

Flashy or subtle

Signal your message with color

By Jeanne Whittaker
staff writer

AS A CHILD, you learned redheads don't wear red. If you still believe this, you are a "traditional."

You love huge, brilliant bracelets, and your favorite silky undergarments are red. You are an "avant garde."

So says beauty expert Adrien Arpel, who will be at area Hudson's stores this week to discuss color, beauty and fashion.

The point is, says Arpel, her seminars are designed to dispel some of the myths and misconceptions about how color influences makeup and clothing. The appearance of so-called colorists on the fashion scene several years ago totally confused everyone, she says.

"Four years ago the stores were going crazy because people were coming in saying they were a 'winter' or some other season," she said. "They came in with their little color swatches and demanded that the stores show them something in those colors."

Never mind, she says, that the colors the women wanted were frequently out of season or even out of style.

So, says Arpel, some of the nation's largest clothing chains asked her to put together a program to train women totally in color.

THE 90-MINUTE seminars that Arpel presents this week are being broken up into 30 minute segments, the first featuring a lecture about what behavioral science research on color has revealed.

"They aren't doing this just for fashion, but for mental health," she said.

Participants will also take a color personality quiz that will divide them by color personality type between "traditional" and "avant garde," a subject that is the successful author and beauty expert's newest interest.

"I can spot them just by looking at them," she said. "But I want them to see it for themselves."

The second 30-minute segment will include a fashion show designed to show women how color affects their appearance. The final segment will

Fickle fashion follows famous

About the only safe prediction that can be made about fashion is that it is totally unpredictable. What's "in" today almost assuredly will be "out" tomorrow.

Fashion changes have been occurring on a regular basis since about the 1300s, and many were inspired by a prominent figure.

In the mid-1800s, King Louis XIII of France began wearing a wig to hide his baldness, and fashionable Frenchmen took to shaving their heads so they could wear a wig.

feature a complete makeover of someone selected from the audience.

The next part of the program, she says, takes place when women make a personal appointment for an individual analysis at a later date. In private sessions they receive a complete facial, including a vegetable peel, electric brushing and vacuuming of the skin, followed by a collagen mask, and hand treatment.

BY THE time she has completed the seminar and her private appointment, says Arpel, she will be equipped to shop for her colors no matter where she is. The "show me, teach me" format, she adds, makes it possible for women to find their own colors whether or not they choose Arpel products.

During the seminars women will learn that there is more to identifying personal coloring than simply finding out which shades complement them the most. Explains Arpel, each color imparts a definite message.

Behavioral research, she says, reveals that colors such as red, blue and yellow, the primary colors, connote youth. These are the first colors a child will grab from a big box of crayons, she says. "They give off youthful vibes."

Just as red, blue and yellow signify youth, she continued, medium blue and medium green are calm, serene shades good for borrowing money or breaking off a romance; and fuchsia gives off sexy vibes. "It's a great, sexy evening color," she said.

"Red," said Arpel, "is a power color. It always relates to electricity. Light is red, red hot."

Knowledgeable women use color to their advantage, she explains. How many women arrive in court for a divorce hearing wearing somber shades of black, little makeup and few accent pieces of jewelry because their lawyers told them to, she asks?

Instead, says Arpel, wine is a perfect divorce court color, because it is a softening of red, the power color. "You get what you deserve," she said. "In wine you look like you're supposed to be taken care of."

If you look like you're used to living on almost nothing, she warns, you'll probably get almost nothing.

EQUALLY IMPORTANT, says Arpel, is determining whether a woman's complexion is sallow or ruddy. Sallow skin has a yellow tone. "Put a yellow tone in her hair and dress her in yellow and she'll look like a great big banana," she cautioned. Ruddy skin is red toned. "She'll look great with a gold tone in her hair," she said.

A complete Adrien Arpel seminar and assessment consists of two parts. The first is an overview lecture and demonstration of how color can literally change a drab woman into a dazzler. The second is scheduled later at a customer's convenience, and is valued at \$100, but priced only \$22.50. Included with the in-depth look at the messages color transmits, the facial, a color analysis and demonstration of makeup techniques are carry-home

items such as a facial portrait indicating areas where colors included in a makeup-by-number kit are to be applied, plus a swatch of the client's 15 best colors for mistake-proof shopping.

Arpel says the compact makeup-by-number kits contain all the products a woman needs to do her complete face. Each stylish black case contains a blusher, powder, two eyeshadows, shiner, under lipstick stabilizer, four lipstick colors and lip moisturizer, selected for sallow or ruddy "traditional" or sallow or ruddy "avant garde."

Nothing women's fear of an unknown, she says, "If she can count to 10, she can put on a perfect face. She gets her face in a case and a pinup portrait to tell her how to put it on."

Arpel says she has worked since the age of 17 to take the mystery out of creating a beautiful face. "This is an industry that doesn't address 99 percent of women," she said. "It used to be that women went into a store with a picture of a movie star. Women today want to look like themselves, only better."

"My question is why intimidate them? I believe in giving them information that they can understand. My seminars and clinics sell help."

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