

YOUR FUTURE LOOKS BRIGHT

Color has the power to make you feel energized and strong. Work this spring's vivid shades into your beauty and fashion routine and color yourself happy!

BY MARIA RICAPITO

WE'VE ALL EXPERIENCED the magic of color—it affects our hearts, minds, mood; who we find attractive; even how much we tip. As children, our favorite shade was part of our identity, and even now, we have strong preferences (we love—or hate—pink).

"Color absolutely affects mood," says Leatrice Eiseman, executive director of the Pantone Color Institute. "We're happier if we're surrounded by colors we designate as happy ones." Those would be the brights—as any kid with a crayon box will demonstrate. "The more vibrant colors are the ones children

are first drawn to," she says. "And we all have this almost childlike reaction to primary (red, yellow, blue) and secondary colors (purple, green, orange) because those are the ones that stimulate your eye." There may, in fact, be an evolutionary reason, notes Bevil R. Conway, PhD, an associate professor of neuroscience at Wellesley College in Massachusetts. Noticing rich color helped our early ancestors recognize ripe fruit, he says. Maybe that's why brights—like these spring beauty and fashion picks—wake up our wardrobe.



(1) French Connection dress (\$148; nordstrom.com) (2) Dinosaur Designs bangles, (top to bottom, \$55, \$75, \$85, and \$85; 212-680-3523) (3) Mossimo Supply Co. scarf (\$15; target.com) (4) Merona wallet (\$15; target.com) (5) Adidas sneakers (\$50; adidas.com) (6) Marais wedges (\$152; maraisusa.com)

STYLING BY KAREN KOZLOWSKI @ KRAMER + KRAMER, LIPS, PATRIC SHAW/TRUNKARCHIVE.COM



GET SERENE

It's not just the color of St. Paddy's day, grassy fields, and eco-friendliness. Green is also, in the form of Pantone 17-5641 Emerald, the Color of the Year for 2013. "Lively, radiant, and lush green," Eiseman says, "is the color of balance and harmony, enhancing a sense of well-being." It is, above all, a fertile color. "It carries the powerful associations of growth, survival, ecology, and rebirth," Morton says. And it's not just fruitful in your garden. Seeing a flash of green before a task inspired study participants to be more creative, according to a 2012 study in the *Personality and Social Psychology Bulletin*. Conway finds Pantone's pick timely: "Because everybody's kind of down now—think of the economy—they're turning to these kinds of colors to lift themselves up." You'll definitely want to green up your makeup and clothing with our earthy picks.





FEEL REGAL

"Historically, purple is a royal color, because it's very rare in nature," Conway explains. In fact, it became a status symbol because it took thousands of a certain mollusk to create purple dye, adds Jill Morton, PhD, president of Colorcom, a color consultation company in Honolulu and New York City. As stylist and tallskinnyrich.com blogger Suze Yalof Schwartz puts it: "It's a quick way to look more luxe." And more satisfied, too: People who hit the sack in purple bedrooms have the most sex, found a study by a British retailer. (Modern decor trends aside, those with gray rooms made the least whoopie.) Take from that what you will, but we're pretty sure you'll find wearing the full spectrum of purple richly rewarding.

THE MOST UNIVERSALLY FLATTERING COLOR IS...

A bright sapphire, Schwartz says. She points out that notably stylish Kate Middleton is a fan. Caveat: "This jewel-tone blue can look cheap if it's too shiny," she warns, "so make sure the fabric matches the hue's richness."

PRETTY IN PURPLE

Pink and violet makeup gives your look subtle brilliance.

CONCENTRATE IT

For a flattering hint of color, keep purple shadow or liner just on the upper, outer eye corners, says

Jennifer Evans, a Make Up For Ever Academy educator in New York City. Try (7) Rimmel Scandaleyes Eye Shadow Stick in Paranoid Purple (\$4; mass retailers).

DOWNPLAY THE REST

Pair vibrant hues with a neutral beige or bone eye shadow on the lid, and brown or gray in the crease.

MIX AND MATCH

When it comes to wow polish hues, "I usually prefer to have two different colors on hands and feet," says nail expert Jin Soon Choi. Her perfect pairing: a deep magenta on

fingers—try (8) OPI Nail Lacquer in Anti-Bleak (\$9; ulta.com)—and on toes a bright lavender, like (9) CoverGirl Outlast Stay Brilliant Nail Gloss in Vio-last (\$5; mass retailers).

TO GET THIS LOOK (ABOVE)

Swipe on Revlon ColorStay Ultimate Suede Lipstick in Muse (\$10; mass retailers).