

## her style

Bright winter is her season,  
and a makeover proves it.



Pamela White, inset photo, before her color analysis and makeover. Her new outfit fits into her color palette of "bright winter." She's wearing a purple cotton trench coat from Banana Republic, \$198; a gray knit silk turtle-neck sweater from J. Jill, \$59; gray polyester and spandex trouser from J. Jill, \$89; with a black patent leather purse from Macy's, \$78. All stores at Eastview Mall.

Opposite: Bella Bleu co-owner Kerry Stich drapes Pamela White in various colors of fabric to determine White's color palette.



# SETTING THE TONE

By Robin L. Flanigan | Contributing Writer  
Photos by Matt Wittmeyer

Two years ago, a colleague gave Pamela White a short primer on color analysis, the art of matching a particular palette of colors to a person's natural skin tone so clothing, hair, makeup and accessories will be complementary – not overpowering or diminishing.

White, a 40-year-old director of major gifts and planned giving at Hillside Family of Agencies, was intrigued. When she mentioned to her husband, Chip, that she wanted to give her sister a gift certificate for a consultation, he said, "That's what you want."

He was right. And when her sister beat her to the punch and handed White a gift certificate for her 40th birthday, she decided to follow up the consultation with a full-fledged makeover.

The Brighton resident and mother of two begins her transformation at Bella Bleu Color's Pittsford location, where, donning a gray cape and cap, she takes a seat under full-spectrum lighting.

A generation after color analysis divided everyone into the traditional four seasons, the field has grown to understand that most people have both blue and golden undertones in their skin, and they fall between those warm and cool color categories. Now there are 12 recognized "seasons." The right color can make eyes pop; the wrong color can highlight shadows and wrinkles.

"We're always looking for harmony and balance," explains Bella Bleu co-owner Kerry Stich.



At B.A. Snips in Penfield, top photo, Michelle Marcello adds caramel highlights, cuts layers and trims bangs to style White's "high maintenance" hair. Bella Bleu co-owner Julie Allen, bottom photo, applies a palette of plums and berries that works for White's "bright winter" color category.

## 'This is my color!'

Stich starts the consultation by holding various colors against White's right hand before draping large pieces of fabric across her body. She does this repeatedly for nearly an hour, with color swatches from various palettes, telling White that "the bright springs steal all your thunder" and that bright winter shades "soften your face more."

Then, the determination: White falls in the bright winter palette. Icy gray, raspberry, hot purple and so on.

Hot purple? White isn't so sure about that one.

Three days later, White heads to B.A. Snips in Penfield for a new hair-style. Minutes after arriving, she points to her deep red shirt. "Is this the right red? I don't know. Now I look in my closet and say, 'Is any of this right?'"

White usually wears her curly, "high-maintenance" hair down past her shoulders on workdays and throws it up in a ponytail for weight training, running, rowing and other sports.

"I could have a buzz and I'd still have to spend time on my hair," she says.

White applies a conditioner every day, at times using a curling iron on the ends, where her curls are "inconsistent." She gets her dark brown locks professionally colored about every eight weeks; it has been four weeks since her last appointment, so hairdresser Michelle Marcello touches up her roots and adds a few caramel highlights.

As she's draped in an eggplant gown, White quips, "Oh! I think this is my color!"

When it's time for the cut, White decides a simple trim will do. Marcello snips off an inch, cuts layers throughout and reshapes bangs that fall at her cheekbones. After blowing out the curls with a round brush, Marcello flat-

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irons the bangs and spritzes on some witch hazel as a light hair spray.

"It's good to put my hands through it and not feel what I call 'my dreadlocks' – where it gets all knotty in the back," White says, running her fingers through her new style. "I like it very much."

**'Always room for more'**

Next it's up the stairs to Bella Bleu Color's second location for the makeup. Co-owner Julie Allen, using the business' signature line of mineral cosmetics, offers this tip: Put on blush right after foundation. It adds natural color to the face and then everything else can be applied with the proper balance.

On a normal day, after her skincare regimen, White applies foundation powder, fills in her eyebrows (having started plucking them in college, they stopped growing back and are too thin for her taste), then follows with eyeshadow, eyeliner, mascara, blush and lipstick.

Allen chooses a palette of plums and berries and, as she completes the finishing touches, emphasizes that color alone can make the dramatic impression shoppers often search for endlessly at store after store.

"I like to tell people that you want to go to a party and have

others remember you were there for the right reasons," she explains. "You want them to comment on the way you look instead of the way you're dressed."

White admits that she adores shopping for clothes.

"I like what's in my closet for the most part but I don't like to re-wear anything, so I do a lot of recycling," she says. "There's always room for more."

Now recognizing that wearing the right colors will help her look her best, however, she is second-guessing everything she owns.

Personal shopper Meghan Mundy, owner of In the Closet in Brighton, selected a bright purple trench coat that punches up White's preference for a tailored look with a giant burst of color. At first, White doesn't know what to think. She has just recently become comfortable wearing clothes that don't have to be tucked in or worn with a belt.

But after putting on the coat atop a gray silhouette, White gains a new appreciation for bold hues. The makeover has, she says, given her permission to stick to her classic style while instilling confidence in trying new colors. (To help with that, she's been given a swatch book of hues from the bright winter palette to stick in her purse for future shopping trips.)

"I wouldn't have picked purple in a million years – and I love it." **h**

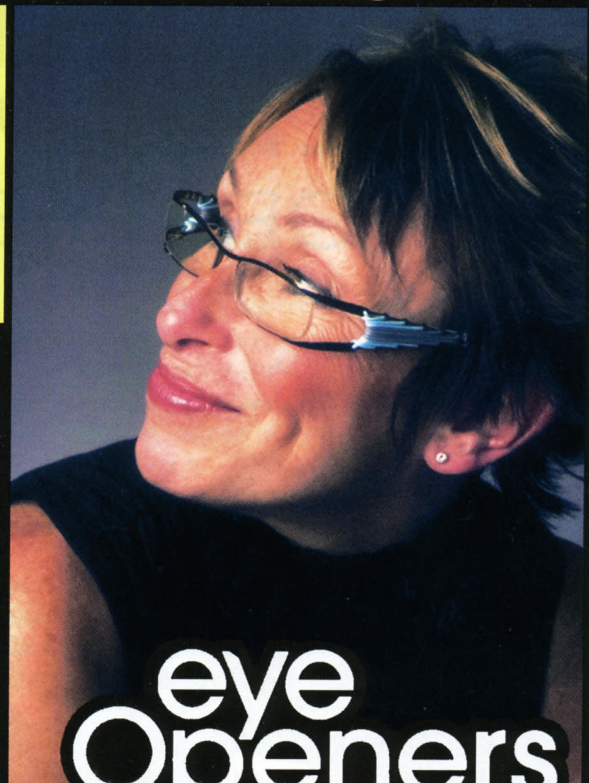
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