

Did You Know Color is Used to Aid Memory?

Why does it matter what colors we choose to wear? First and foremost it is believed to be the most visual experience to humans. Studies show the importance of color to the success of memory abilities. Studies go further to prove how the choice of colors have an influence on human memory performance, (Dzulkifli, MA., and Mustafar, MF.)

It's well be established that color influences consumers psychologically from a product or sign getting attention, holding attention, helping to create an emotional attachment, as well as remembering the product to increase the likelihood of being purchased.

If the colors for road signs and products are selected based on research, why not learn to use color for our personal success and presentations? Without going into too much of the science there are some takeaways from my research that are worth a reference. To summarize studies show clearly that color influences memory performance.

How does it work? It increases our level of attention and arousal. Also emotional responses depended on the elements attached. Keeping that in mind, the colors we choose can help us to be remembered. They can help us grab attention in our presentations. When chosen based on what is best for us and our audience, our appearance is empowered.



Use this color wheel to find your best colors.

Color Research:

Colors are important to emotional arousal which helps play a role in the memory system. Context is everything in fashion. For example in a study from Mariam A. Dzulkifli and Muhammad F. Mustafar, black was associated with feelings of sadness, depression, fear, and anger (2013). That needs further explanation. The level of arousal can differ according to emotion and feelings attached.

Black presents a powerful fashionable edge. It makes a strong fashion statement because of the mystery attached. That being said, it is the weakest on memory aid.

Another study showed colored object on a non-colored background vs non colored object on colored background. The first one had the greatest memory retention with faster response times (2013).

Green represented feelings of calmness, happiness, comfort, peace, hope and excitement (2013).

COLOR ME BLACK!

DID YOU KNOW THE COLOR BLACK COMMUNICATES POWER OF SOPHISTICATION AND MYSTERY!

- THE COLOR BLACK RELATES TO THE HIDDEN, THE SECRETIVE AND THE UNKNOWN,
- BLACK IS ASSOCIATED WITH POWER, FEAR, MYSTERY, STRENGTH, AUTHORITY, ELEGANCE, FORMALITY, DEATH, EVIL, AND AGGRESSION, AUTHORITY, REBELLION, AND SOPHISTICATION.
- THE COLOR BLACK IS A PRESTIGIOUS COLOR.
- BLACK IS THE ABSORPTION OF ALL COLOR AND THE ABSENCE OF LIGHT.
- BLACK HIDES, WHILE WHITE BRINGS TO LIGHT.



SIGN UP FOR MONTHLY FASHION DIRECTION:
WWW.POWEROFAPPEARANCE.COM

Stylist tips on black:

- *Invest in black for your professional jackets, dresses, and other basics. Accessorize and accent with color. For example a black or charcoal suit with a bright suit blouse in one of your personal best colors is the best strategy.*
- *If you have concern about wearing the same things over with the same group of people, you need not worry if it's black. What will be remembered is YOU by using a color that enhances your best features. A colorful scarf around the neck will be sure to bring attention to you. The*

black jacket creates the structure and shape (read more about shape in the Indent's Tool section).

COLOR ME RED!

RED COMMUNICATES POWER IN OUR CULTURE
AND HERE'S WHY:

- THE POWER OF FIRE & BLOOD
- RED LETTER WORD OF CHRIST
- RED SKY
- RED FLAGS OF COMMUNISM, CHRISTIAN, AND ISLAMIC, REDLINE BETWEEN CHURCH AND STATE, DANTE'S INFERNO,
- THE LOVE AND FASHION: OF ROSES
- RED HEARTS & VALENTINE'S DAY,
- LADY IN RED
- RED HEADS
- CHANEL RED, DIOR RED, AND MORE!

SIGN UP FOR MONTHLY FASHION DIRECTION:
WWW.POWEROFAPPEARANCE.COM



Karen Mathis
MATHIS

Stylist Tips on Red:

- Red scored highest for greater arousal and memory. No surprise. Again the context is important. Red demands our attention which means it should be used carefully.
 - *Red comes in lots of shades some with pinks and others with orange tints. A color evaluation is valuable to insure you wear those colors that empower your appearance the most.*
 - *Use reds, hot pinks, corals to stand out in a crowd. For example if you are at a large event with lots of people where you need to connect as much as possible, as quickly as possible. These colors will draw the most attention to you for speaking engagements and presentations. Also good for meeting that special someone where you want to be remembered.*
-



Stylist tips on green:

- In the studies green represented feelings of calmness, happiness, comfort, peace, hope and excitement (2013).
- *Emerald and bright greens create positive emotional arousal. They can also be effective when worn with black or gray basics.*
- *Green can range from yellowish greens to bluish greens. Finding your best greens will help you build effective wardrobe pieces to empower your appearance.*

HERE'S HOW IT WORKS



Color Evaluation

- Using a mirror and natural light look closely at your hair, eyes, and skin to find which color on the color wheel above best represents each one of them.
- Look closely to find the dominant colors and mark the wheel with an "M" for main. Mark each one for hair, eyes, and skin.
- Next look closely at the accent shades in each of the three and mark them with an "A." These are your personal harmony colors.
- Last step go diagonally across each marking of M and A on the color wheel. This time mark the diagonal colors with a C for Contrast. (should have 6 C's. These are your colors that help you stand out!

You now have your personal color palette to reference when shopping or choosing what to wear for best results..

www.POWERofAppearance.com