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| **Colors and the Effect of Colors in Fabrics** |

Colors are everywhere, and they help define how we feel and behave. A simple change of color can significantly affect one's demeanor, mood and disposition; such is the power of colors in our lives.  
  
  
The human eye can differentiate around 10 million distinct color shades, from the deepest black to the most vivid reds, yellows and blues. The choice of fabric color for a sewing project can impact both the feeling you have when you wear it and how others perceive you when you have it on. A beige dress may not garner much attention, but the same dress in blazing red fabric may be a showstopper. That red silk fabric tie that suggests power and poise may look pompous in violet or ineffectual in brown. The colors we wear, whether we intend it or not, make a statement about us and therefore need to be well thought out and coordinated.  
  
  
We have compiled information about a few of the more basic colors, including how they affect people's moods and perceptions.

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| [Red](http://www.nyfashioncenterfabrics.com/red-.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [Green](http://www.nyfashioncenterfabrics.com/green.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [Blue](http://www.nyfashioncenterfabrics.com/blue.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [Yellow](http://www.nyfashioncenterfabrics.com/yellow.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [Purple](http://www.nyfashioncenterfabrics.com/purple-color.html) |
|  | http://ep.yimg.com/ca/Img/trans_1x1.gif |  | http://ep.yimg.com/ca/Img/trans_1x1.gif |  | http://ep.yimg.com/ca/Img/trans_1x1.gif |  | http://ep.yimg.com/ca/Img/trans_1x1.gif |  |
| [Red](http://www.nyfashioncenterfabrics.com/red-.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [Green](http://www.nyfashioncenterfabrics.com/green.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [Blue](http://www.nyfashioncenterfabrics.com/blue.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [Yellow](http://www.nyfashioncenterfabrics.com/yellow.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [Purple](http://www.nyfashioncenterfabrics.com/purple-color.html) |
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| [Black](http://www.nyfashioncenterfabrics.com/black-color.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [Gray](http://www.nyfashioncenterfabrics.com/gray-color.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [White](http://www.nyfashioncenterfabrics.com/white-color.html) |  |  |  |  |
|  | http://ep.yimg.com/ca/Img/trans_1x1.gif |  | http://ep.yimg.com/ca/Img/trans_1x1.gif |  |  |  |  |  |
| [Black](http://www.nyfashioncenterfabrics.com/black-color.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [Gray](http://www.nyfashioncenterfabrics.com/gray-color.html) | http://ep.yimg.com/ca/Img/trans_1x1.gif | [White](http://www.nyfashioncenterfabrics.com/white-color.html) |  |  |  |  |
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**THE COLOR YELLOW**

Another warm color, yellow is traditionally the color representing joy and life. This stems from the sun's effects on the earth. Yellow is often used to symbolize birth, coming from the color of egg yolks and newborn chicks. It produces a warming effect and produces happiness and energy. Yellow is an attention-grabber: taxis and buses are painted yellow, to stand out from other vehicles on the road.   
  
Many restaurants believe that yellow increases appetite and has positive connotations with food. Therefore, restaurants like Long John Silver's, McDonald's, and In-N-Out Burger all use bright yellow color schemes to attract customers. In nature, yellow serves as a warning when paired with black. Black and yellow snakes like the Banded Krait, the . Bees, wasps, and other yellow-and-black insects display their yellow as a caution as well.   
  
Still, most associations with yellow are positive, and wearing yellow silk fabric makes one feel upbeat and invigorated. It can lighten skin tone and make blue eyes appear greener.

**THE COLOR RED**

# Red undoubtedly garners the strongest reaction of all the colors. Stimulating enough to physically raise blood pressure and increase respiration, this color is passionate, vibrant, intense, and the strongest of the “warm” colors. Red is most often used to gather attention, whether indicating VIP status on the red carpet or signaling drivers to stop, our brains are wired to pay attention to red. This is an extremely powerful color, symbolizing at once love (especially at Valentine's Day) and evil (in Western cultures, where the devil is portrayed as being entirely red). Red is also believed to motivate, which is one reason it is the most widely-used color on national flags. This color is also used for propaganda and many well-known advertising symbols. In our society, wearing the color red indicates power. For women, this means utilizing sex appeal and dominating the senses of suitors. Consider, for instance, our cultural associations with Jessica Rabbit, who wears a body-hugging red fabric dress in the movie Who Framed Roger Rabbit? and is often cited as being the male's ideal of the perfect woman. Or, in more realistic terms, examine Christian Louboutin's “sex on heels” shoes, which all feature bright red soles. The flashing red of Louboutin's gorgeous stilettos is a signal that the wearer is sexy and confident. For males, red portrays virility and strength. It is often a fabric used in “power ties” and is the most popular color for sports cars. Red serves to both attract and warn; which, for humans, is the perfect recipe for lust. For example, think of the popular symbol of the red apple: in Snow White, the apple is tempting, but serves as her downfall. In the Garden of Eden, Adam and Eve are historically believed to have been tempted by the devil to eat of the forbidden fruit, which is typically portrayed as a red apple. THE COLOR BLUE

The quintessential “cool” color, blue relaxes the senses: it is the color of sky, ocean, and air. The color blue often represents depth, stability, wisdom, confidence, and intelligence. While red is more of a physical color, blue is thought of to be more cerebral. It appeals to the logos, the Greek term for intellectual persuasion.   
  
  
  
Blue represents cleanliness and purity, which is why many cleaning companies have capitalized on the idea of making sure their solvents are blue. It is also used to sell vodka and promote air travel.   
  
  
  
Blue is a non-threatening color, meant to reassure and protect. Navy blue fabric is most often used in official uniforms: bankers' suits, police uniforms, and military uniforms all utilize the fabric color to both reassure and establish authority. Blue eyes are extremely attractive for both men and women as they are said to be “deep”. A woman wearing blue silk fabric looks fresh and awake. However, blue can also indicate sadness. Having the “blues” is a special kind of prolonged depression. Dark blue and navy blue possess the oppression of black with the calming effect of blue; in other words, dark blue can be a metaphor for an anchor pulling the spirit down.

**THE COLOR GREEN**

Green is the color of life. In nature, it symbolizes growth, freshness, and rebirth. A popular term currently is “going green”, meaning to conserve more, consume less, and consider the impact one's lifestyle has on the environment. “Going green” connotes a fresh, healthy lifestyle and the color reminds consumers of the land's most prevalent color. It's also the color of the very item that enables consumers to consume (in the United States): money.   
  
  
  
There are very few negative associations with green. However, it can also be associated with decay and envy; the Wicked Witch is green, the Green Hornet from Spiderman is green, and many demons are historically represented in green. This contrasts with green's friendly counterparts: the Jolly Green Giant, leprechauns, and Shrek.   
  
  
  
Many people shy away from green fabric in their wardrobes, believing that it simply makes the skin look jaundiced. However, there are shades of green fabric that look flattering with any skin tone; it simply takes the right hue. Green connotes vitality, freshness, and strength. This color is soothing on the eyes and calms down the heartbeat.

**THE COLOR PURPLE**

The color purple lies between red and blue in the color spectrum. There are several variants of purple, including orchid, heliotrope, mulberry, and newer colors like bright psychedelic purple. Purple in nature is found mostly in flowers, with a few amphibians bearing the color in the animal world.   
  
Purple fabrics were at one time only available to royalty due to the expense of Tyrian purple dye. While the color is widely available these days, the majestic and noble nature of purple color remains. From ancient China and Rome to Europe during the Middle Ages, purple signified nobility and elevated status, and was often seen in robes, coats and other finery. Purple is not a prevalent color in fashion, much the same as it was in ancient times: reserved for special garments and items that make a statement. Purple has a bit of black's slimming effect while lending lush, deep, mysterious color. Often found in evening wear and accessories like luxurious scarves and handbags, purple can make a simple cocktail dress exude power and sensual sophistication.   
  
Purple is definitely a special color: one that should be applied to beautiful creations and garments that radiate confidence and class.

**THE COLOR GRAY**

The color gray, or grey, is produced when two complementary, or directly opposite, colors of the color spectrum are mixed, for example yellow and violet, or black and white. Gray is regarded as a neutral color, and there are many different shades of gray that appear as you transition from all-white to all-black. Gray can also be blended with small amounts of color, like yellow or blue, to produce "warm" or "cool" shades.   
  
Gray in fashion is a muted color, meant to blend in and add a naturally dark and mysterious look in an inconspicuous manner. Gray garments tend to be dressier and more conservative, and thus color is widely used in men's and women's business attire, especially in the darker shades. Light gray is also a popular color for casual skirts and sweaters, as it allows for garments in brighter colors to stand out. As a base color for an outfit, gray signals a departure from casual jeans and layers, and the color is rapidly gaining popularity among designers, who are catering to the currently more reserved and somber mood in the general population.   
  
Gray has always had a place in fashion and design, and is currently experiencing an upswing in demand. Whether you are creating a stylish suit, formal slacks or just a winter scarf, gray can lend a formal, distinguished look to any garment.

**THE COLOR WHITE**

The color white is the absolute opposite of black: while black is considered the absence of color, white is achieved by blending together all colors of the visible spectrum. The debate is still out on whether or not white is truly a color, but regardless of its strict definition, white enjoys a very popular role in fashion, culture and special events.   
  
White is often regarded as a symbol of purity and unblemished cleanliness, and many religious figures are often depicted in white robes and clothing. In Western cultures, brides wear white as a symbol of virtue and to stand out from the crowd. Interestingly, in Eastern cultures white is the color of mourning, while red is favored for bridal wear. The authoritative and elevated status of white clothing is also evident in the coats of doctors, scientists and nurses, who wear the color for both the precautionary method of identifying errant hazardous materials and to connote a sense of education and respect.   
  
In the physical world, the color white acts as a reflective surface, directing light and heat away from itself. White is a very popular color for cars due to this effect, and also has lead to the emergence of white as a "summertime" color. The saying "Don't wear white after labor day" accurately describes the use of white in fashion and its association with warm weather. From the classic "tennis whites" to traditional Seersucker suits, white has influenced fashion in a multitude of ways. As a neutral background, white can be a base which is further accented by livelier, brighter colors, or can lend a flourish of pure, colorless texture to an already vibrant outfit.

**THE COLOR BLACK**

Black is technically not a color, but for our purposes we will consider it as such. Black is unusual in that it is essentially the absence of light; it does not emit or reflect light, but absorbs it. This may explain black's sense of mystery and its common representation of death.   
  
  
  
In fashion, black is the ultimate in style. The “little black dress” is every woman's secret weapon and a dashing tuxedo on a man is simply stunning. Black fabric can be used as a slimming color, hiding imperfections in the body, making it an obvious choice for clothing. Black fabric accentuates the other colors of the skin, making fair skin appear fairer and green eyes appear greener.   
  
  
  
Western culture has a love/hate relationship with black, for it is both chic and deadly. Consider, for instance, Batman, who is both revered and feared, or the Addams Family, who are darkly funny but have a penchant for cemeteries. There is something exquisite about black, something alluring and powerful. Most luxury cars and limousines are black and most electronics are as well. But black can be dangerous: the absence of light allows for the existence of things that would be quickly eradicated in the light.