The Personal Image Blueprint
Lesson 5 - Power Color Full

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Gentlemen, Antonio here. Today we're going to talk about the power of color. That is the one thing I really want you guys to understand. Color is a very powerful tool that well-dressed men – they know how to use it.

I want to make sure in this introduction – because that's what this is: this is an introduction – guys, I've got an entire e-book for you, a lot more detail in the writing, more than I can go into with the video. One of the reasons is that a lot of this stuff, it does take a bit of time. I'm going to go over key concepts. I'm going to go over key points. But understand that this is something that – it could be an entire college course in of itself.

If you're curious, I really do advise you pick up some more books out there on color, starting with mine, but I reference a few other things. A lot of the books, unfortunately, that are written on color clothing really are geared towards women, and that's where I had to pull and go do a lot of the research.

However, I've also put out stuff talking about the psychological powers of color. We've been going a lot of research, and I'll have some of that in the Science of Style section. But guys, I want to start off with three things, three key concepts here.

One, I'm giving you a basic understanding of color so that you can avoid mistakes. Because a lot of guys go out there, and they think that somehow bringing color into their wardrobe is just bringing in a lot of color, and that is going to look bad. It just doesn't work. It's one of those things. People see the color wheel, and they're like "Oh, so I should have a lot of these other colors – oranges, yellows, reds – in my wardrobe." Not necessarily.

I like the color wheel, but what the color wheel really screws up on is proportion in your wardrobe. I've got a really cool chart, and I'll get towards this in the end when I talk about each of the colors in this video, but the proportions have nothing to do with what you see on the color wheel, because it's going to be whites. It's going to be grays. It's going to be navies. It's going to be black and blue.

Those are going to make up more than half of your – three quarters of your wardrobe. Then it's going to be the other colors. I like to think of them as spices. You bring them in to draw and to guide the eyes, which is part number two.

Understand that color is there to guide the eyes. Here in the Midwestern United States, you see a lot of birds. What's interesting is the red-winged blackbird. I always love seeing this bird out

there. It comes out in the spring. Its call is very unique. I took an ornithology course when I was in college, and I remember seeing this bird. But the male, he has a bright red wing right there. It's just like a little badge. It's there to attract the female to show his dominance for an area.

I find these things very interesting, because you can use color in a similar way. The rest of the bird is black or is very dark colored. The females are a brown. But it's that one bit of color which grabs our attention. Whenever I see it, I instantly can identify the bird. You can use bird to guide people's eyes.

Think about it. You're a large man. You're never going to look thin, but what you can do is you can allow the eyes to go up and down by using a monochromatic look. Let's say you really want to draw people's attention to your face, because you're speaking with them. You're giving a presentation. Well, guess what? Wear a necktie. You button this up, and it's a pointer going right towards your face. That's how I want you to understand to use color.

Point number three – alluded to it just a bit earlier – is the psychological effect of color. I'm going to get into these in the scientist style, but understand persuasion. Use the color red. Just a little bit of the color red has a powerful effect on persuasion, aggression. If you want to come off as a bit stronger, you want to be dominant in a conversation, consider bringing in black.

We also talk about colors that bring in trust, and a number of other psychological influences. Again, guys, I'm always adding to this.

I'm going to go over some basic color theories right now, and none of these are perfect. I'm going to tell you a little about where they came from. We've heard to complexion and contrast. This is basically where men are divided into high-, medium-, or low-contrast men.

High-contrast men are going to have black hair, light skin. Low-contrast men on the other side are going to usually have blonde hair, light colored skin, or they're going to have very dark hair, dark colored skin. Low contrast between the hair and the face or the skin, and same over there, high is going to be the compete opposite. Then medium is probably where many of us are going to fall.

I look at myself as a medium-contrast. I've got dark hair. Medium colored skin, depends on how long I've been out in the sun. But the point is this came in – Alan Flusser really popularized it – but it's been around for a long time. The idea is in your wardrobe, in your clothing, you should replicate what you see in your hair and in your skin. If you're high, you want to have contrast in your clothing. If you're low, you want to have a low contrast in your clothing.

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I feel this is really limiting, and I have seen low-contrast men be able to look great in something like black tie. That's where, to me, this theory falls short. There are certain outfits in which you

do need to have contrast for the formality, and I think a man who's got red hair with light colored skin can look great in black tie.

It does fall short, but it at least gives you a place to start, and it's very easy to understand. In addition, it doesn't really bring into play the eyes. When it comes to things they pay attention to choosing your colors, I say go with your skin. After that, look at your hair. I know not all of you guys have hair, or some of that hair's falling out, or you've chosen to shave. In that case, then look at your eyes.

Based off of that, you usually have one of two tones. I talk about this more in the book, but you're going to have a cool tone or a warm tone. If you've got cool tones – and the way I can usually tell – I'm a cool tone – I am naturally attracted to silver, and when I look at my veins, I can see blue in here. To me, that is cooler tone. Warmer tones, it's going to be harder to see the blue in you veins, and you're probably going to naturally be attracted to the metal gold, or you're going to find that gold really works in your wardrobe. That's an easy way, I find, most men throughout their lifetime have been attracted.

What does that mean? Well, if you're going to be a cooler tone, you're going to lean more towards I think shades. I'll get to exactly what shades are. Shades and tones, basically where you're taking colors, but you're taking the darker tints of them. If you're warmer, you're going to maybe lean a little bit more towards tints and pastels. I'll get into those.

Again, guys, go into the book. The key is I don't want you to feel constrained by some of this stuff, but I want you to understand it, because – and I'll use the low-contrast man as the example – blonde hair, maybe you're a ginger, and you've got light colored skin. The key here and where I find that this stuff is useful is that you understand that you don't want to wear an outfit that just overpowers you.

Like I said, number one thing is to avoid mistakes. If you try to bring in too much color, remember, it's like a spice, gentlemen. Basically, you don't want someone to remember you as that guy with that bright colored shirt. You don't want to be remembered as that guy with the really loud outfit. You want to be remembered as a well-dressed men, and I don't remember exactly what he was wearing, but it just looked good on him. Remember, we wear the clothing. The clothing shouldn't wear us.

I said I was going to talk about each of the individual colors. I'll go ahead and I'll get into that. Are you ready? Okay. Let's talk about white.

Twenty percent of your wardrobe. If you go over to the e-book and to the article, I've got a new chart that breaks this out. White is, in my opinion, one of the most dominant colors. This may go down a bit, because I'm counting underwear, I'm counting undershirts, I'm counting dress shirts in your wardrobe, casual shirts in your wardrobe, polos in your wardrobe. I feel for shirts, for underwear, for undershirts, that white is just going to be where it's at.

Of course, this percentage will go down if you decide to bring in heather gray undershirts, if you decide to bring in dark colored, black underwear, black socks. I've actually made a transition towards almost all of my socks being dark colored, even my gym socks, yes, are dark colored. I just find it's better.

But for a large majority of men, especially those that are wearing suits very often, having a staple of white dress shirts. Your first ten dress shirts, half of them could be white. You could change up little things like the style and variation. But understand that there's nothing wrong with white being the core keystone – literally almost 20% -- of the color in your wardrobe. It's going to work great, especially for summer.

Now, I'm not going to say "suits" and I'm not going to say "trousers". Part of it's the impracticality. When you wear a large piece of outer clothing like that that is meant more for protection, you're going to want to go towards the darker colors, and you're going to find the next five colors I talk about are all dark colors. Those are going to make up the other 40-50% of your wardrobe. You ready to get into it? Okay.

Gray. I've got gray ahead of navy and ahead of black, although some men may find that navy or variations of blues are going to go up there, but I'm going to say gray at 18%. The reason I like gray is it's a non-color. If you think about it, gray is a mix of black and white, and the grayscale goes – we have a wide range. Again, in the e-book, I'll go into more of the grayscale. But we're going to have charcoal gray at the very dark end, right before black, and then we're going to have very, very light grays, which are not even close to white, but you can very clearly tell that there's the gray in it.

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Having a range of grays starting with trousers – I think gray trousers are one of the most underutilized pieces that a man should have in his wardrobe. I talked about the gray undershirt. You're not really going to want to go with gray shirts. You can maybe have one that would be casual, but I find that shirts are where we want to bring in color.

Again, the key with gray is because there's no color, you can match it with almost any other color. If you've got some medium gray trousers, light gray trousers, all of the sudden, you'll be able to match those with almost any shirt in your wardrobe. You won't necessarily have to throw in a jacket. This is going to work as well if you're going with light pastel shirts. All of a sudden, if you are that low-contrast man, the red hair, light colored skin, you're going to be able to wear a wide range of this type of outfit.

You could simple have light gray, medium gray, Cambridge gray. There is various grays for this. You can go in. Have three or four sets of trousers made. They're all going to be different trousers, but you're going to be able to wear them with all of those shirts.

In addition, with suits, gray is great for suits. It's better, in my opinion, than black, because it's still going to be – especially if it's at least a medium gray – it's going to be perceived by most people as formal as a black suit or as a charcoal gray suit.

I would recommend, if you are a lawyer or you're engaged in a very conservative profession, that you do stick with your first suit being either a darker gray or a navy – I'll get in the navy here in a second – but the reason you want to go with that is there are going to be certain situations, especially if you're in New York, if you're in London, if you're going to be over in parts of Italy or France – that there is the expectation of those that are in the know that yes, you need to have a dark suit for let's say a courtroom appearance, or if you're going to be in a board meeting, or you're going to be closing a business deal. Yes. Then you'll want to wear that, or you're going to be going to a funeral or a wedding.

However, medium gray, lighter grays, these are great, especially if you're looking at third, fourth, fifth suit. All of a sudden, if it's a summer wedding, you wear a light gray suit. That's going to look great. You're going to be able to bring in a wide range of shirts.

This is actually where you can bring in a darker shirt. It's going to be more casual, but it will allow you to dress it down at the same time. You're wearing a suit, maybe a dark colored navy shirt, or you could even wear a black shirt with the gray. That's the beauty of gray. No color, so you can wear almost any color with it.

Spent a lot of time on gray. I think it's one of the most underutilized colors. That's why I really wanted to get your ears perked up about this. Again, this is to build a hunger so you can go out there and explore.

Now, let's talk about navy. Navy – and this is different than blue; I'm going to get in the blue here a second – but navy is a shade of blue. What do I mean by shade? I mean if we take the original hue, which is the original color blue, and we add black to it, that's when we get navy.

Navy, especially midnight navy, is even considered blacker than black. Midnight navy, you can actually wear for black tie. I wouldn't recommend it necessarily for your first black tie outfit, but you could consider it. But navy for suits is going to work really good.

I'm a fan of navy shirts, believe it or not. I think it's a great casual outfit. I probably have like three navy shirts, to be honest, and I find it they're very easy to wear in the summer. I can roll them up. Made from the chambray fabric, they actually, when washed a few times, they start to become a little bit lighter than a true navy. But I have other ones. One made from a wool fabric, a very lightweight, very interesting shirt, and it maintains its dressy appeal. I have another one that is made from a cotton, and it's a very tight weave, so it hasn't become a napped fiber.

This one has a contrast, white buttons. Very casual. On the other hand, the darker color, when I wear it with indigo, when I wear it with my jeans, all of a sudden, I'm able to get a pretty dressy

look without having to throw on a jacket. The reason I'm able to do that is I have a monochromatic look.

If you are wearing suits, navy's going to be great, especially if you're an older man. Let's say your hair's turning a little bit gray. Maybe you've got dark brown hair. All of a sudden, navy, I think, is going to look better than grays or blacks. It's going to work better with the color. It's going to not suck color out of your face.

If you've got really light colored skin, navy is going to work well for you, because if you wear black, if you wear charcoal gray, there is the chance, especially if you're not wearing with any color, it could almost suck the color right out of you. If you have that problem, if you're an older man, if you're becoming a bit more pale, look towards navy.

Who navy is not going to be good for: you're a younger man. Let's say you're 22, but you look like you're 16. Don't wear navy. It's going to make you look even younger. Be careful of blue suits, as those are going to make you look even younger.

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In that case, you would want to go towards charcoal. You would want to go towards medium gray. Those are going to add a little bit more age to you. Makes sense? Okay.

We've talked about navy, and I'm not going to recommend navy for trousers. Maybe for a fourth or fifth pair. The problem with navy trousers is that they require a jacket. There's going to be almost too much contrast. You can wear navy trousers. You can wear them, actually, with a light colored jacket, but they're going to be hard to match with just a shirt. It's almost too stark, and it's almost too close to black, which takes me to the black.

We're on the color number four, black. Thirteen percent of your wardrobe. Navy was 14%. Black is 13%. Black. This really depends on the man. There are some men that have black hair, medium to dark colored skin. I think black could be a much larger percentage of your wardrobe. But black is one of those colors. It's the most formal of all the colors.

Anything with black tie, we've got an entire dress code that's build off of this. Black tie and even white tie, you're going to see black in there. Black was the color that you would wear into the evening, but black can be worn during the day. My wife personally tells me she finds it's a very sexy color on me. Personally, I don't really like it, but that's what my wife tells me.

Understand that black does send a very strong signal of aggression and of power. Black is that stark contrast color. If it is a color that works well with you, then go for it. However, if you're going to be – and again, we talked about this – low-contrast, you're going to want to be very careful with black, the reason being is black mixed with any other color or any colored shirt, even if it's a relatively dark, it is going to be a very stark contrast, and that could overpower your look.

If you're a dark colored man, let's say you're African American and you've got really dark skin, dark hair, you can wear a dark maroon shirt, black trousers, black shoes. That could be a great looking outfit for you. It's going to give a very monochromatic feel, a very sleek look, especially if the clothing fits you well. However, different man, same outfit, and let's say you've got that reddish hair, light colored skin, then that right there may be too stark of a contrast, and it's really going to pull a lot of the color out of your face.

You're going to have to try it. I'm not going to say that low-contrast man can't bring black into their wardrobe. Obviously, they would have to for black tie, possibly, but you're going to maybe want to avoid it for our suits. Instead, maybe look a medium grays, charcoal grays, but don't go towards black for a suit.

We've talked about black. Black shirts, I think you can wear if you've got the right complexion for it. Black trousers, I'm going to say avoid. Black jeans, you can pull them if you've got the right complexion for it, and it's going to be a more informal look. Go with the right style. Make sure that the fit's good, and you can wear them with casual shirts.

Let's move on to blue. Twelve percent. When I'm talking about blue, I'm talking about more the hue, the true blues. There's going to be a wide variations of blues.

It's funny. When men look at colors, we often just see blue. When women look at the color blue, there's going to be all different tints, shades, tones of it, 20, 30 different variations, and they've got names for all these type of blues. Light blues, medium blues, baby blues – I'm not going to go into that too much, because I don't know all of them.

However, I do know that I'm wearing a blue right here. I like it. This is more of a washed, distressed denim type of casual shirt. I like it a lot. I just put it on this morning. This type of blue is what I'm talking about. Indigo is going to fit into this. That's where, if you dress casually, blue could become a larger percentage of your wardrobe.

I'm playing with these percentages, but I want you to understand that it's okay if you change these up, if you're going to bring a lot of jeans, if you're going to bring in a lot of blue in your shirts.

I talked about dress shirts. Most – at least probably half of your first ten dress shirts – should have white or some type of white, but the other half are going to be blues: variation with blues or blues on white, like white shirt with a blue stripe on it right there.

Why blue and white? Blue and white dominate a wardrobe for a man, because they have a very clean feel. They're associated with strength, with trust, so they're going to work in your wardrobe. Very easy to match as well. I find blue is going to go with a wide range, and I'll get into the others. Brown's going to be next. But they go with brown trousers. Blue can work with other variations of blue, so you can go with a little bit of a monochromatic shirt. If you've got

blue or a navy pair of slacks, you can wear them with a medium blue or a light blue shirt, and it's going to work okay. Not one of my favorite outfits, but it can work

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You can bring in variations of blue and certain tones will work with tints. I know I'm throwing out hues, tints, shades, and tones. I'm going to link to another video in which I go into more detail about what those are. We do talk about those in the support e-book.

Blue – especially with jeans, if you wear a lot of jeans, that's going to be fine. When I'm wearing this shirt right here, I can wear it with a dark pair of jeans. Very clearly, I'm not trying to match them exactly. However, I can also mix in a navy shirt with those blue jeans. It's going to look perfectly fine. Blue when it comes to trousers, I would say casual. Chinos, things like that. Let's get into browns.

Ten percent of the wardrobe. I think this can be a lot higher. I can tell you me in particular, brown is a higher percentage. Black, actually, is a smaller percentage. When I'm talking browns, I'm talking tans, I'm talking khaki, I'm talking true browns. I have a brown suit. Don't wear it very often. It's probably the 7th or 8th suit that I'll wear occasionally, but I do have a brown suit.

What I do have are dark brown. In fact, I'm looking over. I've got three pairs of trousers that are in my interchangeable wardrobe. They are variations of brown. I have a dark brown. I have I would say a khaki. Then I have a very light tan. I find that this is where brown really you can put your stake in the ground and say "Hey, trousers are where brown can dominate."

In addition, you can bring it into jackets. Now, when it comes to sports jackets, I like blue. I find that blue and variations of blues really work, because my trousers are mostly going to be tans and browns. They will work with any type. Blue jackets, brown trousers. Variations of each, and they all work together.

However, I do like my brown jackets as well. The problem with brown jackets, if it's too close to the brown of the trouser, can't wear it. I've got to have a bit of a contrast. That's where my interchangeable wardrobe could start to break. However, wear your brown sports jacket, especially with tweeds and variations of such. Going to wear it great.

I've talked about brown. Let's go into green.

Seven percent of your wardrobe. I'm a big fan of all of green. You guys have probably seen the sports jacket that I wear that's all of green. I also have one shirt that's got a bit of green in it, and I would like to bring other parts. Actually, it's going to be a lot of my outer jackets. My casual jackets and my casual coats, that's where you're going to see green in my wardrobe. I did have one shirt. It's more of a casual shirt. Don't really wear it on my videos. I don't have any trousers, but green can also be worn in shoes.

Purple, 2%. Red, 2%. Yellow, 1%, Orange, 1%.

You notice how those colors are spices? Even green, you can bring it down, or you can bring it up, depending on where it fits in your wardrobe.

These last colors, they're going to be the colors you're going to see in my pocket squares, in my neckties. Very rarely will you see them in shirts. I do have some great shirts that have a bit of lavender in them, have a bit of red, have a bit of orange, have a bit of yellow, but you've got to understand, these are shirts that I don't wear very often, because they do stand out. They do grab attention. That's the key with color is that it will attract the eyes. It's memorable.

You could build up your wardrobe to have more color, especially if you're low-contrast. I've seen these men bring in a wide range of lighter, I would say more tint, in those, and that's where you're going to see these work the best.

If you're going to bring in yellow, if you're going to bring in orange, if you're going to bring in purple, if you're going to bring in red, bring in tints. Pink is a tint of red, and that will work great for certain complexions. Makes sense?

Guys, again, this is in support of the 40-something page e-book I've got over there. This is just to get you hungry. Last thing I'm going to talk about, complementary colors. That's where they're on opposite ends of the color wheel. Analogous colors are all going to be together. That's when you can create monochromatic looks.

Guys, go check out the e-book. I go into a lot more detail there. That's it for this video. Take care. Bye.

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