



Getting the right colour will lift your mood and brighten your complexion



WE TALK
COLOUR AND
STYLE WITH
CONSULTANT
JULES STANDISH

Over the rainbow

It's well documented that colour can effect the way we perceive ourselves and the world around us – a subtle change of shade can take our mood from downbeat to sprightly in an instant. Most of us gravitate towards certain shades of fabric and thread when stocking up our stash, but why do we choose the tones we do? We spoke to colour consultant Jules Standish about the wonderful world of colour and the amazing effect it can have on our mood, lives... and fabric choices!

"I've been working as a colour consultant for the past five years," explains Jules, the one-woman force and namesake behind the Jules Colour Consultancy. "I originally wanted to be a stylist, as

I'd spent many years shopping for (and dressing) my friends and thought it was about time I made some money out of it! When I found a styling course, the first module I had to do was colour analysis; so I started working on 20 case studies as part of my research. By the fifth person I began to realise just how incredibly transformational colour could be to the face."

Style council

Jules carried on with her course regardless of her new-found passion for colour – and believes that the qualifications she gained during that time have been invaluable to her work as a colour consultant. "I know that there are a lot of stylists now that do not have the training behind them," she explains, "but for me, it's all about giving the best advice you can

– so I am really thrilled that I did the style courses.

"What I experienced when I put women in 'their colours' was extraordinary – it made them look so much younger, healthier, and happier! I immediately started to get reports back from my clients, telling me how getting into the 'right' colours had made them feel so much more confident; they were receiving so many compliments – one girl, who had been suffering from depression, actually rang me to say how much happier she felt when she looked in the mirror. She saw how great she looked out of the navy blue and black that she had lived in for so long and was now wearing bright blues and greens instead. I knew right there and then that assessing colours was going to be the most important thing I had ever done."

Jules uses a holistic approach to assess her clients, taking personality, genetics, skin and eye colour into account to analyse their look. "I take personality into consideration because colour is a very psychological thing," she explains. "The eyes tell me what skin tone a person has, by looking at the colouring and the patterns – most clients love this part of the consultation!



Colour Wheel

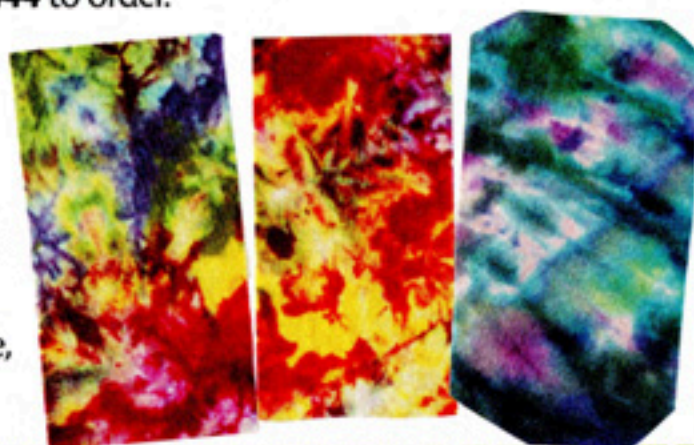
Have you been inspired by Jules' commitment to colour? Why not work some brightness into your projects with the gorgeous selection of cotton threads available from Mettler.

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In the shade

Cool Summer



APPEARANCE: a light and colourless complexion, without red cheeks (although a general pinkness can cover the whole of the face). Eyes are often blue. The skin does not tan well and colouring is delicate and pale, including hair.

DO: wear pastel colours, such as blues, purples and pinks. Wear delicate fabrics - floral silks and soft cashmere, and silver and white gold jewellery that glows but doesn't sparkle.

DON'T: put red tones in the hair or go darker than the natural colour. Don't wear colours that are too dark or strong, particularly black.

Cool Winter



APPEARANCE: winter skin can be light or dark in tone but will have a distinctive edge giving the whole appearance an unusual quality, even in black clothing. The complexion is very striking with a cool blue undertone.

DO: wear vibrant colours like rich reds and pinks combined with black and white. Wear luxurious fabrics such as satin and silk, and splash out on brightly coloured make-up in strong shades.

DON'T: wear muted, earthy warm colours that will wash the skin out, or colour hair with a golden or reddish tone, which will clash with cool skin.

Warm Spring



APPEARANCE: yellow based skin tone which can vary from extremely pale to very dark but has a healthy complexion (often with high cheek colour) and a tendency to blush. When the skin is tanned it will be golden.

DO: wear warm, clear, bright colours such as lime green and yellow with bright gold jewellery and pearls that sparkle. Use foundations with warm peach or beige undertones, and green eyeshadows.

DON'T: wear black up against the face as it will highlight all the negative dark areas, such as shadows and fine lines.

Warm Autumn



APPEARANCE: can vary from very light to very dark but with rich colouring and a lovely metallic sheen to the skin, being able to wear a lot of make up without looking unnatural. The eyes can be green or brown (occasionally blue).

DO: wear earth tones, especially orange, olive green and brown. Use fabrics such as velvet and tweed, and accessorise with antique gold jewellery.

DON'T: put ash or silver tones into hair, wear black up against the face unless it has a copper sheen to it, or wear pink (as it will cool down warm skin tones).

the time that most women seek help. The temptation is often to wander into paler colours – but this is often the worst possible thing to do as they end up making the skin look paler! As well as colour analysis, Jules offers a variety of services including interior design ideas, personal shopping, organic make-up and wardrobe consultations. "My personalised style reports are given to a client on completion of a styling and wardrobe analysis. This takes place in the client's home at a cost of £65 – I've had one lady who only had half a cupboard, and at the other end of the scale a singer who had six full wardrobes! I look at body shape, size and bone structure; for instance, are they a curvy girl who suits romantic styles or an athletic woman who looks fabulous in dramatic angular shapes? Are the shoulders in proportion to the hips? There are so many areas to look at!

"As well as the physical, I assess whether the client is wearing the right shapes to make the most of her body, and ask what her lifestyle is like – does she work, run a home, or travel? Can existing outfits be put together differently, can they be changed to fit or made to be more fashionable? I am definitely not about throwing everything out, unless the items are too old or just don't flatter the client. I like to try and find ways of saving money with what they already have." The style report means that the client has their own individual information

to keep, which reiterates everything she has taught them about their shape and importantly what is missing in their wardrobes. It helps them to develop a sense of style that is all their own.

Shop 'til you drop

The final part of Jules' colour makeover is a personal shopping experience, in which she escorts her clients on a trip to the high street to make the most of their newly-found sense of style. "Whilst I try and encourage women to try and do this themselves after the colour and styling, some panic and really want that shopping trip to show them where to go and what to look for," she explains.

"The whole experience gives my clients huge confidence in themselves and I love to think that once they have been with me they know how to shop for themselves in the future. It is just so rewarding to see a lady, who two hours earlier was feeling down and unsure, standing in front of a mirror beaming and happy to see herself looking so great – it's hugely rewarding. I love my job!"

Jules' colour analysis sessions are priced at £85, and organic make up can be purchased at the end of the consultation, priced from £5.50. Clients booking via the website (www.colourconsultancy.co.uk) get 10% from the final price. So what are you waiting for – get booking!

Skin tone is the most important aspect to get right.

Correct colours will even out your skin tone, make lines and wrinkles appear less, and give your skin that 'you look well today' appearance – it really can make people look years younger if you get it right. The wrong colours, however, can drain the face – bringing out dark shadows under the eyes and enhancing any lines, which is particularly evident as we age. The wrong colours can also give the skin a grey, dull look – this especially happens on warm skins when you put cool, pastel shades up against them."

Testing time

Each of Jules' colour consultations lasts for up to two hours, and involves a personality questionnaire, eye test, colour draping session and make-up lesson, using organic cosmetics in the client's own colours. A free personalised 'colour fan' is then given to the client to take away, with over 150 different shades – this can be used to select clothing, accessories, hair colour, and even interior design – for those who want to live in total colour harmony!

"I get a real mix of women coming to have their colours 'done'," says Jules, "and whilst I have analysed teenage girls, the majority of women are aged between 35 and 70. As we age, our skin starts to get paler and our hair changes colour and that is

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