

UNIT-4

Importance of effect of colour in clothing

Color is the first thing other people notice about us, and its impact is immediate and long-lasting. Our fashion color choices say a lot about the image we are trying to portray and how we feel about ourselves. So what does color tell people?

Within seconds of meeting you, others will respond to the 'color messages' flashed by your clothes. Different colors can make people feel a certain way. In fact, it has been determined by medical science that color can influence the viewer's hormones, blood pressure and body temperature. Color also has an impact on:

- * Your apparent shape;
- * Your apparent weight;
- * Your apparent personality;
- * Your emotions

Others emotions other important considerations are how appropriate the color is for the location, occasion, time of year, your age and of course, your natural coloring. We are all influenced by color every day, whether we realize it or not. If we're having a bad day and not feeling good about ourselves, we tend to automatically choose clothes in dull neutral colors like black, grey or brown because they match how we're feeling. Just as when we're happy and feeling great we will go for something a bit brighter. Have a look in your wardrobe and see how many different colors you own. Do you have a veritable rainbow of outfits? Or are there just 1 or 2 colors that you wear a variation of all the time? You may find you are stuck in a color rut. Knowing this, why not experiment with the colors you wear and surround yourself with. Sometimes it is not just the color itself, but a combination of colors that create the affect. Colors produce different reactions when used in different fabrics and when put together in different color combinations. For example, a red jacket worn with a white shirt to a business meeting exhibits confidence and power, but a red jacket worn with a lacy red top may be interpreted as saying, "I'm sexy and exciting and I have other things on my mind besides this business meeting". Red is actually not the best color to wear to a job interview as it can set the scene for an uneasy

interaction between females. So what colors are appropriate for what situation? Here is a list of the colors that men respond well to, both socially and professionally. * Yellow: Holds their attention and keeps them alert; indicates the start of something new * Yellow-based reds: Energetic color that keeps conversations going * True reds: Exhibits confidence * Burgundy: Reflects class and sophistication and attracts the same type of men * Mid-range blues: Puts others at ease and allows interactions to go smoothly * Sky blue: A calming color * Navy blue: Signals that you want to be taken seriously; it inspires others to listen to what you have to say and displays that you are trustworthy * Blue-based reds: Suggests intelligence and femininity * Red violet: Suggests strength and creativity It is most important though, to choose colors that are a good fit for your natural coloring. There is no point choosing a color that suggests creativity and confidence if it also makes you look washed out or sick. Wearing your best range of colors can have a huge impact on your wardrobe and your confidence. The right colors can make your skin tone appear more even, reduce the appearance of wrinkles and dark circles and make you look brighter and healthier. While on the other hand wearing a color which isn't so good for you can make you look tired, dull and even ill. A color analysis with a professional image consultant will show you exactly which range of colors is best for your clothing, makeup and accessories. In short, our fashion color choices tell the world a lot about us. Knowing how to use color to your advantage can change the way you dress and boost your self-confidence.

*Sex differences in use of colour- Preferences shape choices, and choices orient our behavior. Understanding color preferences gives insight into the role of color in guiding the observers' interaction with their visual environment. For example, the evolution of color vision plays an important role in the identification of preferable targets of foraging (e.g., Regan et al., 2001). Moreover, red has a special impact on intellectual (e.g., Elliot, Maier, Moller, Friedman, & Meinhardt, 2007) and physical (e.g., Hill & Barton, 2005) performance. Finally, colors may influence consumers' product preferences and choices (for a review, see Sable & Akcay, 2011). In all these cases, colors affect the beholders' motivations and, hence, shape their behavior. For this reason, insight into color preferences provides a link between color cognition and the beholders' choices and actions.

But aren't color preferences just very subjective and personal? Apparently not. First of all, several studies observed an overall proclivity for blue (e.g., Saito, 1996; review in Crozier, 1999). Moreover, some studies found systematic differences between women and men (e.g., Ellis & Ficek, 2001; Guilford & Smith, 1959; Palmer & Schloss, 2010a). However, it seems difficult to establish a simple pattern of sexual differences across studies—in particular, since different studies measured color preferences with different samples of colors.

Now, a recent study showed that color preferences are systematically related to the affective response to objects in the environment (Palmer & Schloss, 2010a, 2010b); observers tend to prefer colors with which they associate more preferable objects. However, this approach does not completely explain the differences between men and women (Taylor & Franklin, 2012).

Another study succeeded in modeling color preferences of English and Chinese observers through the second-stage mechanisms of color vision (Hurlbert & Ling, 2007). The second-stage mechanisms are implemented by the retinal ganglion cells and provide the basis for subsequent processes of human color vision. Since they are determined by physiology rather than by the beholder's experience and culture, Hurlbert and Ling called them "biological components." Although color preferences differed between English and Chinese, the way in which color preferences differed between women and men was similar in both groups. The authors concluded that the universal role of these biological components may be the source of cross-cultural regularities of sex-specific color preferences.

However, the two chromatic biological components used by Hurlbert and Ling (2007) represent the complete perceptual color space for their set of equiluminant colors. As a result, any gradual change of preferences across similar colors ranging between the most (maximum) and least (minimum) preferred colors must result in a correlation with the dimensions that represent color similarity, as was the case in that study. The question remains whether sexual differences in color preferences always change gradually across colors and whether the relative importance of each of these axes is a particular feature of sexual differences that is stable across cultures.

Moreover, all these studies have been conducted among industrialized societies. The two aforementioned studies mainly involved Americans and Japanese (Palmer & Schloss, 2010b) and English and Chinese who lived in the U.K. (Hurlbert & Ling, 2007). Other studies have compared different Asian societies (e.g., Saito, 1996). However, all these societies are part of the global communication network that involves intercultural exchange—for example, via the Internet, TV, and tourism. Gender-specific communication networks could even produce cross-cultural sexual patterns in these societies. So, in all these studies, commonalities across cultures may just be due to cultural trends in color preferences that are shared between observers through global communication flows. However, if there are universal determinants of color preferences, cross-cultural regularities should also appear in a remote, traditional, nonindustrialized community, not exposed to global communication.

A recent study has tried to extend the findings for industrialized societies to a nonindustrialized, remote culture (Taylor, Clifford, & Franklin, 2012). Taylor and colleagues studied the Himba in rural Namibia and compared them with

British observers. They found that the Himba color preferences contradicted both the Palmer and Schloss model through associated object preferences and Hurlbert and Ling's biological component model. Instead, chroma (i.e., the amount to which a hue differs from gray) was the main predictor of Himba preferences. In fact, Himba mainly preferred saturated (high-chroma) over unsaturated (low-chroma) colors with little variation of color preferences across hues. In sum, Himba color preferences did not follow any cross-cultural pattern, because they were mainly determined by how "colorful" the colors were.

However, the biggest challenge of such a cross-cultural comparison consists in ensuring that the nonindustrialized observers accomplish the experimental task in a way that is comparable to the industrialized culture's performance. It is possible that the dominant influence of chroma on Himba color preferences is due to the fact that Taylor and colleagues (2012) presented stimulus colors on a computer screen. For a truly nonindustrialized, remote culture, a computer screen is a very strange object. In particular, while most colors in nature are surface colors (i.e., colors that result from the absorption of light during the reflectance from a surface), the computer screen shows emitted colors (i.e., colors produced by a light source). The opportunity of seeing highly saturated, luminous colors in this way should be fascinating for a beholder who never sees anything similar in everyday life. As a result, the failure of Taylor and colleagues (2012) to reveal cross-cultural regularities could be merely due to the mode of stimulus presentation.

Here, we also compared a nonindustrialized, remote community with a modern, highly industrialized, and globalized society. In particular, we compared color preferences in women and men from the Yali tribe in Papua and from Polish observers. In contrast to Taylor and colleagues (2012), we used surface colors and kept the task as simple as possible so as to make the task more accessible for nonindustrialised observers. We examined whether color preferences differed between the two cultures and how the color preferences differed between men and women in the two cultures.

There is much more to our dressing than we might imagine. Our dressing says a great deal about who we are and influences all kinds of impressions. People make snap judgments about us from the clothes we wear. They draw conclusions about our personality from the way we look. So if you think "opinions" don't matter, "impressions" might do which is why "dressing" most certainly matters.

Dressing is an art obviously, the art of knowing how to carry ourselves during various occasions we partake in. The occasions dictate how we should dress to suit the mood of the events. Dressing for any occasion is about paying respect to

the occasion and the people around you. Here below we present to you an easy guide to dress codes for every occasion.

A wedding

A wedding usually is a black-tie or a white-tie event unless the bride and the groom have decided to theme it to some movie they love.

Women should always keep in mind to steer clear of the white dresses in weddings as the color white is just for the bride. Put on the best gowns you have. It is floor-length gowns for weddings but the etiquette rules are softening, knee-length dress is equally fine. Accessorize according to the mood of the event.

For men, it's always a tuxedo. Dark suit never does wrong in such formal events with dark party shoes. Choose the colors suitable for the time and the season.

A cocktail party

A cocktail party is largely an informal social gathering where you dress almost-formally; so the dress code for a cocktail party is "dressy-casual" i.e. semi-formal.

Tuxedos for men and evening dresses for women are the dress to sport in these parties. Black color has the evening vibe of the cocktail parties but also any dark color would do as long as you keep it inconspicuous.

Men's cocktail attire accommodates suit, coat and tie while women's attire is a knee-length dress with some frill. It's acceptable if your dress is a little above your knee but you should always keep in mind that there's a thin line between being sexy and being vulgar.

A dinner party

Suit up in your cocktail attire if it is a formal dinner party. It is always wiser to ask the host for advice. You don't want to offend your host at their own table, do you? So, don't overdress. Also you risk offending your dinner companions if you underdress.

It always pays off taking out a little time to make a call to your host before you show up at their doorsteps. If it's a festive event, dress up like you are there to celebrate, little glitz and color won't hurt.

A business dinner or a company party

Don't dress up an outfit that is too provocative during business dinner party. You want to be taken seriously when it comes to job promotions and dressing provocatively on any of the company occasions would not play to your benefit. The dress code is "smart-casual" i.e. casual but work appropriate. When it is about work, you should always keep it professional.

Style gurus suggest that women can wear dress pants, a casual dress or a skirt with a nice blouse to a company party. Men are advised to stick to khakis or dress pants with a collared shirt and loafers. Look sharp, look professional. That's the mantra.

An interview

A job interview is one of the most important days of ones' life. You've got to make a good first impression which, for the most part, decides that you remain or you leave. A suit is the standard attire for an interview.

Your attire should reflect that you are disciplined and committed, so look polished. If you are at loss, making a call to the HR executives to inquire about the attire is perfectly acceptable. It shows your respect for the company and interest in the job.

A tailored suit still tends to be the standard for most corporate companies. Ladies would better avoid accessorizing too much with jangly jewelries, it's distracting. A watch would suffice and serve well, for both men and women, it shows you value time. Don't presume that they won't notice, after all, you are literally asking them to judge you.

A Baptism, a Bar Mitzvah, or Some Other Religious Ceremony

Chose an outfit that is appropriate for a religious facility. Religious events tend to be more conservative thus, it is better to double-check its conventions before you choose an offending apparel.

Women are suggested to wear a skirt that is below the knee, cardigans or nice khakis with no shoulder or back visible. Stay away from low-cut or clingy outfits as they can be offending in such places.

However, on celebrations like a baptism, it is important not to wear anything that is too serious, go with the colors of the festivity. Men can wear a proper formal suit.

A funeral

The color white is the safest choice if you are dressing up for a funeral but it is not mandatory. Solemnity of the event can be conveyed with other dark neutrals like navy, charcoal or forest green.

For women, a pantsuit or a knee-length dress is deemed appropriate for the occasion. Opt for quiet jewelries like pearls. Men can put on a dark suit if that doesn't look anything near festive.

A Night at the Theater, the Ballet, or the Opera

There were days when a night at a theatre, ballet or opera meant dressing up to the best to flaunt large. Men were suited on their best tuxedos, women put on their best ball gowns with gloves and scarfs to complement their men.

However, it is not that way anymore and if you dress like that, you will probably be overdressed for the occasion. Casual outfits, jeans and t-shirts are common sights these days. That doesn't mean you can't dress up for a classy night out. Throw on your cocktail attire or opt for a pair of jeans and t-shirt as you please.

A First Date

First date is all about leaving a good impression. The secret here is to be yourself and dress casually as you'd always do. If you are trying too hard, that for sure won't go unnoticed which might play against you. This applies to both the guys and the girls.

Men should wear jeans and shirts with necessary accessories that would sum up their personality. Women, usually, need not do much to impress guys but having said that, don't look too ragged and laid-back. Stylists suggest to dress up with a nice pair of skinny jeans and a sweater or shirt to look casual yet trendy.

Family Get-Together, Barbecue or Birthday Party

This is family, go laid-back with your choices and get comfortable. The code is casual. Anything goes. The stylists say, "If you are a woman, wear a sundress, a skirt or pants with a pretty top to a casual event. If you are not a woman, wear khakis with button-down, a sweater, or a polo shirt."

The simplest code to dressing is to dress largely according to your physique, time and season to keep alive the elegancy and comfort at the same time.