

Why What You Wear Matters.



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The “psychology of color” can be a confusing and tedious topic, but it really boils down to this:

You know the saying “**We are what we eat**”?

Well, the same thing can be said for fashion in the sense that “**we become what we wear**”.

This saying can be taken multiple ways, but I want to focus on the colors you wear and how they affect the way you feel.

I’ll stick to six colors: black, white, red, yellow, blue and purple.

- **Black:**

Did you know that black is a mixture of one of three combinations of colors: hues of yellow and purple, hues or orange and blue or hues of red and green? Simply said, black can give you out-of-this-world confidence if it’s worn correctly.

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Well-tailored black blazers and pants can make you feel like you can conquer anything.

A fitted black top can make you feel thin in an instant without having to spend one minute in the gym.

Plus, it pairs with almost anything! Ugh, how I adore black.



Black Bootcut Jeans



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- **White:**

White is actually the absence of color & has always been considered the color most related to purity and cleanliness. So, wearing white can have a similar affect on your mood.



White Sweater-Nordstrom

Wearing white will give you that “I’ve got it all together” kind of feeling.

And who wouldn’t want to feel like that?

- **Red:**

Red is probably the boldest color you can wear. Because of this, wearing it evokes a sense of confidence, which is then instilled in YOU.



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Take your Monday from an average feeling of:

“Eh, maybe I can have an okay day today”,

to an empowering feeling of:

“Wait, why am I not the CEO of an international billion dollar franchise?”

... Okay, maybe wearing red won't change your mood THAT much.

But the next time you throw on something red from your closet, be sure to embrace that sense of empowerment!



Red Dress-Nordstrom



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- **Yellow:**

Yellow is the color most associated with happiness. Ever wondered why smiley faces are ALWAYS yellow? Hmmm...

And, believe it or not, yellow is not as hard to wear as you may think. There are so many shades of yellow to choose from these days that you can definitely find the one that works best for you and your skin tone.

Wearing yellow can be a mood booster as well as an energizer. Fast food restaurants have been known to use a lot of yellows in their decor as a way to get people in and out FASTER. So, this same psychological technique may work on you when you are wearing this color! Crazy, right?



Yellow Tank-Nordstrom

• **Blue:**

Blues that are bright and bold (like royal blue) are commonly found in fashion. And this is a GREAT thing because these blue tones are known to make both those who **wear** the color and those who **see** the color more productive.

A lot of gyms paint their walls blue as a way to help increase the productivity of gym members’ workouts. This makes the people working out happier with their overall gym experience because they feel like they accomplished a lot during their workout.



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Now I'm starting to think I should throw on a blue shirt every time I crack open a book to start studying



Blue Velvet Blazer-Nordstrom



Pinterest

Purple: •

Purple, especially in soft tones, is calming. Think about the scent of lavender. It is meant to have a calming affect on your mind and body. Well, wearing the color can do the same thing for your mood.

Purple is also known to be a very feminine color, and is commonly related to romance. I guess now you know what color to wear on your next date night!



Purple Coat-Nordstrom

In conclusion, what we wear matters because it can influence how we feel! Think about that saying...

“We become what we wear.”

the next time you go shopping or, even just the next time you’re choosing what to wear from your closet, and I bet your entire outlook on clothing will change.



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By intern, Breana Intlekofer

- black
- blue
- psychology of color
- purple
- red
- white
- yellow



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