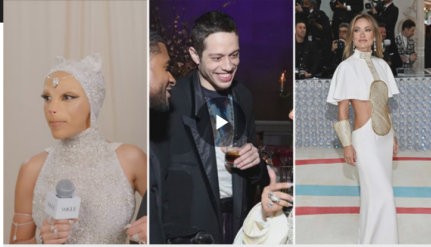




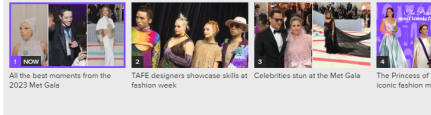
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Expert reveals the truth behind the colour analysis trend taking over the internet

By [Madison Leach](#) 1 day ago



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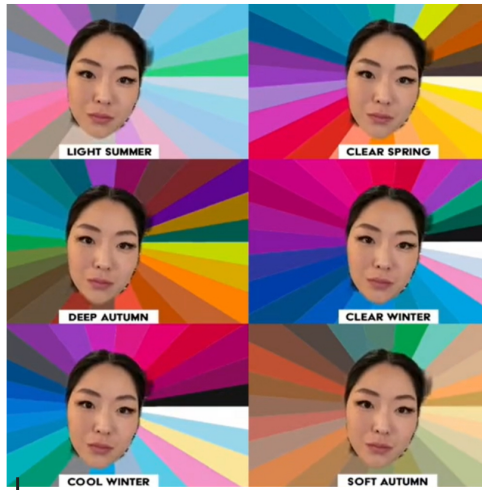


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Personal colour analysis and seasons like 'True Winter' or 'Bright Spring' are all anyone is talking about on TikTok lately, but what is colour analysis and how does it work?

9Honey Style sat down with Sydney-based colour analyst Ann Vodicka to learn the ins and outs of the latest style trend, which actually dates back decades.

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A screenshot of the viral colour analysis filter on TikTok. (TikTok/Grace M Choi)

An Image Consultant and Personal Stylist, Vodicka is accredited by the Association of Image Consultants International and has studied the science behind colour theory and analysis.

That's how she can spot when just about anyone is in their best colours - or their worst.

"We can see what makes you look really, really healthy or pale and tired," she tells 9Honey Style.

Consider style icons like Catherine, Princess of Wales, who always seem to stick to their signature colours and absolutely glow when they do.

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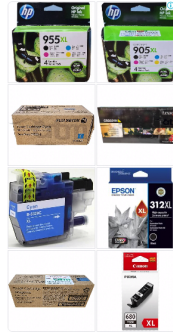
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That's because they've dressed for their specific colour palette and it works in harmony with their natural skin tone, eye and hair colour.

So how do you find the right colours for you when even the stars and their stylists get it wrong? Keep reading to deep dive into the world of colour analysis.



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Catherine, Princess of Wales often wears this shade of cobalt, which looks great with her skin. (Getty)

How does colour analysis work?

Colour analysis is based on three key elements: the hue or undertone of colours, the value of colours and the saturation of colours.

A colour analyst like Vodicka looks at the hue, value and saturation of the colours in your skin, eyes and hair to figure out where you fit among the 18 colour 'seasons' or palettes.

There are four main seasons – Spring, Summer, Autumn and Winter – which are then broken down into multiple sub-seasons based on their underlying values.

That means two people who both fall under the Spring season could have totally different palettes based on the hue, value and saturation of the colours.



Ann Vodicka shows a selection of colours from her spring palette. (Instagram)

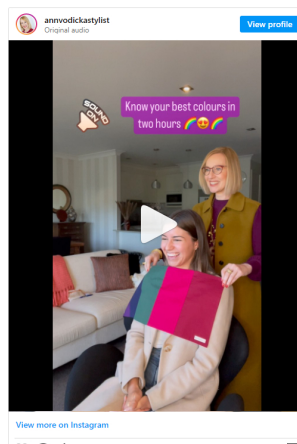
If that all sounds confusing, it's because colour analysis is based on decades of colour theory, which is why people go to professionals like Vodicka to "get their colours done".

That usually involves a visual assessment, followed by the analyst draping a range of coloured fabrics under your face to see how they look against your features.

"The perfect ones for you will be the ones that match and flatter your hair, skin tone and eyes, which is why colour analysts drape you with coloured fabric to see how they reflect on your face," Vodicka says.

The draping helps analysts then assign you a season and palette, which will be made up of the colours that look best on you.

Vodicka provides clients with a swatch book of their top 50 colours, which you'll then want to incorporate into your wardrobe, accessories and makeup to really make you glow.





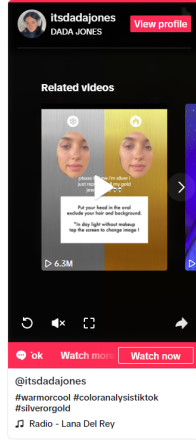
How can I tell what season/colour palette I am?

If you've been trying to work out your colours at home, Vodicka has some bad news; you're probably doing it wrong.

Most people don't have the training to accurately pick their season, but there are some hacks to figure out what your undertone might be.

"Get bright gold and then some silver jewellery and see if the gold suits you better than the silver," Vodicka says. If gold looks better, you're warm; if silver looks better, you're cool.

"I've got to put a little caveat in there, because some people sit very close to that warm, cool divide ... that's where it gets a little difficult."



Draping yourself in vibrant orange and fuschia fabrics is another easy test you can do with clothes you already own or a few scraps of fabric from your local Spotlight.

Usually, the bright orange will make warm-toned people 'pop' and make cool-toned people look sickly, while the fuschia will glow on cool tones and make warm tones look blotchy.

Do TikTok season/colour palette filters work?

According to Vodicka, phone filters that claim to identify your colour palette are "a bit iffy".

Though they can be a good jumping off point for anyone interested in colour analysis, the chances of a phone filter accurately identifying your palette are slim to none.



Even the gold and silver filters that claim to show whether you have warm or cool undertones aren't accurate.

"If you are not obviously warm or cool, then it's not going to work, and I'd say the majority of people are not obvious," Vodicka adds.

How do you dress or shop for your season?

Once you know your best colours, you'll want to fill your wardrobe with them but Vodicka warns not to trust the lighting in fitting rooms when you're shopping for new threads.

"I always suggest that you step out of the fitting room and then look at the big mirror just outside the fitting room," she says, as the lighting there is usually more natural.

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Why Florence Pugh debuted drastic new hairstyle

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Take your swatch book or a digital version on your phone when you shop to match to clothes, and learn what version of each colour looks best on you.

"Everybody can wear a version of a colour," Vodicka explains. It's just about finding the best undertone, value and saturation for your features.

For example, if a pale blue top washes you out, try a darker or more saturated version of the same colour. If you love pink but it clashes with your warm tones, try a salmon hue.

"There's very few colours that people can't wear. Even someone who's cool can wear a version of yellow, which has warm overtones, if we tint it down," Vodicka says.

"We can add lots and lots of white to take the warmth out of it and that's when cool people can wear a soft lemon."





Zoeey Deschanel has cool undertones but looks lovely in this pale yellow. (MJ Kim/Getty)

If you already own clothes that aren't in your best colours, don't feel like you have to throw them out, just try to wear them below the waist.

"Then make sure your top's the right colour, add a scarf, or put a blazer over the top of it that's in one of your colours," Vodicka says.

She also teaches clients how to blend colours in ways that suit their contrast levels, so even though there are only 18 palettes, every woman she's worked with wears it differently.

Can my season/colour palette change?

Your colours can change when you make major changes to your appearance, like dyeing your hair or going grey, but you should always try to stay close to your skin's natural undertones.

"Say your natural hair is a warm mousy brown and you change it to a cool ash, you'd look really sick," she says, so if you skew warm, try to stick to warm hair colours.



Jennifer Lawrence, a natural blonde, glows in warm honey tones but looks very different in dark shades. (Amy Sussman/Getty Images)

As for going grey, Vodicka reveals that it's not just our hair that changes - our eyes and skin lose pigment too, so most people find their best colours get more muted as they age.

"Our colours need to become grayer to match," she says. "Everything about us fades. It sounds awful doesn't it? But that's just the reality."

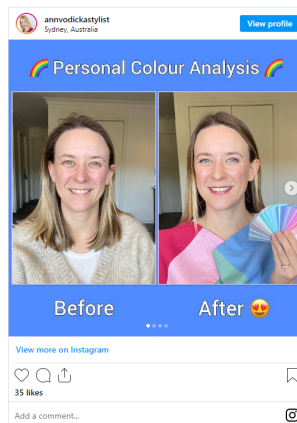
People with cool undertones look great in shades of grey and many of the celebrities known for embracing their grey locks have cool palettes, like Andie McDowell.

How much does colour analysis cost?

An appointment with a professional colour analyst can range from \$50 to \$1000 depending on the stylist, their accreditation and what you want to get out of the session.

Vodicka charges \$420 for a personal colour analysis, which includes finding your perfect palette, how to mix and match your colours, a 50-colour swatch book and makeup tips.

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"I do know that there's cheaper out there, I absolutely know that. But I also know my value," she says, adding that she's globally accredited and awarded.

If you take a friend, you can get a discounted rate of \$375 per person and Vodicka also offers personal shopping services and other packages.

Is colour analysis worth it?

It was actually Vodicka's own experience "getting her colours done" that got her into the industry and made her certain it was worth it.

"I was a really under-confident teen. I thought I was the ugliest person walking on the planet, I did not love myself at all," she admits.

Then she heard about Colour Me Beautiful, a colour analysis fad in the '80s, and decided to give it a try to boost her confidence.





Personal stylist Ann Vodicka knows exactly how to dress for her palette. (Instagram)

She was assigned a spring colour palette and found that as soon as she started wearing the right colours for her features, she felt and looked better in her own skin.

"I looked in the mirror one day and I thought, 'you know what? You're not so bad after all'. It changed my whole perception of self," she reveals.

That formative moment as a teen stuck with her through a whole host of jobs and career moves until she became a colour analyst and she hasn't looked back since.



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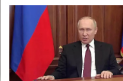
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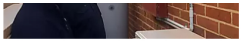
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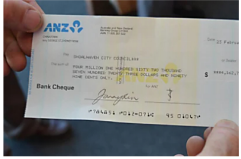
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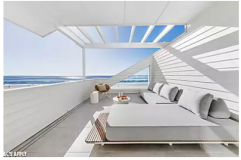
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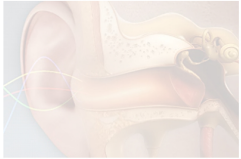
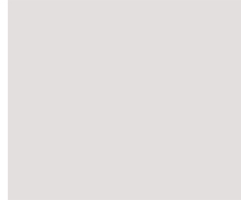
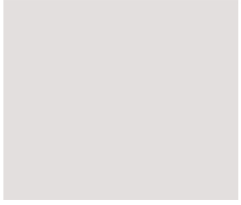
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