

Colour Psychology in Vogue

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Abstract

Colour plays a significant role not just in a fashion world but in our lives too. The aim of the research is to find out how other perceives you on the basis of colour and clothes/fashion. Colour is an important aspect of emotional self-regulation. Individuals use the hues of their attires to convey their public identity, feelings, thoughts, self-assurance, and aesthetic preferences, and their true selves. Clothing developed a sense of spiritual harmony. People always look for colour while choosing their outfits, while some people look occasionally. Fashion helps individual to lowers their insecurity. Young people follows more fashion as they believe that it helps them to pace with the others. More research need to be done on men's fashion and on how other perceive you on the basis of fashion.

Keywords: Colour Psychology, Clothes, Fashion Psychology.

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Introduction

Colour plays a significant role not just in a fashion world but in our lives too. Colours affect how we feel and perceive the world (Roohi & Forouzandeh, 2019). The psychology of colour preference influences our clothing purchases. In the world of fashion designers, colour psychology plays a fundamental concept. Everyone utilise colour to improve their visual and aesthetic appeal in today's world. Every colour has their own meanings and designers use colour to evoke particular feelings in the person.

For instance, red denotes boldness and love; blue denotes serenity and insights; pink denotes reticent; and black denotes morality and weirdness (Yang & Shen, 2022). The seasons are also connected to several hues. In the autumn, one goes towards brown and orange hues, and in winter one goes towards vibrant, cheerful hues (L'utopia mqgazine). According to Carl Jung, book 'Psychological Type' there are four fundamental colours-yellow, green, blue, and red which are associated with our emotions, body, and mind.

Use of Colours in Art

Colour is the sensation that humans experience when light waves strike something and reflect back to the optic nerve in their eyes. Artists use the colour to portray their feelings through art.

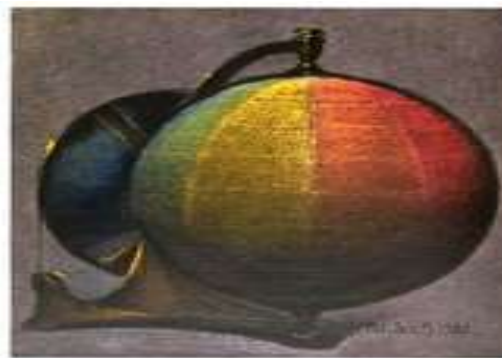


Figure 1. Munsell's Color Sphere.

Munshell, A.H. (1905). A Color Notation. Boston: G.H.

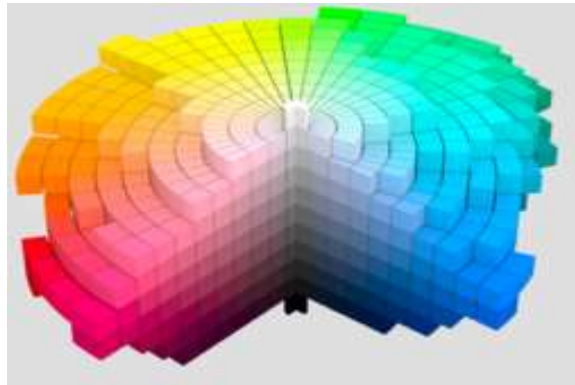


Figure 2. Three-Dimensional Representation of the Munsell Renotations.

Munsell, (1915). Atlas of the Munsell color system. Wadsworth, Howland & Co., inc., Printers. In the Munsell Colour System, Professor Albert Munsell distinguished the three elements of colour – Hue, Value, and Chroma (Kuehni, 2002). Hue refers to the identification that we give to colour like black, blue & brown. Value is its degree of radiance or gloominess in hue. Hues have a deeper value known as shades when combined with the colour black. Chroma is the intensity of the colour purity. Colours with high chroma tend to look brighter, whereas those with low chroma tend to appear dull. Chroma and saturation are connected (Cleland, 1921). Saturation can be defined as vividness of the colour. Saturation is a tool used by artists, designers to convey a variety of emotions.

Color Theory

Color theory involves understanding the interactions between colours and their impact on our feelings and perceptions. It can be used by artists, designers, and creators to select appropriate colours for their projects, and designs. By understanding colour theory, one can choose harmonious colour combinations that effectively communicate the intended mood and message in the creations (MacEvoy, 2024). On Colours is a treatise attributed to Aristotle (1984) but occasionally credited to Theophrastus or Strato. According to Aristotle all colours like pink, orange derived from the mixing of black and white. Colour theory was created by Sir Issac Newton, when he created the colour wheel in 1666 (Opticks, 1704).

According to Newton colours are the subjective human perceptions of light wavelengths rather than unchangeable properties. The colour wheel is a symmetrical figure that shows the connections between various colours. He classified the colour into three categories- primary colour, secondary colour and tertiary colour. Primary colours (red, blue, yellow) are combined to create a wide variety of colours. Secondary colours are created by combining primary colours. Tertiary colours are the mixes of primary and secondary colours. Two significant works in the field of colour theory- The Law of Simultaneous Colour Contrast (1839) by French industrial chemist Michel Eugène Chevreul and The Theory of Colours (1810) by German poet Johann Wolfgang von Goethe, included these concepts and numerous personal colour observations.

Fashion and Colour Psychology

Fashion is a way to express yourself. Fashion is not just about clothes but it includes footwear, makeup, accessories and hairstyles. Fashion is about everything that you wear. Fashion can be defined as a collection of trends or styles that are endorsed by the peoples. Fashion is derived from Latin word “facere”, means to create or, act. As per Valerie Steele Fashion comprises "all

forms of self-fashioning, including street styles, as well as so-called high fashion created by designers and couturiers," In India, a woman likes to wear sari and in western countries women wear miniskirts (Solomon, 1985). Asians follow Korean beauty and fashion trends in huge numbers (Park, 2011). There are different types of clothing styles such as comfy, classic, elegant, romantic, sexy, creative and trendy.

Fashion psychology is the specialized field in the applied psychology. It involves exploring the connection between human behaviour and fashion. It includes the ways in which fashion influences identity, emotions, and self-esteem. It also looks at how individual characteristics, cultural norms, personal beliefs, and social conventions affect fashion choices. Fashion psychology studies how individual psychology, human behaviour, and fashion interact, as well as the different aspects that influence a person's choice of clothes (Maxey, 2022).

With an emphasis on topics like trend forecasting and consumer behaviour understanding, the fashion industry is actively attempting to forge a relationship with fashion psychology (The Indian Express, 2021). Fashion has a significant effect on how one feels about themselves, how they present themselves to others, and how others respond to them. In reality, they have the power to affect a variety of outcomes, such as the outcome of a sporting event or an interviewer's assessment of an applicant's suitability for a position (Waude, 2016).

Colour psychology can be defined as study of different colours and how different colours affect human behaviour. Colour can evoke particular emotion in an individual (Roohi & Forouzandeh, 2019). Colours may have different effects on individual based on individual age, gender and culture (Kurt, & Osueke, 2014). Colour preferences can be consistent across the gender and racial categories while cultural contexts might influence colour associations (Birren, 1961).

One of the pioneers of the colour psychology is Carl Jung. He studies the characteristics and significance of colours in our lives. According to Jung, "colours are the bases of the subconscious part of the brain" (Character Costume Design Creation, Character Costume Figure Drawing, Routledge). The external conditions too influence our colour choice. People who are cool generally choose warm colour like red and yellow whereas people who are warmer generally choose cool colours like blue and green (Whitfield, & Wiltshire, 1990).

Johann Wolfgang von Goethe wrote book "Theory of Colours" in 1810 in which he describes theories about the psychological significance of colour (Popova, 2012). According to their book, "Theory of Colours" blue represents excitement and repose, whereas yellow denotes serenity. Ecological valence theory (EVT) was given by Stephen Palmer and Karen Schloss's. This theory explains why people choose one colour over others (Palmer & Schloss, 2010). According to this theory, people's liking or disliking of a colour is mostly determined by the connections they make with other things that create strong emotions in them. For instance, if someone like red colour may associates with red rose.

The study done in 2020, individual correlates certain colours with particular feelings. As per the findings of the study: black is associated with sadness, white is associated with relief, red is associated with love, blue is associated with relief, green is associated with contentment, yellow is associated with joy, purple is associated with pleasure, brown with disgust, orange with joy, and pink with love (Jonaskaite et al., 2020). Gage (1993), said people who wear green are logical, determined, liberal, compassionate, observer, moral, and grounded person. He said people who wear yellow have positive attitude, happy-go-lucky person, creative, and analytical person.

Fashion, Colour and Personality

First impression depends on one's physical appearance. In terms of physical characteristics, charming individuals are more likely to be trusted, favoured, and assisted than less attractive people in jobs or relationships (Buss, 1995). In forming the impression environment around yourself and your physical expressions plays a crucial role (Gosling et al., 2002).

According to the model given by Gosling, there are four processes that connect people to their surroundings. The first two processes are self-directed and other directed for choosing clothes. Individual dresses up to put their opinion forward and to express their beliefs to others for instance Hanbook is a traditional dress of Korea, Kimono is a traditional attire of Japan and Sari for women; Kurtas for men is a traditional-attires of India.

The other two processes are interior and exterior behavioural residue for ways in which personality traits unintentionally influence our choice of clothes. The term behavioural residue means signs that person conducts in their surroundings (Gosling et al., 2002). The residue of recurrent behaviours can be used by observers to determine personality traits. An observer can draw a conclusion about a person on the basis of his/her attire (Gosling et al., 2002).



Figure 3. Manteel, M. (2023). Color Psychology: How Color Affects Your Emotions and Why. Science of people.

Literature Review

Colour Preference and the Connection Between Colour and Emotion

People response to various hues varies for each individual. According to the research conducted in United States, blue is the top most choice (35%), followed by green (16%), purple (10%), and red (9%) (Lamancusa, 2016). The least preferred colours are orange, yellow, and brown (Hallock, 2020). It has been noticed that people who are outgoing choose warmer colours

whereas people who are reserved choose cooler colour (Lichtlé, M.C. 2007). A small change in your clothing style can result in self-exploration, new viewpoints (Baumgartner, 2012). Sociological, climatic, and environmental elements naturally cause fashion to change (Ali, 2016). Alnasuan (2016), said that warm hues provide a cosy environment that encourages friendships, pleasantness, and comfort.

Colour Psychology of Red Colour

Mehta & Zhu (2009) said that people who wear red are easy going and don't hold grudges. They like to be the centre of attention, passionate about their life and are brave enough to follow their desire. They lack patience, and display anger. In Korea, people who wear red were considered as powerful (Park, 2016). Females in the workplace chooses red colour (Demirel & Arifoğlu, 2020).

Kershner (2018), research suggests that women wearing red colour cloth may seem as provocative, and attractive. His research also said that beauty and sexual intent are affected differently by the colour red or by the suggestive kind of clothes. A study by Sidhu et al., (2021) says that red is linked with physical attractiveness & also create an illusion of slim body. The study done by Hong & Kim (2022), revealed that four different shades of red hues- make women attractive towards men. Their study reveals that red is an attractive and provocative colour.

Colour Psychology of White Colour

Lange & Rentfrow (2007) said that people who wear white are sorted, independent, logical and calm person. They possess wisdom, freedom of action and have self-control. They can be hard on themselves and on others. In Korea, people who wear white are considered as professional, socially acceptable, safe, and those who occasionally dressed up (Park, 2016). A research by Alnasuan, (2016) says colour white have fewer significant psychological impact.

Kershner, (2018) says white is not as attractive as red. He also says effects of attractiveness can be reduced when one combines red and white colour. Those who love white tend to follow online fashion, do online shopping and spend money in an irresponsible way (Fornazarič & Toroš, 2018). A research by Hui et al., (2023) says women in white colour convey intelligence, and competence in workplace.

Colour Psychology of Blue Colour

Mehta & Zhu (2009), said people who wear blue follows traditions, is loyal, responsible, heartfelt, approachable, confident, sensitive and dependable. They are not impulsive. They prefer to avoid attention to themselves. They seek knowledge in whatever area interests them. In Korea, people who wear blue are considered as pleasant and comforting (Park, 2016).

Females at the workplace chooses blue colour because it make them feel younger, calmer, and happier. In the corporate world, those who dress in an indigo blue suit and blue tie are seen as more convincing than usual. People who wear indigo blue are someone who follows traditions, harmony, tranquilly, vividness, happiness, freedom, and moral judgements (Demirel & Arifoğlu, 2020).

People who prefer blue are predominant, stylish & confident (Fornazarič & Toroš, 2018). Hui et al., (2023) said that the global brands use light blue in their dress designs to convey a pure aesthetic strong, independent, and aloof image of women. Ejiogu & Adebawale (2024), study revealed that blue hue was most preferred by the students (79.9%) especially blue jeans. As per students, blue jeans are unique among fashion apparel and go well with many different looks.

Casas & Chinoperekweyi (2019), said that blue is the safest colour among the entire colour, and is associated with water. It is the most neutral, positive colour and don't have any negative association. But according to Alnasuan (2016), it indicates negative psychological impacts including depression.

Colour Psychology of Black Colour

Lange & Rentfrow (2007), said people who wear black are authoritative, sophisticated, and self-reliant. You tend to keep things to yourself. They do their task meticulously. They are emotionless. Hui et al., (2023) said women in workplace who wear black convey intelligence, and competence.

People who are dressed in black or leather were labelled as goth, dark, edgy, and someone who loves to take walk on the beach at night (Smith, 2014). A research by Alnasuan (2016), says colour black have fewer significant psychological impact. People who prefer black don't buy cloth on Saturday (Fornazarič & Toroš, 2018).

Demirel & Arifoğlu (2020), said that female at workplace choose black colour. A study by Sidhu et al., (2021) says that black is linked with physical attractiveness & also create an illusion of slim body. In Korea, people who wear black are considered as professional, socially acceptable, safe, and those who occasionally dressed up. Kodžoman et al., (2022) considers black as least attractive colour.

Colour Psychology of Grey Colour

Lange & Rentfrow (2007), said people who wear grey are uncommitted, realistic, serene, emotionally detached, lack of confidence, dependable, and hardworking. They like to keep things to themselves and shield themselves from outside world. Sometimes they compromise with other to make things stable. They are not creative. Grey conveys intelligence, and competence (Hui et al., 2023).

Grey has less significant psychological impact. People who prefer grey choose less costly coats (Fornazarič & Toroš, 2018). Men chose grey colour at workplace (Demirel & Arifoğlu, 2020). A study by Sidhu et al., (2021) says that grey is linked with least physical attractiveness and exaggeration of the body.

Colour Psychology of Green Colour

People who wear green exhibit kindness, and loyalty. They seek acceptance for their work. They are not a risk taker, and get easily bored with details. They process information instantly, come up with a proposal, organized plan. Green evokes a sense of tranquilly but also indicates negative psychological impacts including depression (Alnasuan, 2016).

Female at workplace choose green, and dark green colour (Demirel & Arifoğlu, 2020). A study by Sidhu et al., (2021) says that green is linked with least physical attractiveness and exaggeration of the body. Hui et al., (2023) says that people chooses green when they are feel twists and turns in their life.

Colour Psychology of Yellow Colour

Park (2016), says people who wear yellow are self-reliant & are choosy to make friends. They keep their things to themselves. Their perspective is contemporary. They are not intimidated by the new technologies. They excel in everything that requires mental skills as opposed to athletic endeavours. They are happy around like-minded people. But if they don't get along the like-minded people they become resentful. They are impulsive in nature. In Korea, people who

wear yellow are considered as vibrant Jonauskaitė et al., (2020) link yellow with fearfulness. Takei & Imaizumi (2022), link yellow with joy.

Colour Psychology of Pink Colour

Lange & Rentfrow (2007), said people who wear pink are caring, calm, reserved, full of hope, friendly, and can be easily approachable. They possess sensuality, romance, and sensitivity. Park (2016), says in Korea, people who wear pink are considered as vibrant. Jonauskaitė et al., (2018) reported that pink colour is associated with a person who is high spirited. People who love pink prefer to purchase cloth from stores (Fornazarič & Toroš 2018). Female chooses pink colour at workplace (Demirel & Arifoğlu, 2020).

Colour Psychology of Brown Colour

Lange & Rentfrow (2007), people who wear brown are trustworthy, hardworking, helpful, consistent, grounded, empathetic, supportive, confident, approachable, and friendly. Family is important to them. They enjoy simplicity, and physical convenience. They are not witty. They use everything in moderation. Sometimes they may suppress their emotions. Brown has a fewer negative psychological impact as compared to black, grey, and white (Alnasuan, 2016). People who love brown enjoy shopping more than others (Fornazarič & Toroš, 2018). Male chooses brown colour at workplace (Demirel & Arifoğlu, 2020).

Colour Psychology of Purple Colour

Lange & Rentfrow (2007) people who wear purple have free spirit, are empathetic, helpful, kind, show strong emotions, and are liberated souls. They are creative, unique, idealistic, and frequently unrealistic. They keep things to themselves. They dislike being copied and they may not be able to take on responsibilities. They have lofty goals, aspirations, and wishes. They like to go with the flow. Sometimes they may appear arrogant. Fornazarič & Toroš (2018), says people who love purple prefer to purchase cloth from stores.

Clothing, and Personality

A study by Obeng et al., (2018) indicated that people always look for colour while choosing their outfits, while some people look occasionally. In terms of the positive effects of colour on personality majority are for beauty and constructive conversation (92.77% each) while lowest is for categorization of classes (69.3%). In terms of the negative effects of colour on personality majority show colours can affect the person negatively (100%).

Everyone dresses according to his or her physical characteristics, which enhances his or her attractiveness and positivity (Ali, 2016). Kodžoman (2019), research suggests that colour of people's clothes help them to convey their social identities, feelings, self-image, and aesthetic preferences, and also who they are, how they feel, and what they think. The creation of attractiveness or unattractiveness depends on colour and is a vital trigger for sexual signalling.

People who wore colourful clothes are considered as attention seekers, confident, and courageous. The singers and artists typically wore brighter clothing, jewellery, and scarves. (Smith, 2014). Fornazarič & Toroš (2018) says people who love beige colour go with the trends and enjoy shopping more than others. People find chromatic colours to be more beautiful than achromatic ones (Kodžoman et al., 2022).

Kodžoman et al., (2022) said gender differences were shown to be statistically significant when it came to yellow, white, and green-yellow which were considered as most beautiful by women than by males. The three least appealing colours were Sulphur Spring (green-yellow), Desert Sage (grey), and Caramel Cafe (brown) are connected to negative meanings. Three most

appealing hues were: Black, Pink Yarrow, and Blazing Yellow. In the 45 to 54 age range, caramel cafe and ultra violet were seen to be the most appealing.

Clothing developed a sense of spiritual harmony. Clothing helps to settle up with their imperfections and help person to attain a mental well-being. Fashion helps individual to lowers their insecurity (Efremov et al., 2021). Maxey (2022), research explored that some of the people dress for other people and some people dresses for themselves which means they have self- awareness for themselves. Nessim & Bardey (2022) discovered that Egyptian women's empowerment and well-being were influenced by their outfits. Customer's sense of empowerment and their ability to express themselves was greatly influenced by their fashion choices.

Cross (2019), study reveals that the private self is a natural identity, connected to home safety & free from performance. The private person uses limited selection of attires -pyjamas, loose knitwear. The unrestricted self is associated with freedom of self, thought, and movement. They are both public & private person. Their closet includes jeans, streetwear, activewear, oversized knits, and nightwear. They are self-centred. They prefer simple clothing with loose hair, & no makeup. The body-conscious self - prefer oversized clothing for protection and concealment. The confident self - prefer creative styling & wear sportswear

Methods

This is a systematic review which evaluates how other perceives you on the basis of colour and clothes/fashion by reviewing finding from 2007 to 2024. The search process was conducted using keywords "Colour Psychology, Clothes, and Fashion Psychology" in two online databases that were Google scholar & Pubmed. A total of 350 studies were found out of which 28 paper were reviewed after reading the title and abstract of the researches. In a final stage, out of 28 papers 5 papers were selected as ideal for systematic review. Aim- To find out how other perceives you. Objective: (1) How other perceive you on the basis of colour; (2) How other perceive you on the basis of clothes/fashion

Result and Discussion

A total of 350 studies were found on the Google scholar and Pubmed database with keywords "Colour Psychology, Clothes, and Fashion Psychology." After reading the title and abstract of the researches 28 papers were selected for the further review. In a final stage 5 papers were selected as ideal for systematic review.

No.	Title	Authors	Publication year	Journal Name	Vol. issue, page no	Key findings
1.	The psychology of clothing	Kodžoman, D.	2019	Textile & Leather Review	2(2), 90–103	The colour of clothes help individual to convey social identities, feelings, self-image, and aesthetic preferences, and also who they are, how they feel, and what they think.

2.	The Impact of Culture Change on the Visual Perception of Fashion Styles.	Ali, M. S. K.	2016	International Design Journal	6(4), 91-99	Sociological, climatic, and environmental elements naturally cause fashion to change.
3.	The rise of female empowerment in Egypt: The fashion psychology behind their attire and armour.	Nessim, Y., & Bardey, A.	2022	In Palgrave studies of marketing in emerging economies .	213–240	The ability to express themselves was greatly influenced by fashion choices.
4.	Expression of personality through dressing	Efremov, J., Kertakova, M., & Dimitrijeva-Kuzmanovska, V.	2021	Tekstilna Industrija	69(1), 28–35	Fashion helps individual to lowers his/her insecurity.
5.	Colour in Fashion: Effects on Personality	Obeng et al.	2018	European Journal of Education Studies	4(6).	People always look for colour while choosing their outfits, while some people look occasionally.

Discussion

The aim of the study is “to find out how you are perceived by others.” Colour is an important aspect of emotional self-regulation. People always look for colour while choosing their outfits. The positive effects of colour on personality majority are for aesthetic appeal & productive communication. Individuals will match colour based on surrounding. The creation of attractiveness or unattractiveness depends on colour. Individuals use the hues of their attires to convey their public identity, feelings, thoughts, self-assurance, and aesthetic preferences, and their true selves.

Red and black both had equal impacts and were linked to increased assessments of beauty. Red colour cloth may seem as provocative, and attractive than white colour. Colour affects how others perceive an individual's beauty. Beauty and sexual intent are affected differently by the colour red or by the suggestive kind of clothes, but that the effects can be reduced when combined. The global brands use light blue in their dress designs to convey a pure aesthetic and also convey a strong, independent, and aloof image of women. Blue is the safest colour among the entire colour.

Women in the workforce often dress in black, red, pink, magenta, blue, and turquoise, green, red, white, and grey convey intelligence, and competence, and male choose blue, brown, dark green, indigo blue and black hue. Warm hues provide a cosy environment that encourages friendships. Cool colour like blue, green, and violet evoke a sense of tranquilly. Colours that

are neutral like black, grey, and white have fewer significant psychological impacts compared to colours like tans, beige, and browns.

People who wore colourful clothes are attention seeker, confident, and courageous. Clothing colour has been found to be a potent instrument for self-expression. Colour has an impact on personality. Colour must match the occasion; and avoid using too bright colours that may draw people's attention whenever someone is around. Young people follows more fashion as they believe that it helps them to pace with the others.

Conclusion

Colour plays a significant role not just in a fashion world but in our lives too. The aim of the research is to find out how other perceives you on the basis of colour and clothes/fashion. People always look for colour while choosing their outfits. Individuals will match colour based on surrounding. People use colours to convey their feelings, thoughts, and emotions. The way a person dresses up shows how they see the world. Through clothes, colour one can represent themselves in the society. Colour and clothes has an impact on personality. Colours and clothes are always matched with the personality. Fashion helps individual to lowers their insecurity. More research need to be done on men's fashion and on how other perceive you on the basis of fashion.

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