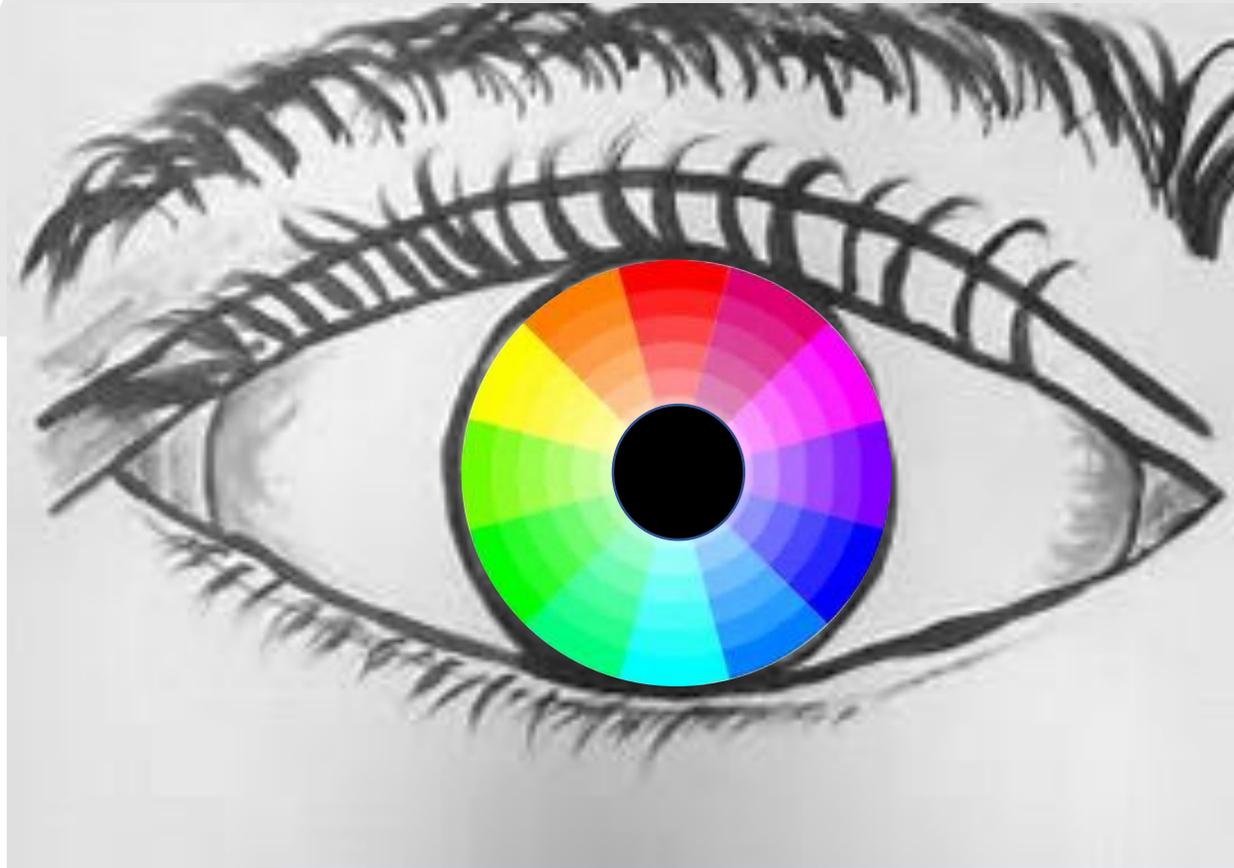




IdLook

# colorbook *of your style*



Open your eyes to the color!



# An instruction for the effecient result:

When clients comes toldLook, first what they are asked i their roles they play in their lifes. If you a mother, do you go the gala-evening, do you ride a bike to your work or have a dog – we do need to consider that all!

Thats why this book contents both examples of the capsules for these purposes, your roles: there are festive capsules, business, casual – just to start at;).

It is also divided into the color combinations suits to each of these roles. (Later IdLook is going to release these capsules for each of the 14 Kibbe-Larson types) So far, have fun in investigating the color world, coz that is the main purpose of this book!

How to do it? The best is to print the book. You'll need a color pencils or markers, or brushes and paint. Or use Photoshop for filling the colors if you do it on the PC.

Follow the instructions, or create your own combinations according to your colortype!

If you do have IdLook's palette, open it at your phone or PC, if not – buy it at [www.idlook.net](http://www.idlook.net) . If you were previously typed in 12/psi system, you can use the fans too, but we awared that system is outdated;/.

Upload it on IdLook's Facebook or PM it to [info@idlook.net](mailto:info@idlook.net) for the feedback of the professional stylist!

*You'll find at the pages futher:*

Color scheme

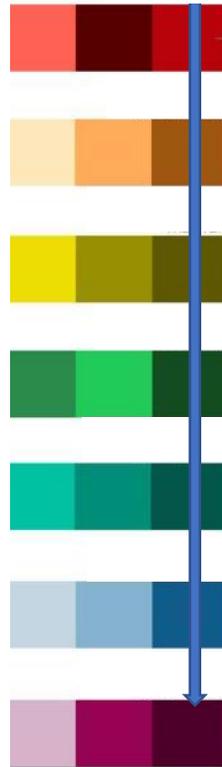


That scheme in the look:



Color examples of the color scheme:

With a Dominant color





# outfit's combinations can be of several kinds:

First we'll have a look at a monochrome and analogues schemes:



- Elegant and noble combos are created within one sector of the color circle. Like you see at the example with red: from white, pink up to the dark red. Just in your color temperature, of course;). Combine this scheme with the neutral colors (beige, grey, white – incl.cream;).

Suits for the social life events, dates with husband.

- 2 or 3 placed next to each other at the color circle colors gives calm, trusting and harmony image.

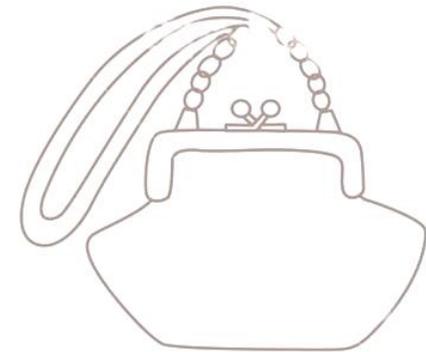
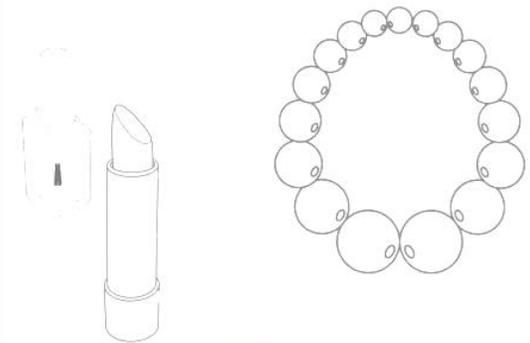
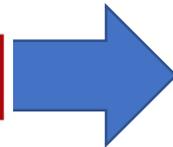
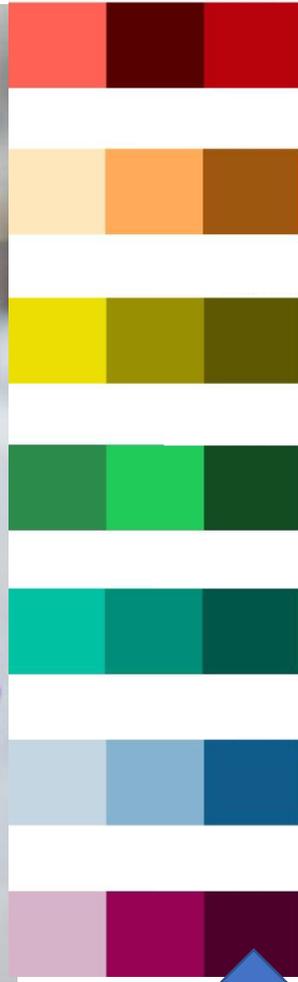
For being used in wife role, date nights, family events, etc.





Let's have a closer look at the monochrome color scheme.

You can build your **festive outfit** using that color principle:



Try to color it in your colortype or as it is suggested here 

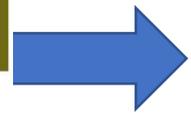
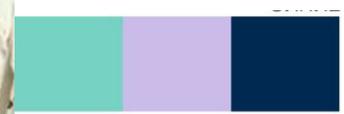
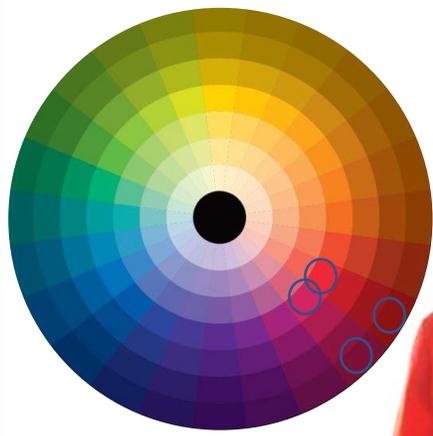
Remember, that you can share the result at [info@idlook.net](mailto:info@idlook.net) or at <https://www.facebook.com/IdLook.net/>!

Romantic  
Romantic Classic  
New look style

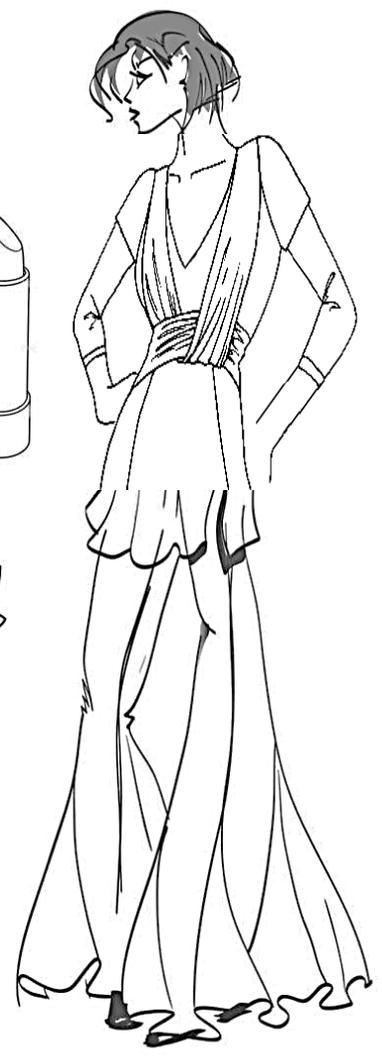
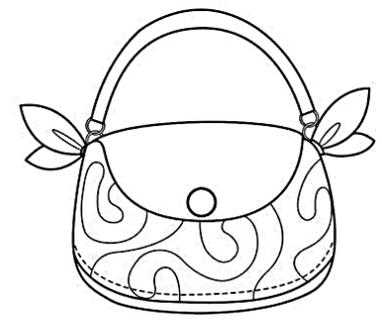
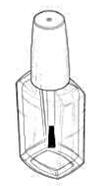


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# Analogue color scheme



# Festive capsule:

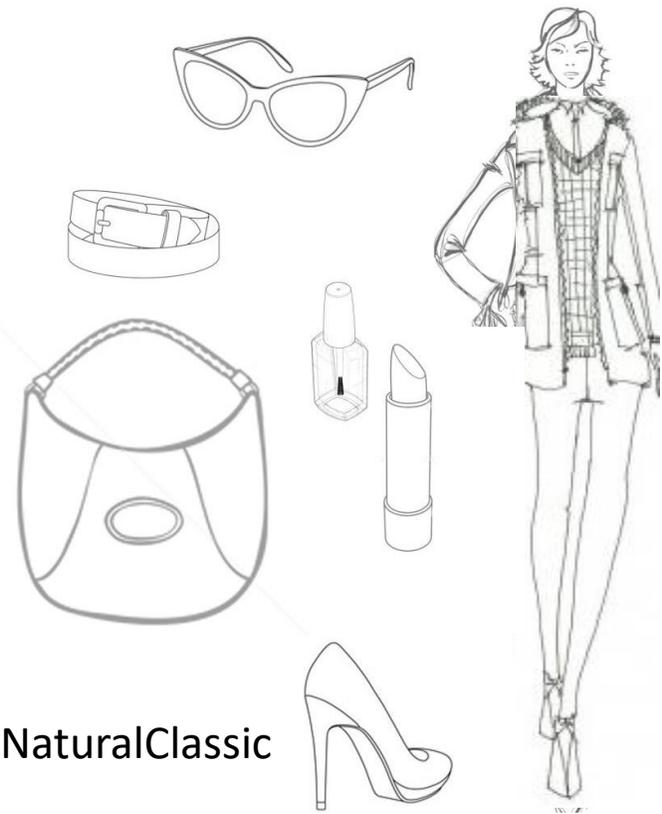


Natural-Dramatic  
Boho, ethereal style



**IdLook**

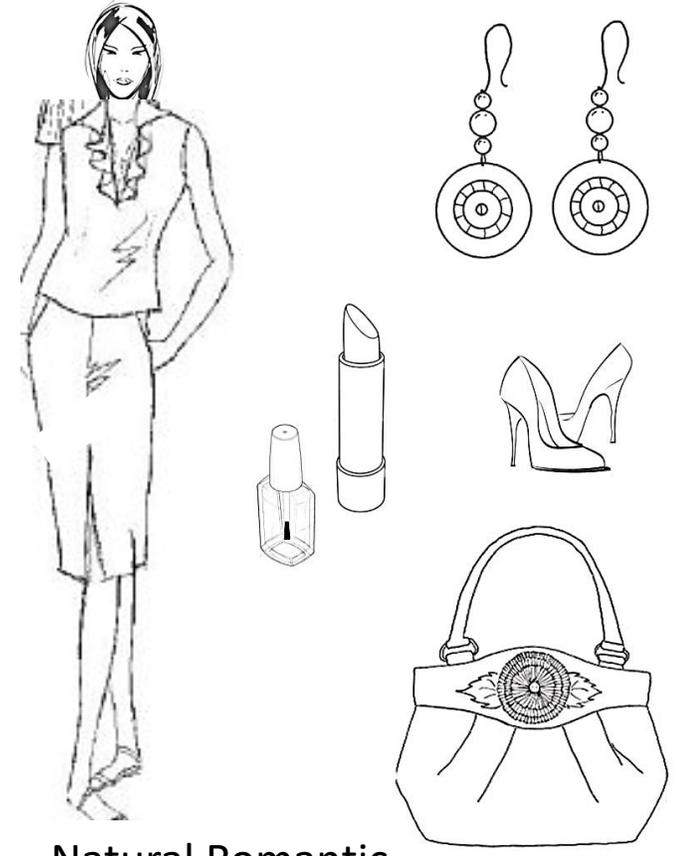
Color it in one or another way, or print that page twicely and try it both!



Natural Classic



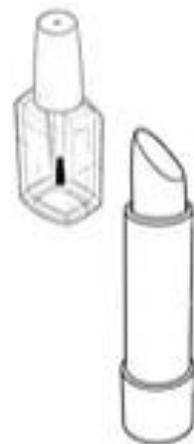
Dramatic Classic



Natural Romantic



Romantic  
Romantic Classic  
New look style



Natural-Dramatic  
Boho, ethereal style





Idlook

Also casual, communicative capsule uses these color combination:

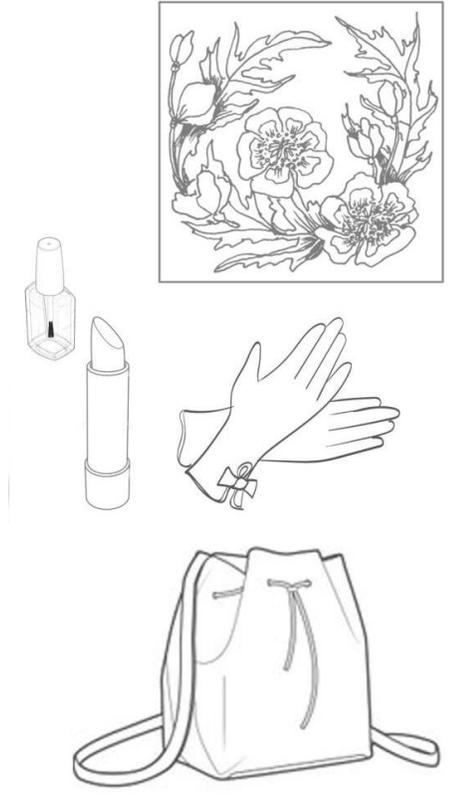
| CASUAL



Gamin  
Classic



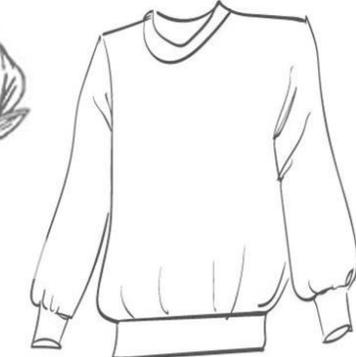
Natural



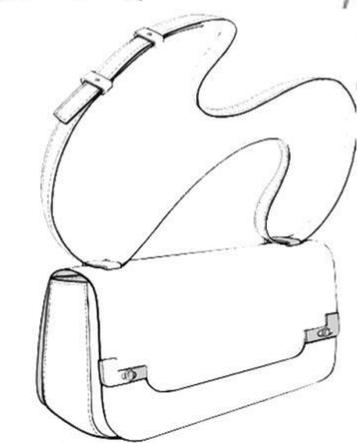
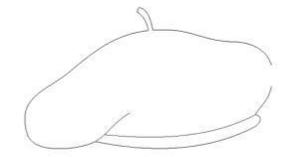
Dramatic  
Classic



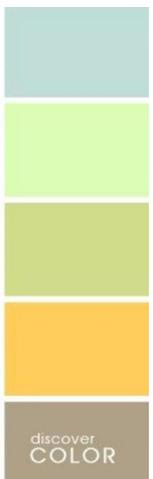
# CASUAL



Gamin-Natural



Natural-Dramatic

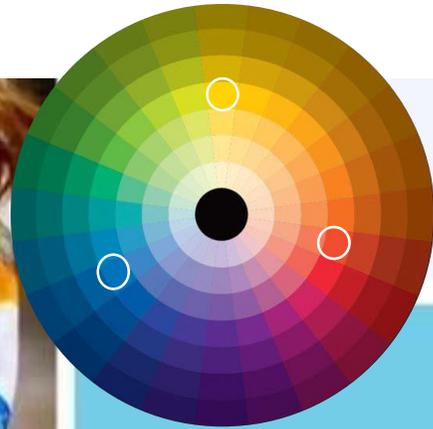


discover COLOR



IdLook

Of course, for certain personalities, psychological types and even colortypes, festive clothes also could be in another color schemes: triads, split-divided, etc.



Etc.



Use one of these schemes to create an active image:



- Complementary scheme gives the most dynamic effect. Use the colors, located on the opposite sides of the color circle.

for professional image that level of the contrast is needed!

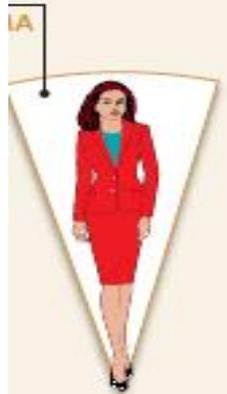
- A bit calmer than previous, is the divided complimentary scheme, there the optimistic image is still there, but it is more harmonic. And besides, involving 3 colors.

Your social life image, professional.

- Triad scheme. Also very active image. Think of the sport cloth with its orange+green+violet or red+blue+yellow;).

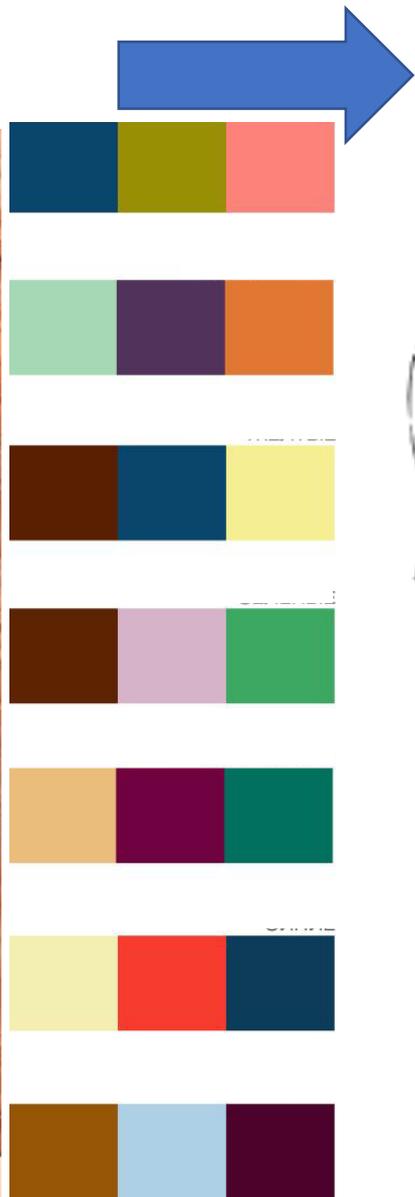
Your most bright combo, active outdoor engagements

Of course it should be combined with your colortype!





Triad,  
a 120 degrees in a circle,  
a contrast combination



business capsule:

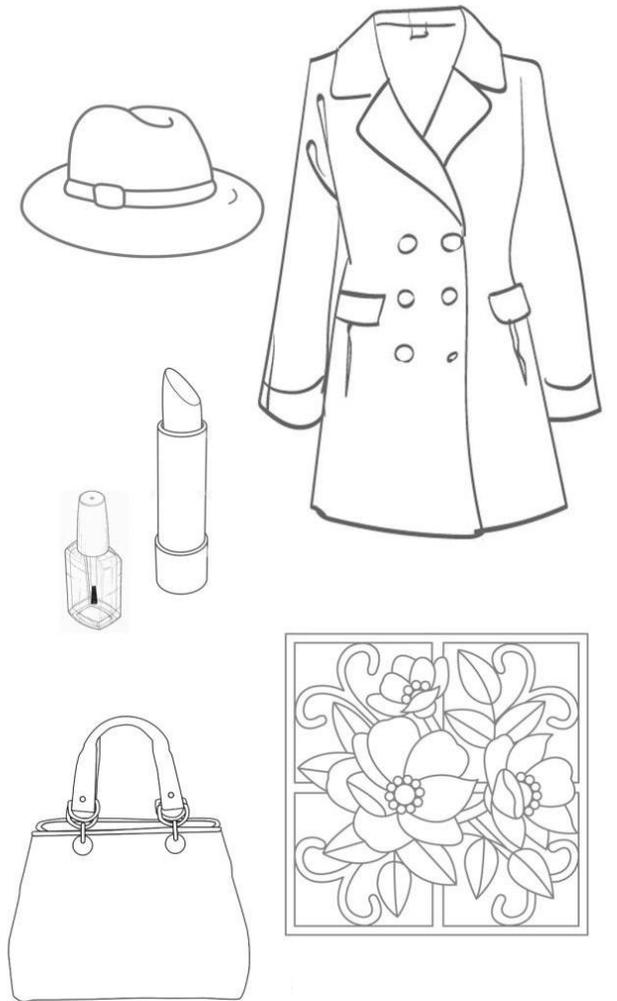
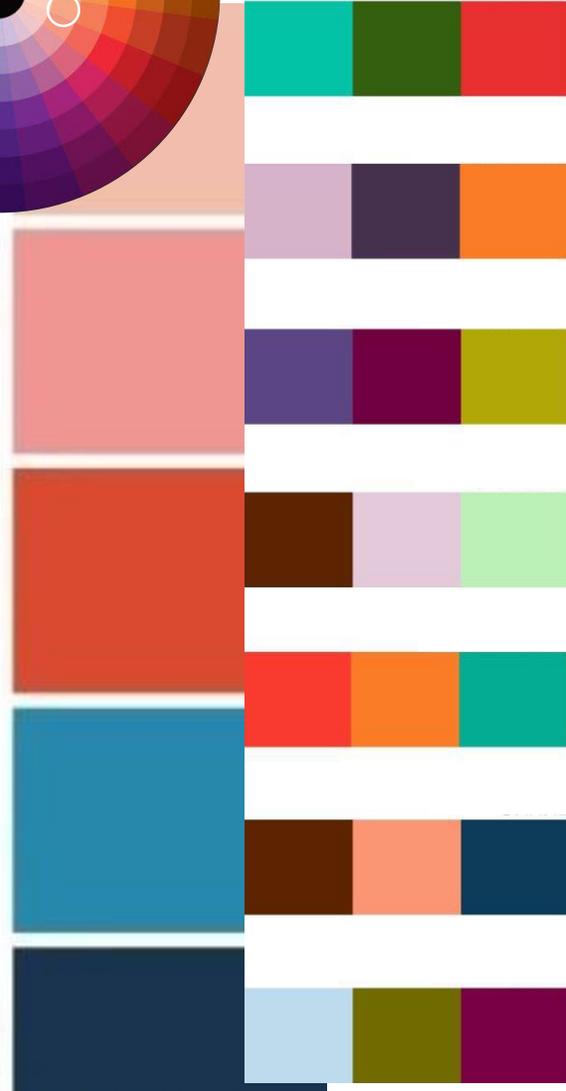


Romantic-Dramatic  
Parisian chic



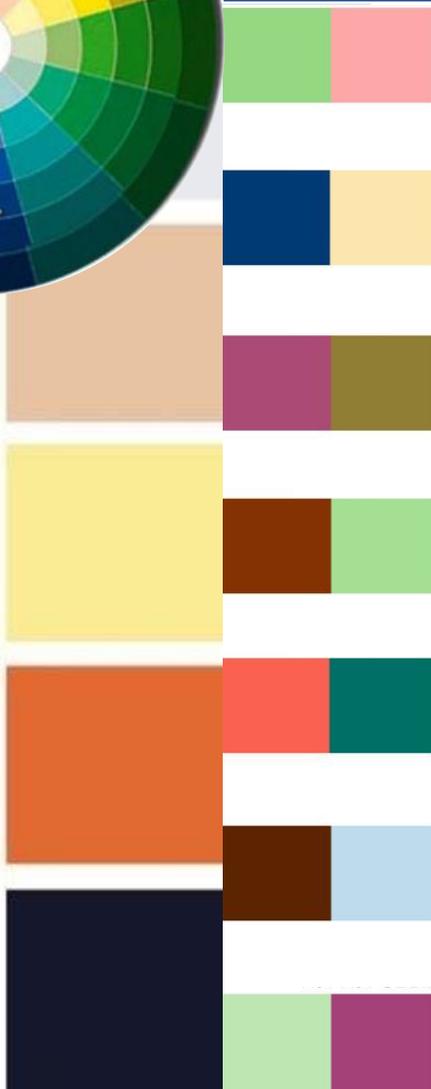
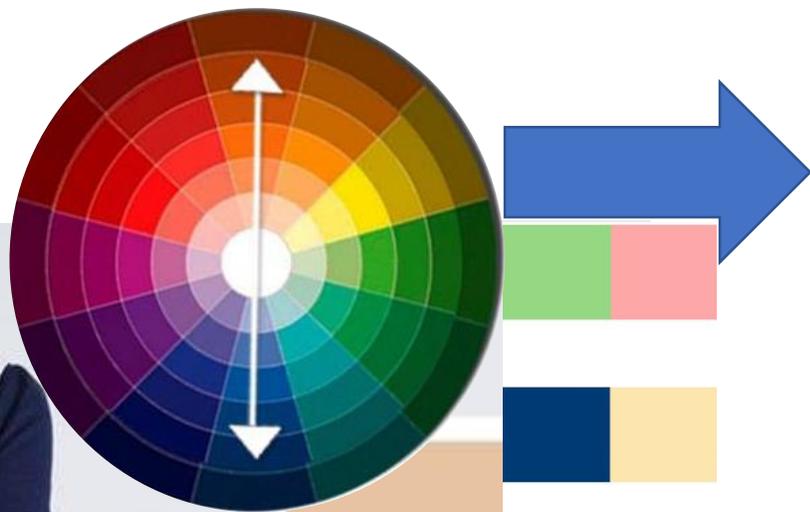
Split-divided scheme

business capsule:

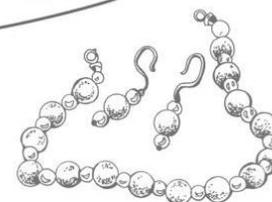
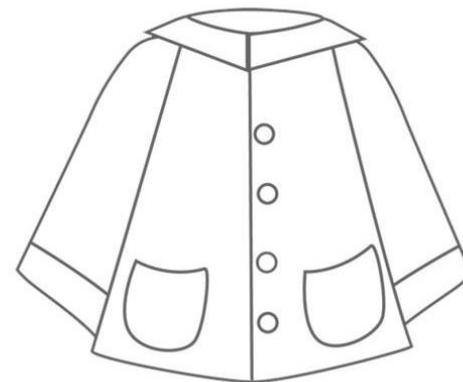




Complimentary  
contrast  
combination  
180 degrees



# Business capsule

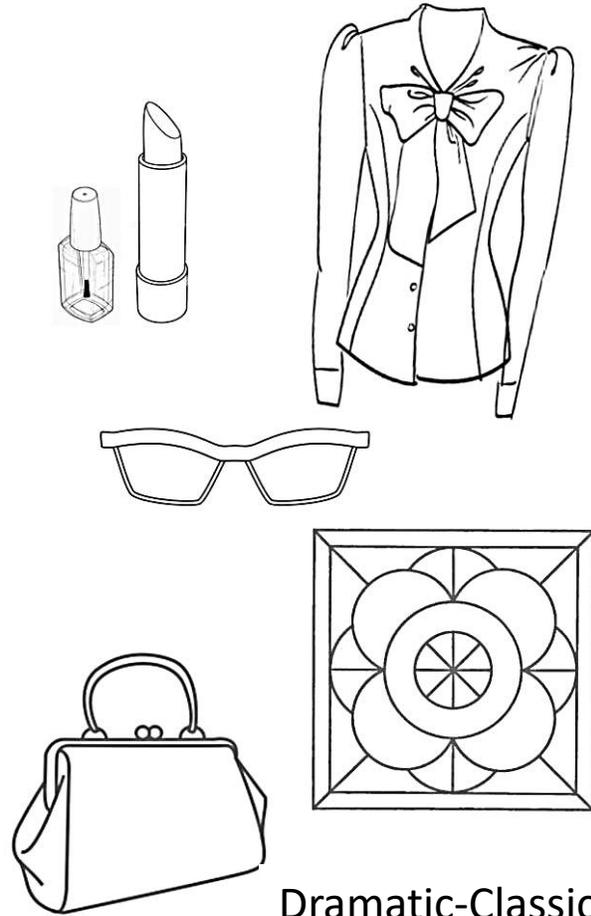
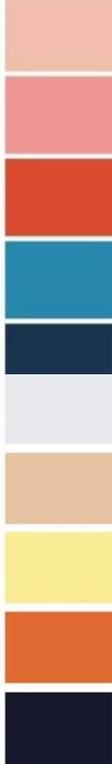


Natural-Romantic  
60s Jackie O'

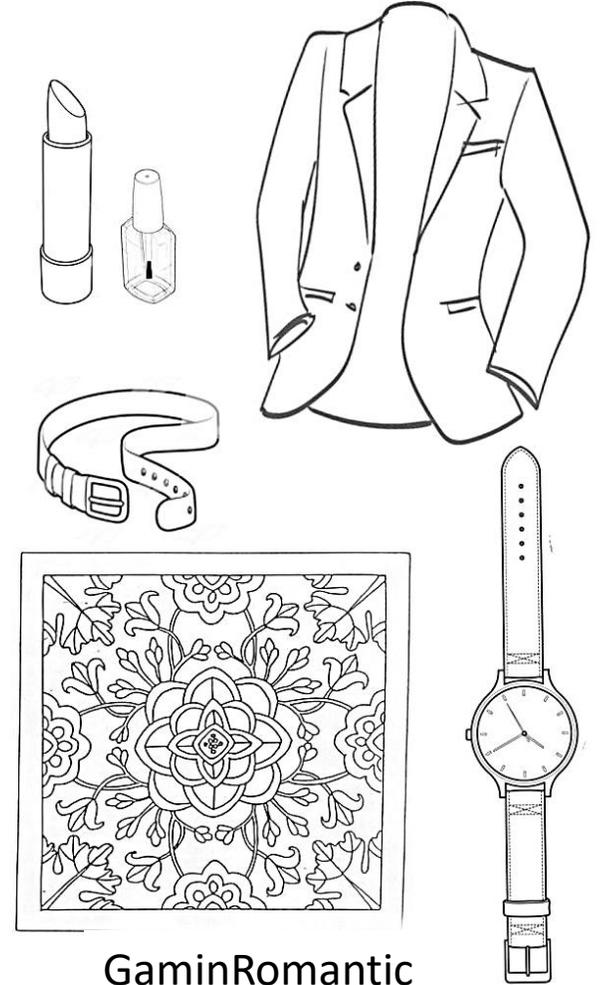
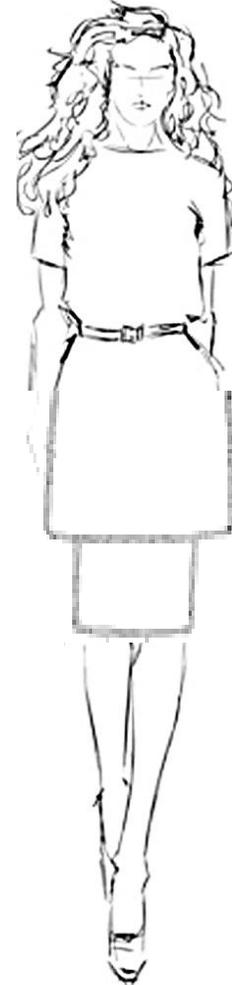


Again, try one way combination or another, or print it out to them all!

IdLook



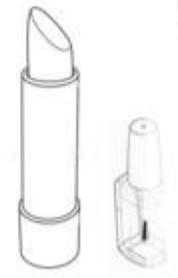
Dramatic-Classic



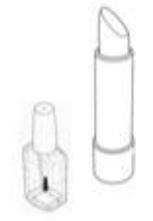
GaminRomantic



# IdLook



Natural-Romantic  
60s



Romantic-Dramatic  
Parisian chic



Sure, you can also make your **casual** into a more active combinations: It suits Winters, Pure colortypes as Pure Springs, etc, also dynamic characters, and Gamin classics, GaminDramatics, etc.



GaminClassic



Natural

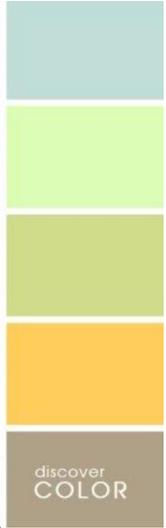


DramaticClassic



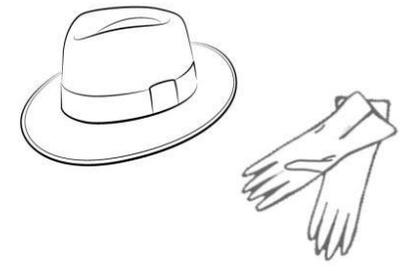


IdLook

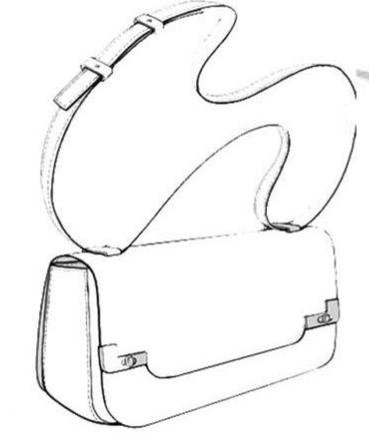
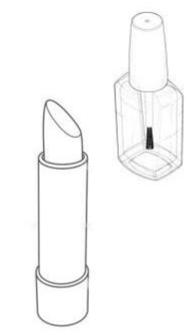
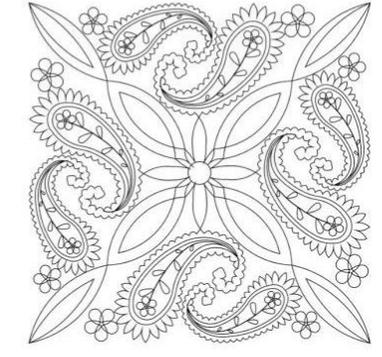
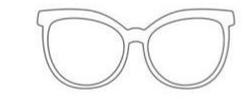
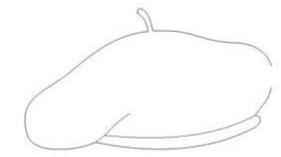


# | CASUAL

# | CASUAL



GaminNatural



NaturalDramatic



What an usual woman know about the color and what a stylist have to:

- An usual woman often in a dressing a color relies on her favourite colors or "ppl say it suits me", as well as on the stereotypes like "black and white suits to everyone"/ LBD for the evening, etc.
- Ideally for a successeful colour-dressing she needs to know a psychological meaning of the color, like a mystery purple, a cheerful yellow, etc,
- She **HAVE TO** know her palette and even more important – **HOW to USE** the palette. Ideally she needs to practice creating a color images! And to know what the color wheel is...
- **STYLIST HAVE TO** adapt the color image to the client's colortype and needs. Like, you do love red, but you do have a strict dress-code at work. Or it simply doesnt' suit to your colortype, but you **LOVE** that color;).
- besides that stylist also have to operate 7\*12 color wheel; to know how the color wheel foreach of 16 colortypes looks like and what sections are dropped at what colortype; to know the color illusions, like what colors seems to be bigger; simultaneous influence; methods and tools of the color draping in both on-line and off-line; all nuances of the colors for each of 16 colortypes, recommendations for the hair color as well for each of 16 colortypes, make-up colors and combinations for each of 16 colortypes; to be able to provide the information in the client's tempo, etc.etc.
- So, just in case you thought "anyone can be a stylist");)...

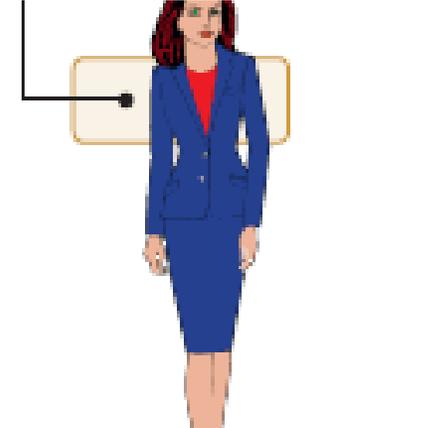


One (last for today:) secret is: When we look at your figure during the archetype analysis, to find what to hide or create if it's not there) and what to focus at, thus we come to a very interesting point of where to make your

# Color accent:

Here is what you need to know about accents in your look:

<p>Accenting the top of the figure would attract the attention to your face, and eyes especially, would underline image's role and character.</p>	<p>Accenting the middle of your figure would emphasize your feminine side, your figure and sexuality. Accenting your wrists and arms would tell about your emotional expression. And be flirt inviting!</p>	<p>Accenting the bottom of the figure would give your image stability, seriosity, utility or sexual side of your image (if the shoes emphasizing that)</p>	<p>Accenting both face and bottom would give a decisive, direct and dynamic person's impression. Professional good</p>
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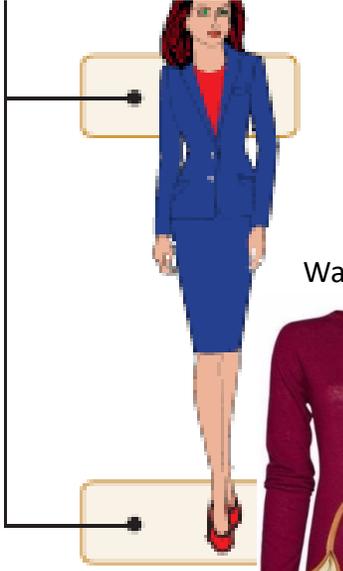
Ways to do it:



Ways to do it:



Way to do it:

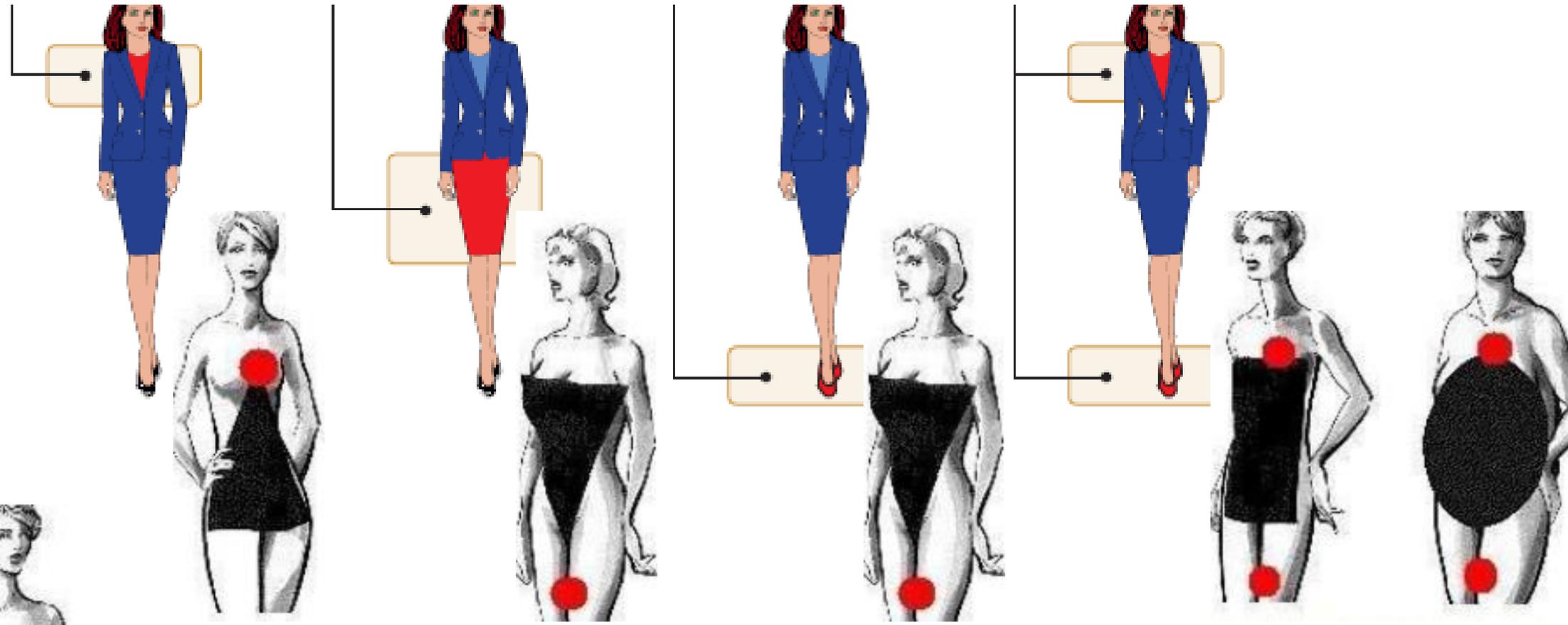


Way to do it:





Where to make that or another accent depends also on your figure type:

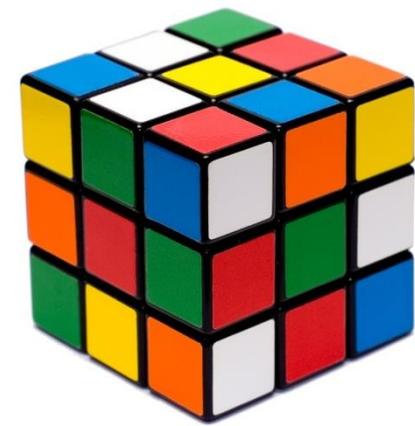


While hourglass figure would emphasize its waist, and can choose whichever of the accent points!

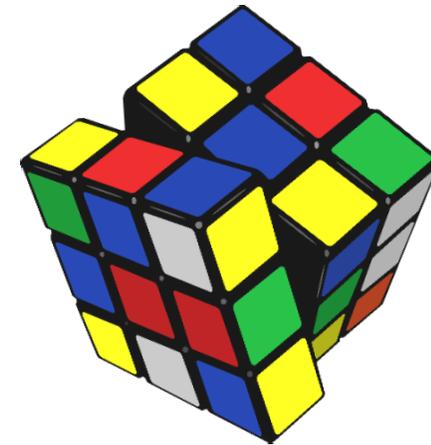
*Well, now you just HAVE to print that colorbook once again and to color it now with your color accent, right;)? Have fun!*



*You are a puzzle...*



- What else IdLook can help you with – get to know at [www.idlook.net](http://www.idlook.net), follow <https://www.facebook.com/IdLook.net/> or instagram, thumbs up are highly appreciated for our growing business!



- Any questions are welcomed, as usually! [info@idlook.net](mailto:info@idlook.net)

