

Colour your way to success

This article was published on December 5, 2010 06:00 am

Want to instantly position yourself as a confident professional who thinks outside the box and not afraid of challenges? Try more colour in your wardrobe!

Colour has the power to do many things, least of all make you feel confident. A no-cost item in your wardrobe, it's the first thing people notice and the best way to create a 'sticky' personal brand.

Adding colour to your professional image is easier than you think. And it doesn't have to break the budget! Whether you wear a uniform to work or not, you can use colour with confidence.

Colour Personalities

When choosing colours to wear, think beforehand what outcome you want to achieve. Who knew a pink shirt was the best choice for auctions? Pink is an excellent choice when selling or negotiating.

Colour is the easiest way to build an eye catching brand, stick in the memories of people, and bring increased confidence to you and your business! Here are some tips to make colour work for you:

Red = Strength

It makes you and others around you feel energised and ready to take action. Wear on the days you feel flat or when you want sparks to fly.

Orange = Social

Orange opens communication channels. It will help your team to come up with solutions, relax tension and facilitate discussion.

Yellow = Intellectual

The colour of control, perfection and attention to detail. Excellent when dealing with particular, methodical and logical types.

Green = Balanced

It stands for security, comfort and calm. Wear green in intense, high-tempered environments to calm down, soothe and balance the atmosphere.

Blue = Peace



Elena Reed is a conference speaker and a corporate trainer specialising in image and business etiquette. She also helps real estate professionals discover their best colours and styles, revitalise a tired wardrobe and build an image of confidence and success.

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MEN

Wear a coloured shirt.

Dare to step away from your usual white or blue shirt. This season go violet, orange and mint.

Accessorise with a tie.

Two choices here – either pick up the colour or contrast with your shirt.

Befriend a kerchief.

It's the hottest trend in Europe right now – and the key is to look like you haven't tried too hard.

Choose a shade that complements one pattern or colour in your outfit and carelessly stuff it in your pocket so only a tiny bit shows!

Shopping resources for all budgets;

Blue = Peace

There is a reason police uniforms are blue. It promotes loyalty, honesty and trust. Great colour to wear when you are in the final stages of a sale.

Violet = Sophistication

Historically it's a colour of royalty. Today it symbolises dignity, taste and personal pride. The right choice when you work with upmarket or exclusive properties.

Brown = Stability

It stipulates you are organised, down to earth, straight to the point. Great choice with 'no-nonsense' clients and sceptical prospects.



\$\$\$ Henry Bucks www.henrybucks.com.au
\$\$ Calibre www.calibreclothing.com.au
\$ Sportscraft www.sportscraft.com.au

WOMEN

Adorn your neck.

Wake up that plain suit by wearing a scarf or necklace in the season's hottest colours. An orange necklace will spice up a black jacket. A cobalt blue scarf will lift a 'tired' uniform.

Give life to neutrals.

If you always wear your navy jacket with a white shirt, stop being predictable. Team it up with a deep rose shirt or a pumpkin top next time and prepare for the compliments.

Have fun with frames (your glasses that is!)

Surely it is easy to go for gold, silver or frameless but glasses are such an accessory! Purple frames will go with everything, as well as jade and give you a modern look.

Shopping resources for all budgets:

\$\$\$ Verge www.fashionz.co.nz/verge
\$\$ DavidLawrence www.davidlawrence.com.au
\$ Sportscraft www.sportscraft.com.au

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