

Color can enhance your professional brand

by Dawn Stanyon, AICI FLC, Professional Image Consultant



[Pantone](#), the color company, declared Tangerine Tango the color of 2012. There's no escaping it! This vibrant orange-red color has been heavily featured by designers and, thus, retailers everywhere. Just because the color is prevalent, however, doesn't mean you should invest in a piece of orange clothing. Think beyond trend. Understand your own coloring and style so you can garner the attention you deserve. This article will speak to men's color issues.

Five color tips for men.

1. Wear colors beyond gray, navy, light blue, and white! Color helps you stand out from the blue shirt crowd.
2. Have you ever had one of those days when everyone said, "You look great today"? That's because you wore a color that a) brought out the color in your eyes; b) complemented your skin tone; or c) they were just excited you wore a color!
3. If you have pink/blue undertones to your skin, you are more suited to "cool" or blue-based colors like gray, navy, blue, black, white, blue-red and blue-green. Consider turquoise!
4. If you have a yellow-based skin tone (maybe you freckle easily or are a redhead), you look great in yellow-based colors like beige, brown, ivory, olive green, tan, and orange-red. Consider coral!

5. Three easy ways to incorporate color:

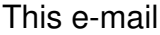
- [Wear a sweater](#) in a color that works for you underneath your jacket. This is where you can experiment with turquoise or coral. Buy some new shirts!
- Browse sites like [Mr. Porter](#) and [J. Crew](#) to see what colors they are showcasing. You might even consider a patterned shirt with a new-to-you color.
- If you're a tie-wearing guy, wear ties that make you stand out in a good way (no cartoon characters, please!). [Brooks Brothers](#) has an amazing selection of ties. Cool guys: try [this burgundy repp tie](#)
; warm guys – you can go for this [beautiful golden-hued tie](#)
. Donate all old ties that just don't work to Goodwill or the Salvation Army.

As always, no matter what colors you invest in, choose the highest quality fabrics and the style or cut that works for your body shape. Now go forth wearing color!

Recommended color links for men:

[Real Men, Real Style color introduction](#) video

[Pantone's Men's Color recommendations](#) for Fall 2012

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