*TITLE*

In one of my favourite alternate realities I have the means to spoil myself with all sorts of fabulous luxuries. Mainly clothes, of course. With a myriad of options to choose from I have the ability to customize each individual article to my mood on any given day. However, even in a world where I find myself drowning in clothes I, like many others, struggle with understanding how to appropriately match the colours of my outfit with my skin tone. I decided, therefore, to tackle the question of what colours best suit my skin tone.

This topic of matching skin tone to outfit colour has been thoroughly discussed, however, upon researching this subject I struggled to uncover any evidence-based findings. I did find that most sources reported relatively consistent information. \_\_\_enter example information\_\_\_, but aside from the very common reason of “don’t wear this and that because you’ll look *washed out*”, no one referenced any scientific literature supporting this reasoning.

I decided to persevere and the first step was figuring out which classification system I wanted to apply onto myself. Did I want to go with a more seasonal classification, should I perhaps stick with something simpler like fair, medium and dark skin tones or should I go with the popular warm versus cool categorization. While the second option made the most intuitive sense to me, it seemed that the rest of the Internet preferred the third option. So I made it my mission to figure out whether I have a cool, neutral or warm skin tone.

After navigating through several websites and quizzes I couldn’t understand why it was so difficult for me to figure out my skin tone temperature. All these sources kept on saying that I should look at the colour of my veins for answers. Apparently, if your veins are blue then you’re most likely a cool tone as oppose to if they’re green which would indicate a warmer tone. Of course it was only inevitable with my luck that my veins appear to be an uncooperative mix of both blue and green. Other sources claimed that those who tan well are more likely to be warm toned compared to those who burn easily and are likely cooler toned. In the end I decided that the best way for me to figure out my skin tone temperature would be to make some comparisons with well-known celebs. I found that the celebs whose skin tone best resembles mine are Halle Berry and JLo. Voila! According to my sources it turns out that I have a warm skin tone (specifically an autumn) and the consensus seems to be that reddish-orangey hues and earth colours are my jam. The jury still seems to be out with regard to jewel tones and pretty much all other colours and shades. Some sources agree that wearing dark colours tend to dull warm tones, while I found other sources that concluded that bright colours would make warm tones look faded. My favourite sources, of course, were the ones that argued that my skin tone could work well with any colour my heart desires.

By this time I began to realize that choosing the best colour for my skin tone was pretty much going to be a shot in the dark. Which got me thinking… What about the dark? And what about the light? If one day I decided to wear pastel purple to a dimly lit environment, wouldn’t people just perceive it as a dull gray? To what degree does the environment compromise the thought and effort I just put into this strategic outfit? And if the colours in our environment affect the colours of both our outfit and our skin tone then is it even worth the effort to worry about matching skin tone to outfit colour?

To answer this question let’s imagine a world where people match their skin tones to their environment. Consider, for example, a world where people only went to restaurants where the colours in the environment best suited their skin tone. To explore this reality I scraped the interior images of all of the restaurants in Toronto and identified the three most common colours in the restaurant. Using the interactive visualization below you can find out which restaurants in Toronto your skin tone is most and least compatible with.

So according to my visualization my skin tone would only be compatible with \_\_\_% of the restaurants in Toronto.