

# **THINK WHAT YOU WANT: STYLE PSYCHOLOGY**

Silhouette, color clothes and accessories can tell a lot about our character

The background features a light gray gradient with numerous thin, vertical, teal-colored lines of varying lengths and positions, creating a textured, rain-like effect. A solid teal horizontal band spans the bottom of the image, containing the text.

**What is a style in clothes?**

# **This is a manifestation of your individuality with the help of clothing.**

- Remember the phrase: you will never have a second chance to make a first impression?
- And the saying: On the clothes meet? ...

The background features a light gray gradient with numerous thin, vertical, slightly wavy lines in a teal color. A solid teal horizontal band is positioned at the bottom of the image, containing the title text.

# Psychology of colors in clothes

## Red color

Red color speaks about danger, excitement, passion, strength, aggression and success, but can make you restless and active. The owners of the casino noticed that with red color people play more risky, it fills with energy and courage. A red dress on a woman is an established synonym for flirting. If you want to establish contact and arrange to yourself interlocutors, it is better to choose softer shades of red, because saturated red can psychologically suppress.



## Yellow color

Yellow color brings joyful emotions, playfulness, symbolizes health and openness to the world, some carelessness. If your pet is yellow in clothes, then you are very sociable, like changes, are prone to learning, but you can be unstable in a relationship.



## Orange color

This color helps increase the flow of oxygen into our brain, strengthens the creative activity. It has the energy and vitality of red and, like yellow, creates a feeling of happiness and positivity. The bright orange color provokes and is good in small doses, but the spicy shades of orange are exotic and attractive, especially in the autumn wardrobe combined with brown and gray flowers. It is believed that fans of orange color are inclined to creative thinking, are full of enthusiasm and can act unorthodox.



## Green color

Green is traditionally associated with ideas about life and nature, it is considered relaxing and soothing almost as a healing. On the green, the eye "rests", because this color is perceived directly by the retina of the eye without any refraction. Bright green color reminds of spring and expresses energy, dark green is associated with stability and growth. People who prefer green color, are considered reliable and magnanimous.





## Blue and blue colors

The blue color evokes confidence and forms the impression of seriousness and reliability. This is in many ways "male" color, for psychologists it is considered ideal for careerists. Blue color in the body causes processes that promote relaxation, it is associated with the sea, sky, space and freedom. Almost all our associations with blue and blue colors are positive. When we see the blue or the color of the sea wave, calmness and pacification of the natural elements come to mind.



## Pink color

Traditionally, it is associated with tenderness and love. Pink color not only provokes affability, but also lowers aggressiveness, soothes and softens emotions. Bright pink is more vigorous than muted shades, because it has more red. A moderately saturated pink color seems infantile and innocent.



## Violet color

Violet is the most ambiguous color. On the one hand, it is the color of fantasies, dreams, unusual images and secrets, and on the other, a depressing thought. This color in the wardrobe says about your dreaminess, mystery, developed intuition, some mystic nature.



## Brown color

Brown color is the color of the earth and tree trunks, it awakens memories of the house, and therefore is associated with perceptions of comfort. Brown is a "cozy" color, it is associated with stability and immutability, and the people who choose it seem serious, sincere and constant in their decisions.



## Gray color

Gray color is considered neutral by color, it is dispassionate and formal. Gray color is considered a color cold and depressive, suggests on concrete houses and asphalt. Gray does not have enough "company" of other colors to reveal himself, to show himself in all nobility. The reaction to the gray color alone in the interlocutor can be depressing.



## White color

White color is associated with purity, innocence and goodness. Since ancient times it is believed that a man in white clothes has a high social status and does not engage in heavy work. White also symbolizes truth and justice, against his backdrop any bright color will look appropriate, because the white "clears" it.



## Black color

Black - the most dramatic and authoritarian, he plays on the side of evil, death and darkness, similar associations are born in us from childhood fairy tales. Black is the color of mystery and uncertainty, people often fear it, but at the same time, black color in fashion is truly omnipresent and goes into all styles of clothing from business to evening. Black color is considered conservative and inspiring respect.





---

# Silhouette

Think of a few of your favorite sets of clothes. Think, what lines are present in these kits?

---



Clear lines, sharp corners, "geometry" in the image, indicate that you adhere to order and clarity in your life, your character dictates your style and fashion is not the main thing, the decision is always yours.



Smooth lines, flowing fabrics, fuzzy silhouette and multilayeredness in clothes reflect your soft character, smoothness and grace, calmness and balance in business. However, it is possible that only outwardly you create such a soft image, but inside you flows a stormy stream.



# Accessories

What accessories do you prefer: neat expensive metals or bright and varied costume jewelry?

- If you prefer rather quiet decorations of gold, silver, platinum - you can talk about you as a reserved, self-assured woman, with a subtle sense of style, knowing the price. In people you value sincerity and restraint, among colleagues - literacy, clarity.
- If you prefer jewelry made for each set of clothes - you are original, do not like standard solutions, you may be inclined to emotional outbursts (like joys, and sorrow and anger), like to demonstrate and emphasize your own unique style, want to see yourself refined and unusual.

**Thank you for  
attention!**

Presentation of Fyodorova  
Albina  
Group 62-53-17  
Checked the Badambaeva  
V.M.

