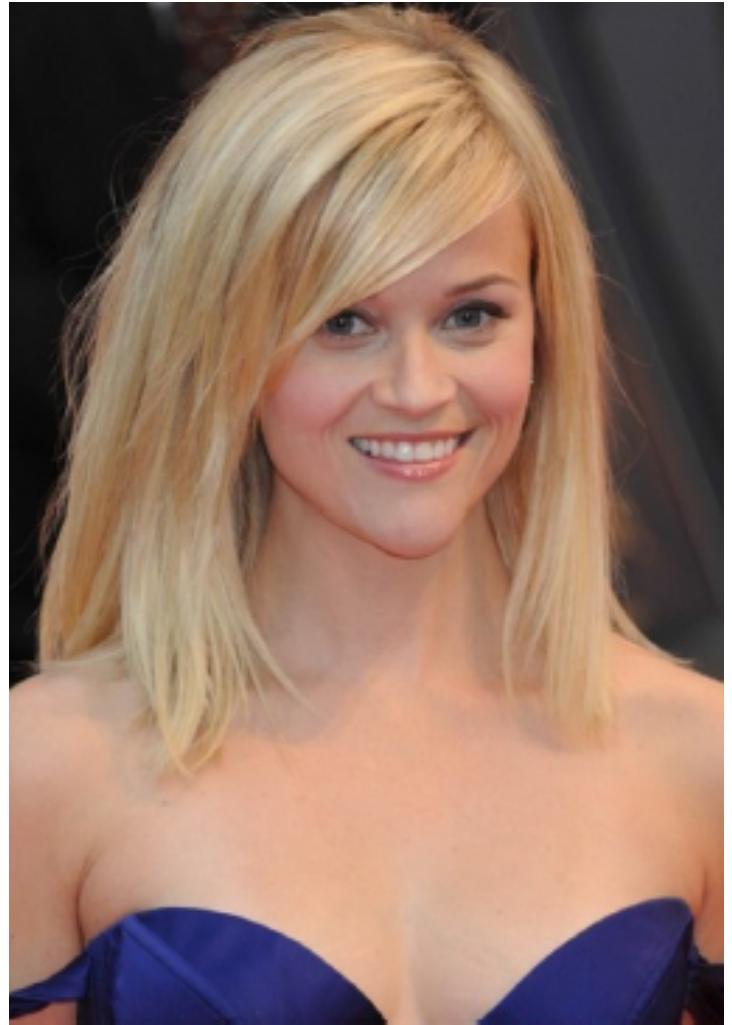


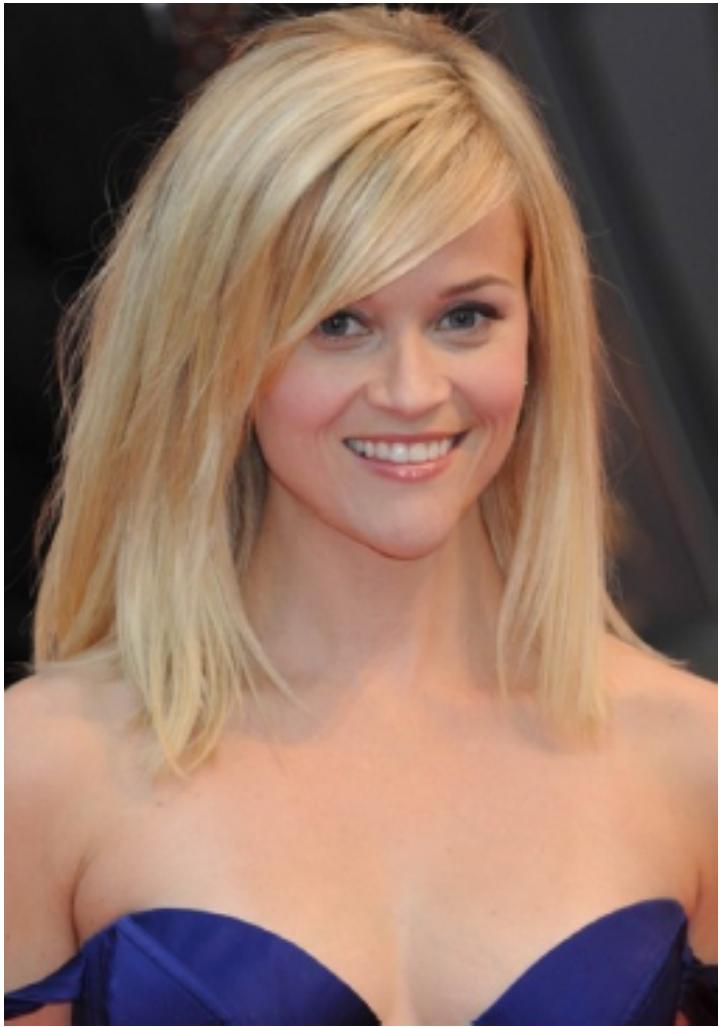


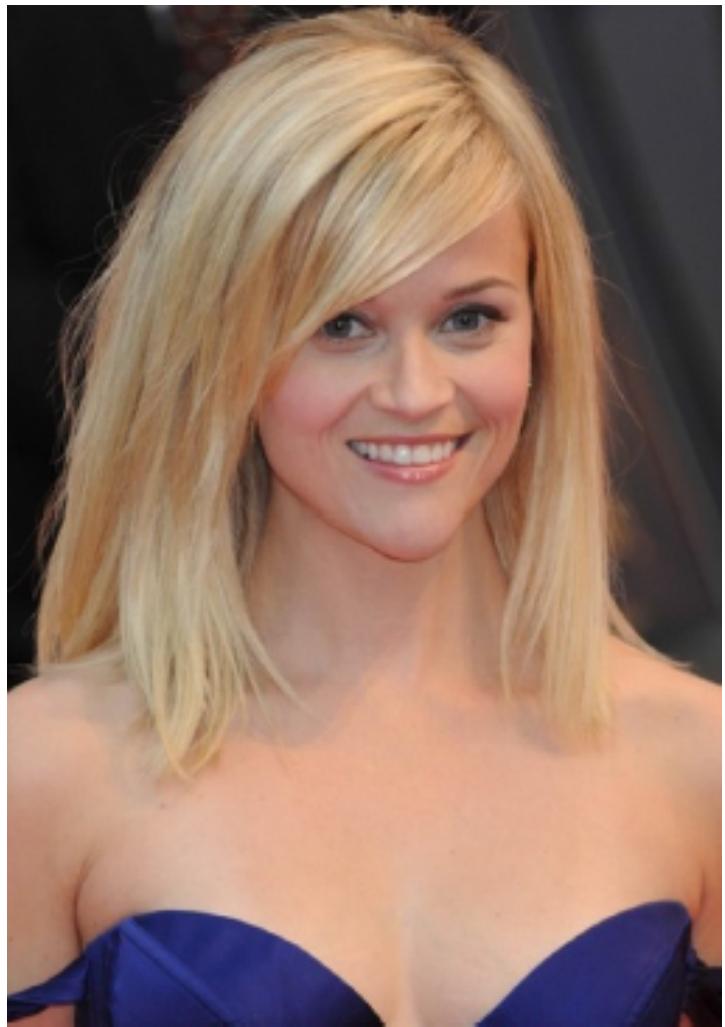


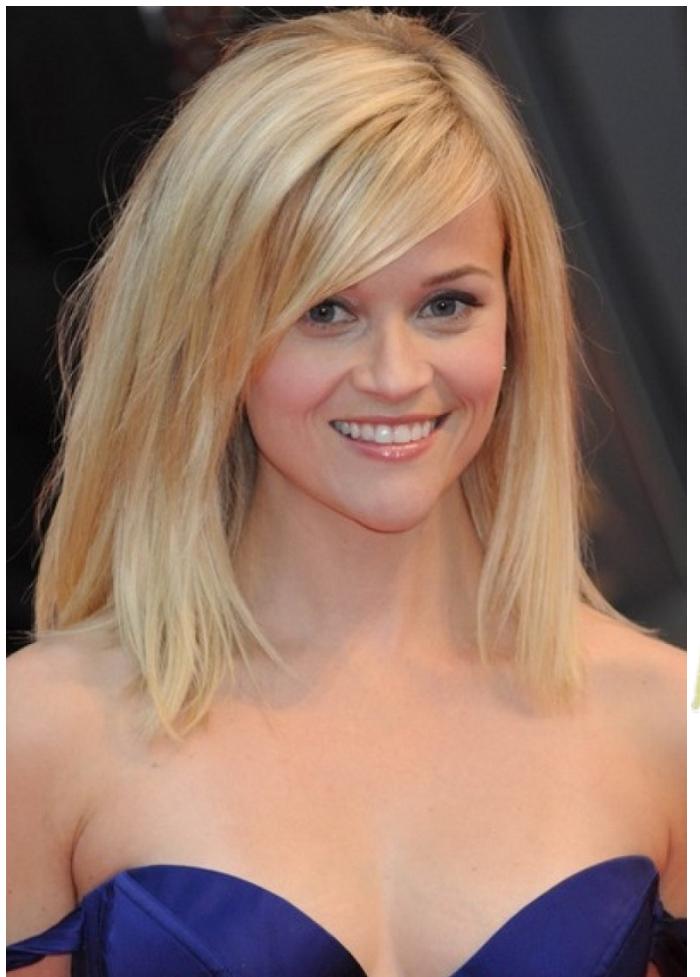


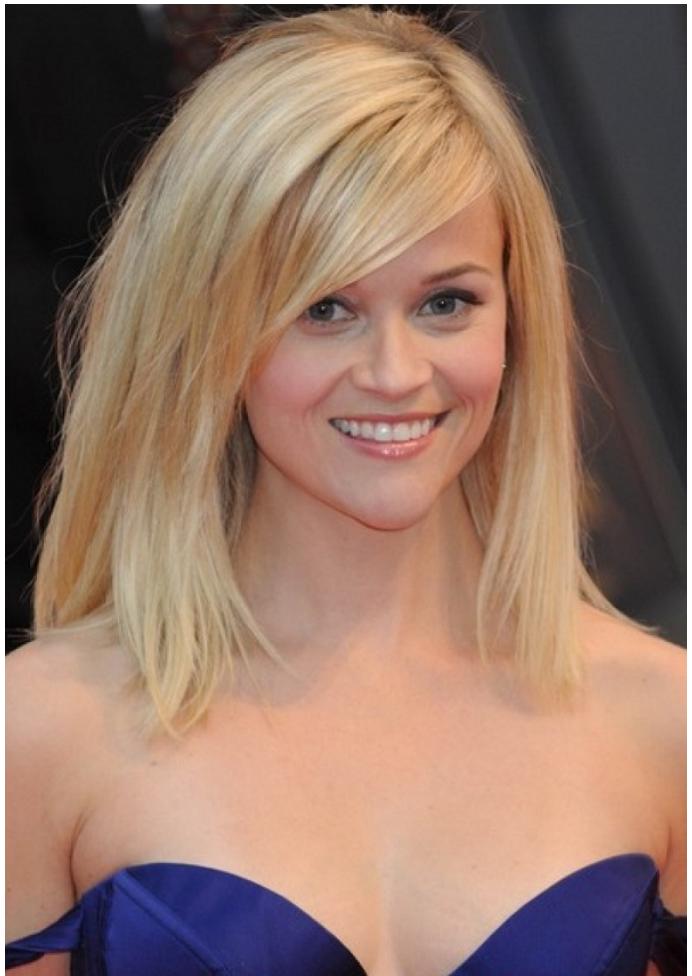












*When wearing colours avoid anything **warm** or **golden** toned.

*Choose colours that are **blue** rather than **yellow** based and that have a **cool** look to them.

*Avoid **two** deep colours together.



Light Colouring

Skin - Light, delicate looking. Light ivory or beige even pink or peach.

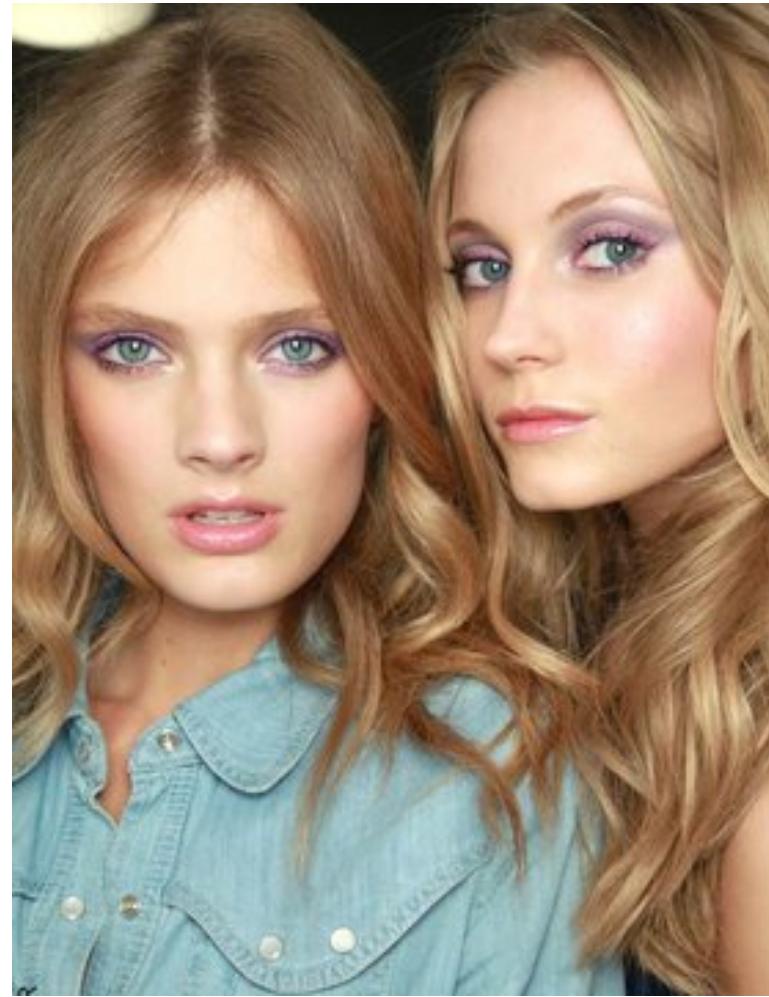
Eyes - Blue, blue-grey, light hazel, blue-green

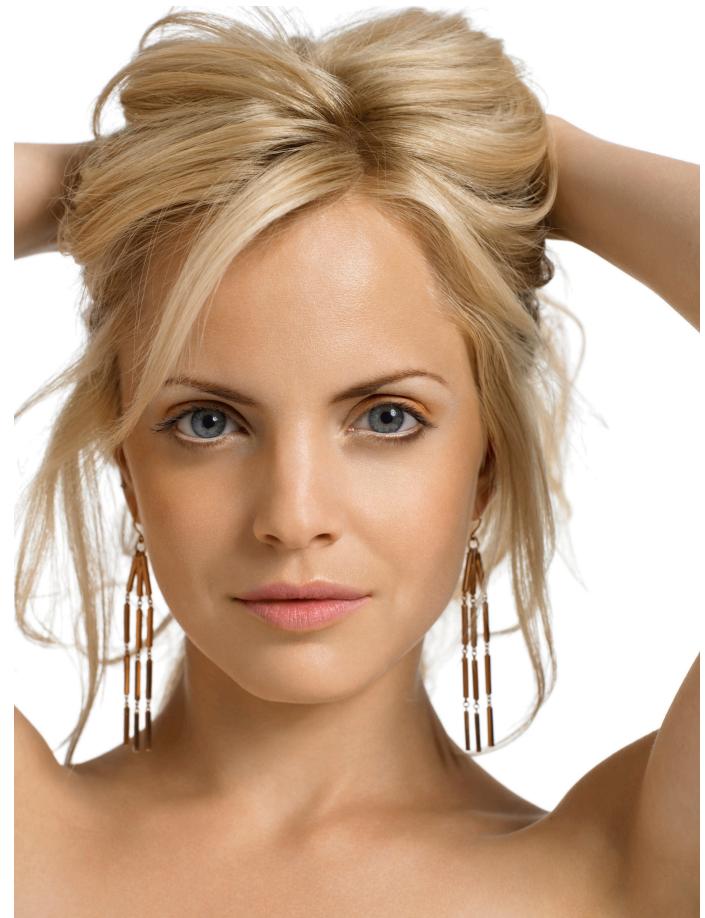
Hair - Blond : ash or golden, light to medium brown : ash or golden, lightens easily in the sun

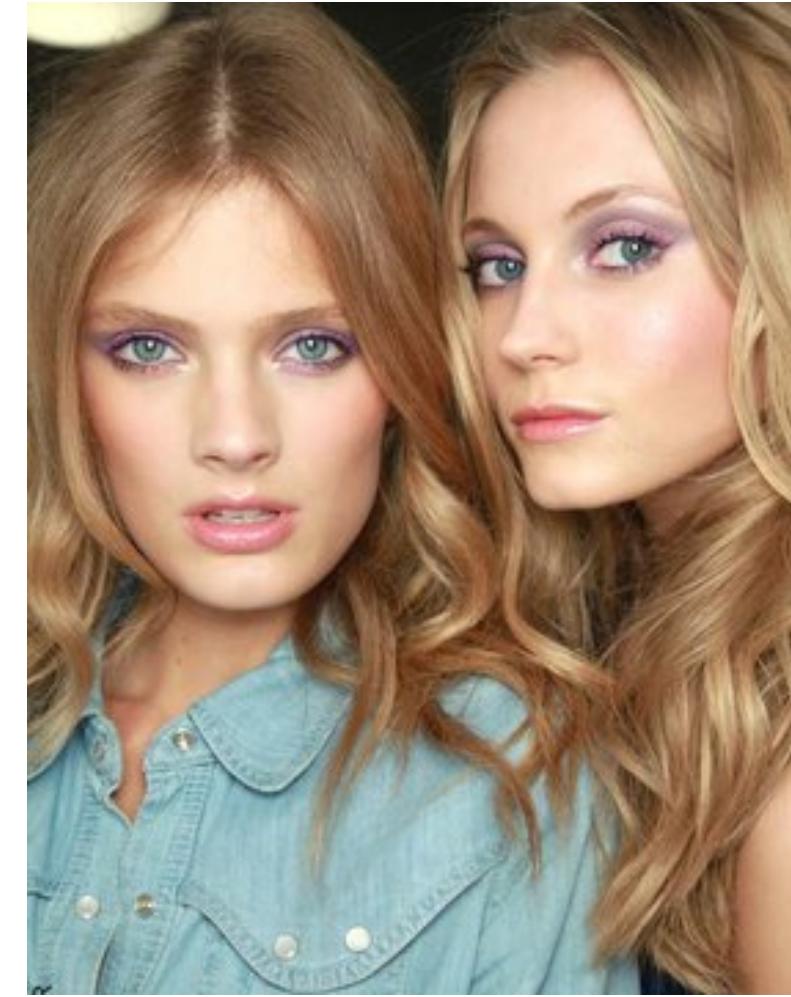




Light Colouring







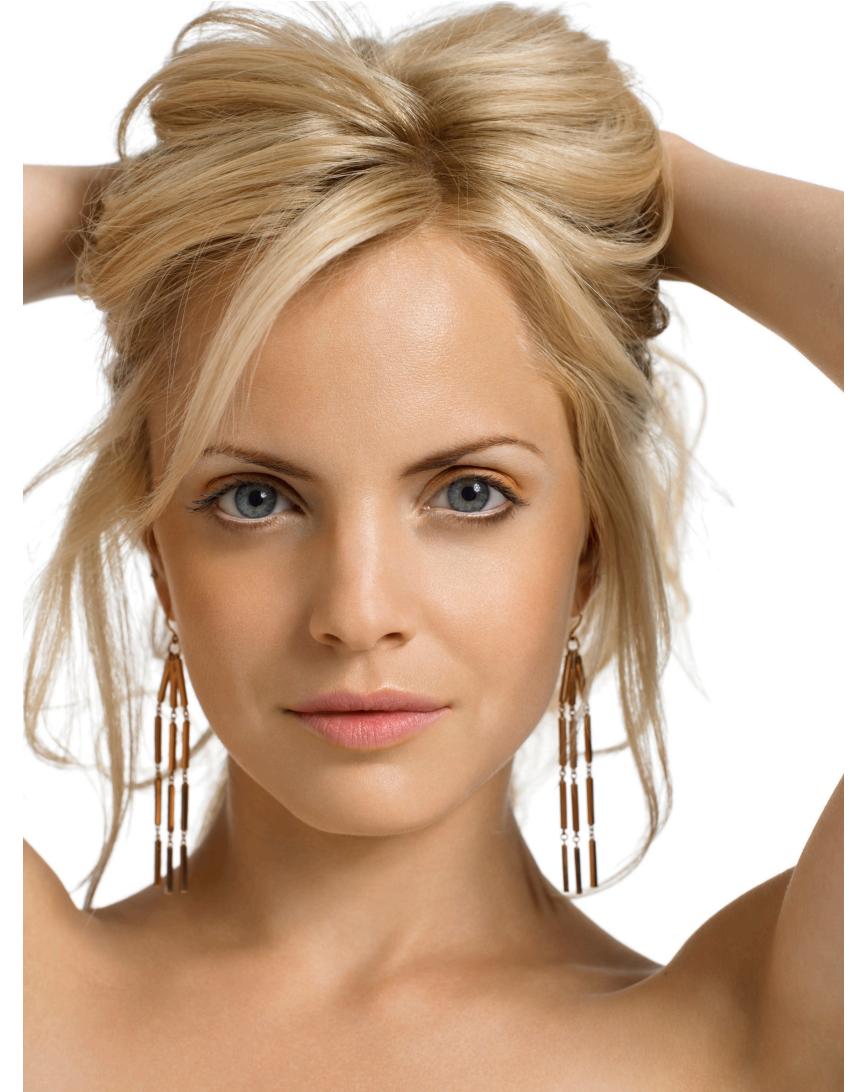
Neutral Colours

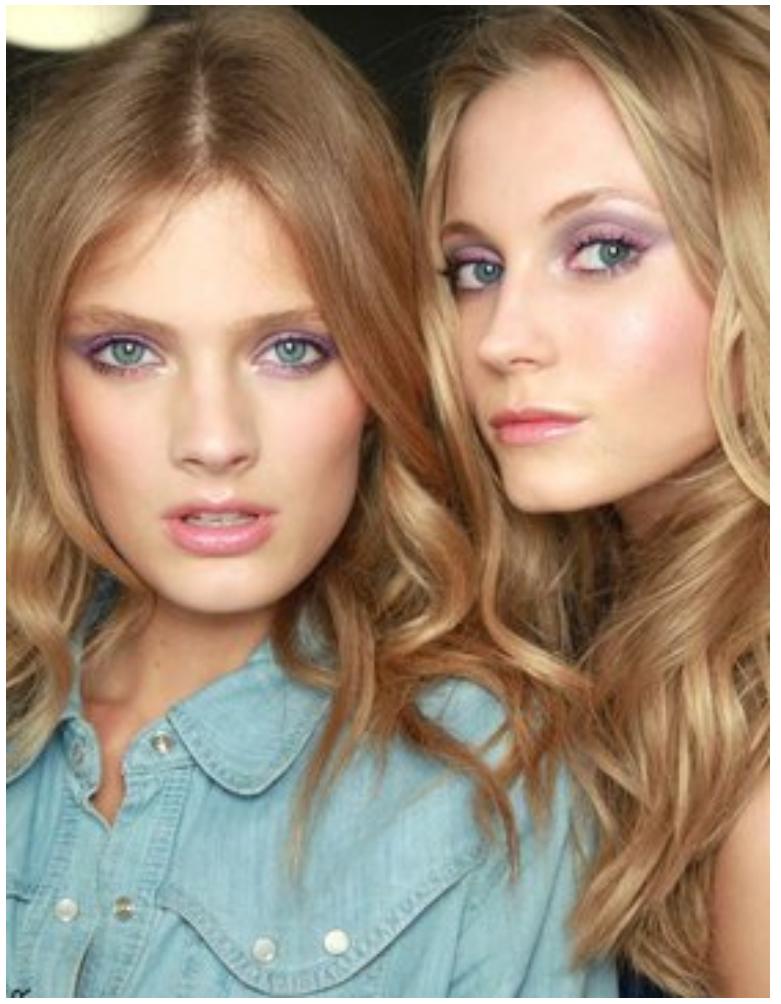
Lighter navy

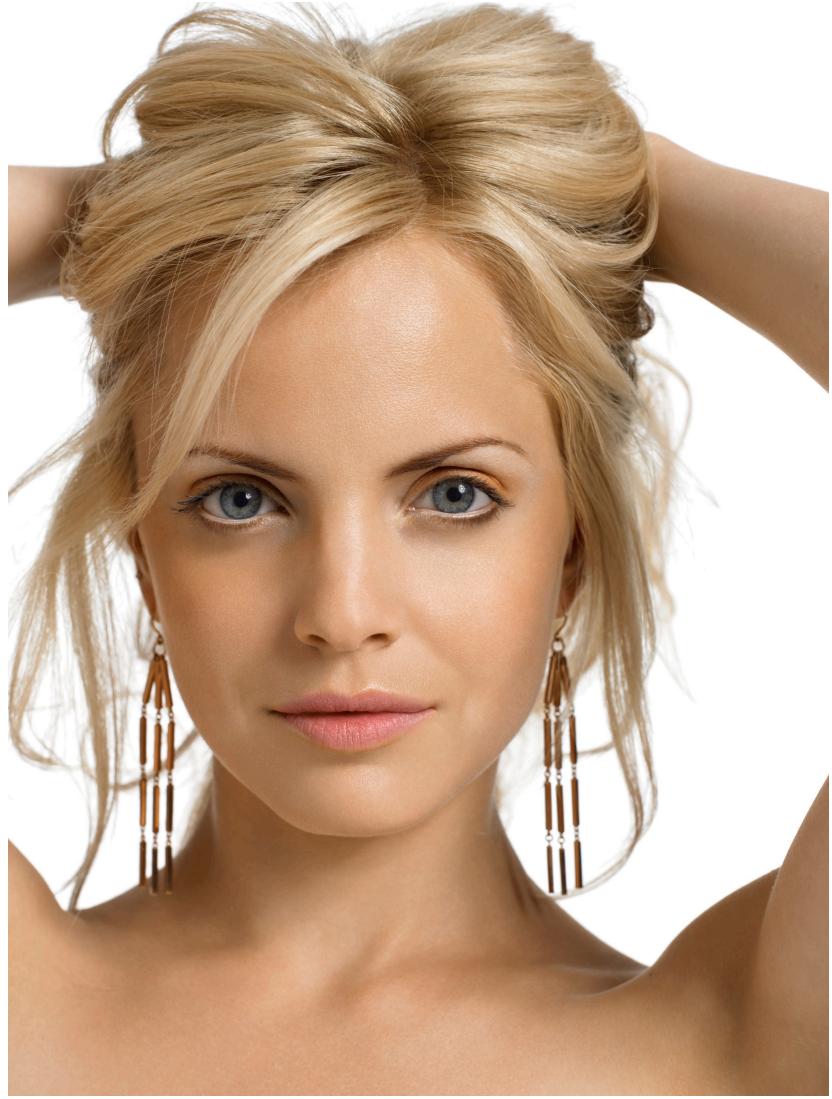
Beige



Light Grey

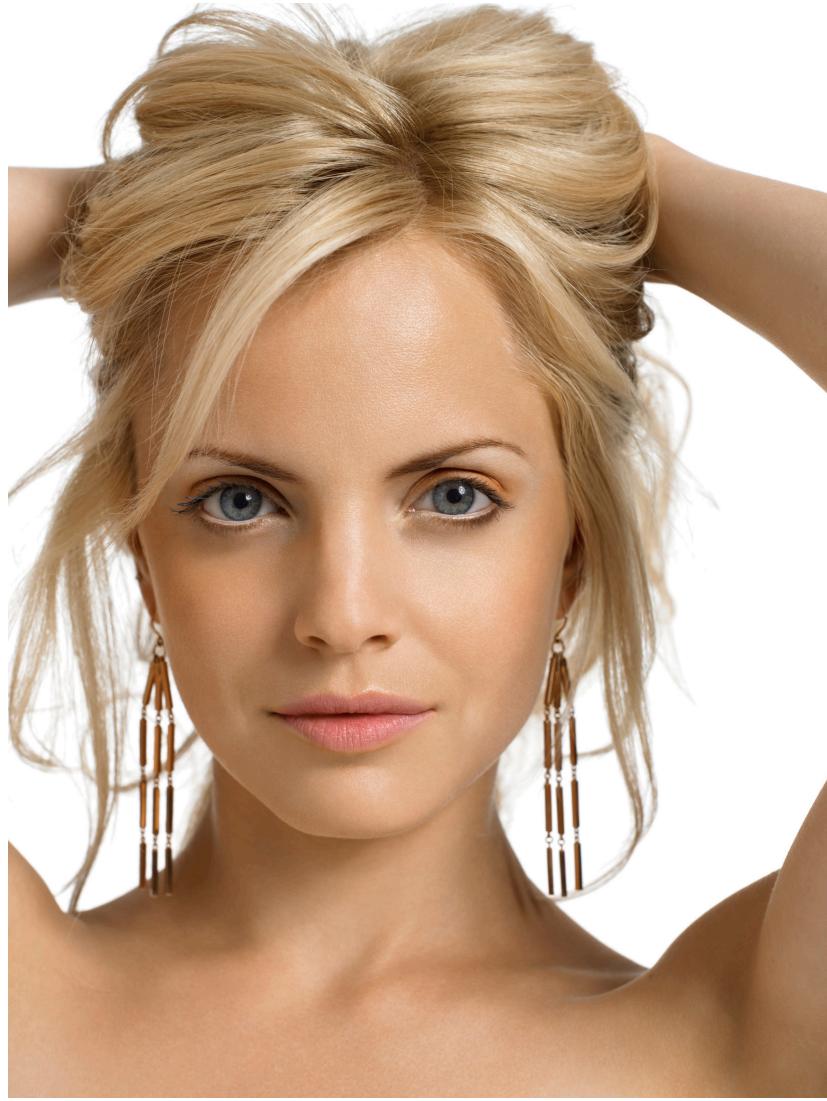


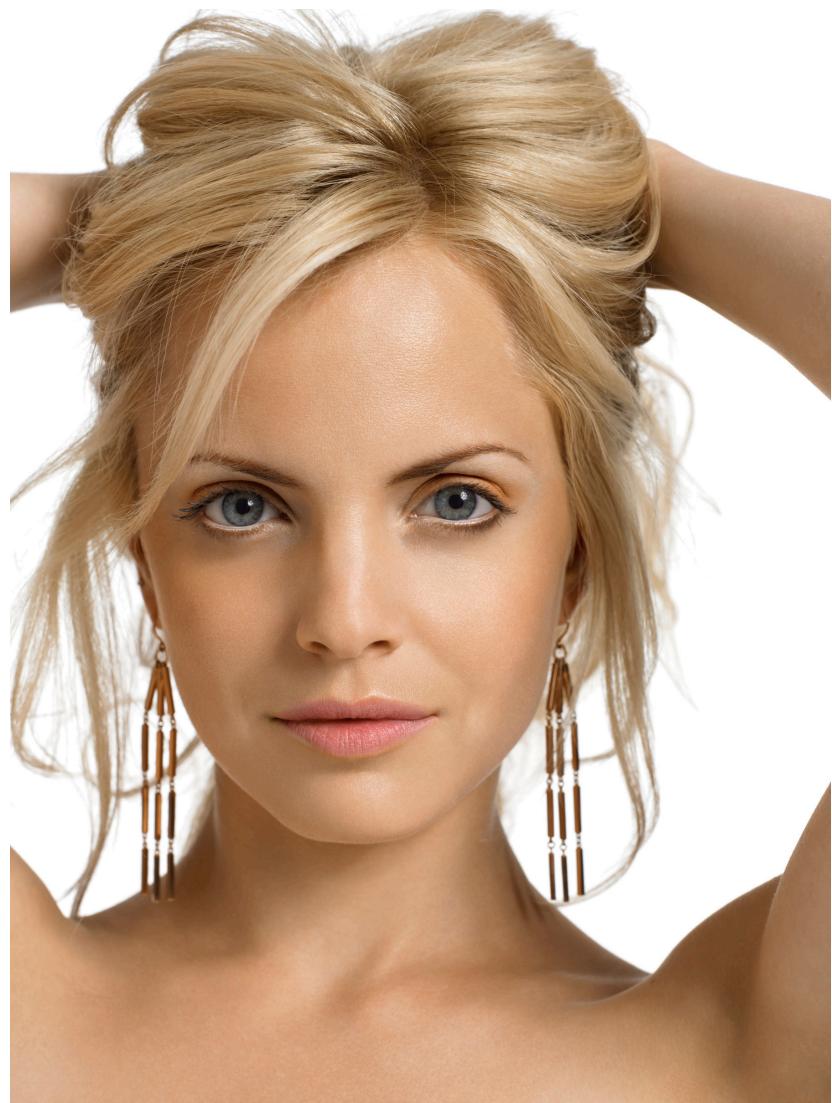


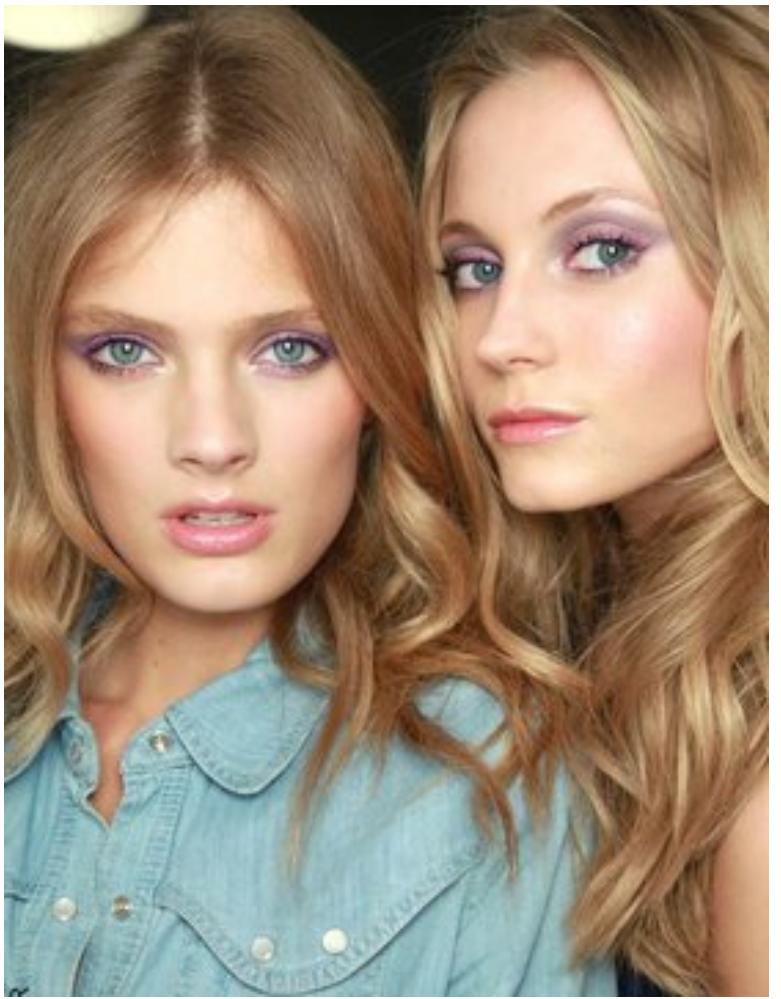


























*When wearing colour, **avoid deep colours near your face**, especially black.*

Aim for medium to light contrast and always combine a deep or bright colour with a lighter one.

Monochromatic dressing in medium to light colours works best.

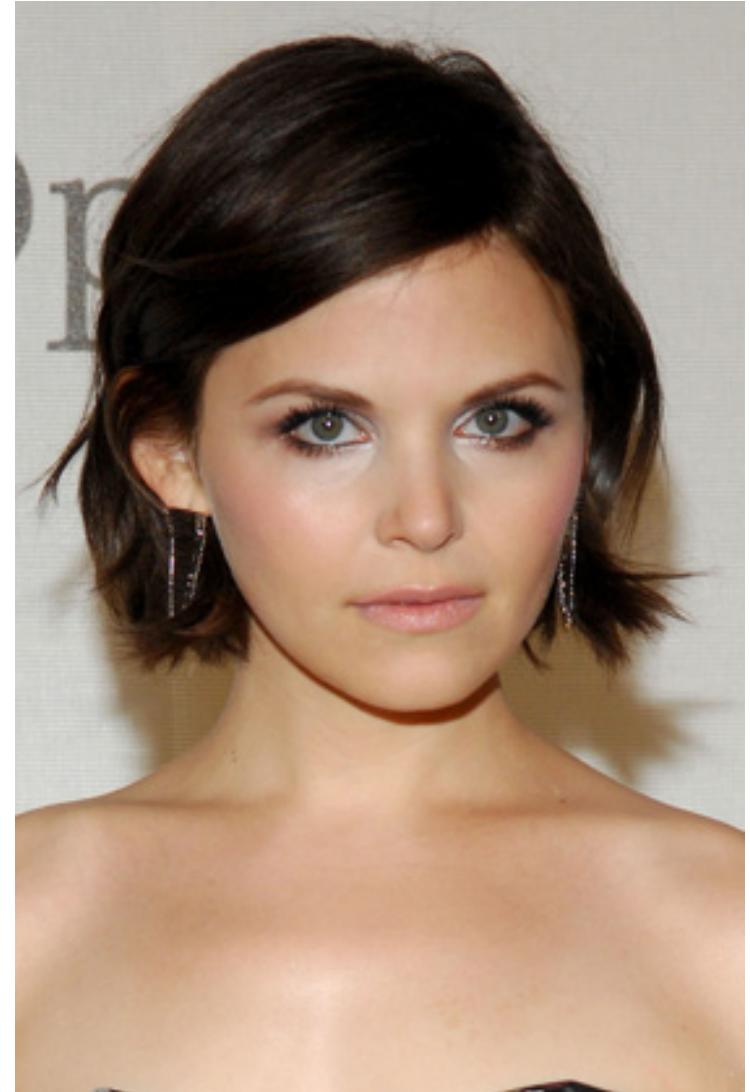


Bright Colouring

clear bright colours in medium tones



Neutral Colours







complementary

triadic



analogous

