

Finding Your Personal Colors

By Marcia Layton Turner

Jenn Linton's go-to color for many years was black. Like many professional women, her wardrobe was full of black suits, dresses and pants, which she accessorized with silver jewelry. But when her friends gave her a gift certificate to Indigo Tones in Pittsford for a personal color analysis, she was shocked to discover that black was actually not very flattering to her. Neither was silver.

Kerry Stich, owner and personal color analyst at Indigo Tones, showed Linton that she was a "bright spring," meaning that vibrant spring colors like grass green, bold pink, and daffodil yellow looked best on her. Since then, Linton has gradually shifted from wearing black head-to-toe to wearing bright colors on a regular basis. The result? "I get a lot more compliments," she says.

In addition to feeling more attractive and confident about her clothing and makeup purchases, Linton also says that she does less impulse buying. She

knows what is most flattering to her hair and skin tone and buys accordingly, rather than taking risks on colors. Using her personal color swatches she received as part of her color analysis, Linton also finds it easier to spot complementary accessories.

Stich opened Indigo Tones nearly 10 years ago and has since advised thousands of women throughout the Northeast on which colors enhance their appearance, and which do more to highlight imperfections.

Where Color Me Beautiful was a basic color analysis process popular in the 1980s that divided



Kerry Stich, owner and personal color analyst at Indigo Tones. Photo courtesy of Indigo Tones.

individuals into four seasons of colors, the more modern approach takes color analysis a step farther. Based on Albert Muncell's dimensions of color, combined with the color theory espoused by impressionist painters, SciArt® color analysis, which Stich is certified in, features 12 different seasonal tones corresponding to the 12 months of the year. The result is a more honed set of colors specific to the undertones of each woman's skin.

Using 60 large fabric squares wrapped around each client's neck, Stich spends more than an hour carefully comparing subtle differences in shades of colors to determine which set is most flattering. The differences are apparent and surprising. Put a pale baby blue swatch on a Bright Spring and immediately



Indigo Tones' Personal Color Plume™ is an essential shopping tool. Photo courtesy of Indigo Tones.

nize the overall impression.

To help clients recognize their best colors when shopping, Stich provides the Indigo Tones Personal Color Plume™, which is a personalized color swatch book, as part of her service.

Armed with the knowledge of which colors are most pleasing to their skin tone and hair, the next step is to zero in on each client's personal style. Stich asks clients to pick one of five styles that they are most drawn to, including dramatic, romantic, classic, creative,

and natural. Selecting the cut of clothing that looks and feels like their own style helps clients start to consider where to shop for clothing in their preferred tones.

On top of that, Stich provides feedback and guidance regarding suitable cosmetic colors. In order to help clients find exactly what they need, she developed her own line of Indigo Tones mineral cosmetics.

After having their colors analyzed, many clients return to Indigo Tones regularly to

pick up handmade jewelry and accessories in every color tone. Says Stich, "Most people want a simple wardrobe that works, and to look and feel pulled together. In a personal color analysis, I give my clients all the tools necessary so they don't waste time and money on things that don't work and that they don't need."

Marcia Layton Turner's work has appeared in Woman's Day, Parenting, and Health, among many others.