

Thelma van der Werff

# DRESS TO IMPRESS

*Colour Comfort*

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## DRESS TO IMPRESS

Do you have an important interview, a first date  
or meeting the mother-in-law?

Do you want to be taken seriously?

Colour is the fastest way of communicating.  
Before you have opened your mouth you have made your  
first impression with the colours you are wearing.

Do you know what they are saying?

This colour dictionary will unravel the secrets of 19 colours.  
Learn how the clever use and placement of colour  
will create the impression you want.

Thelma van der Werff

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# H

## DRESS TO IMPRESS HISTORY OF COLOUR

The oldest known civilizations (350,000 BC) have used colour to decorate themselves. Ancient Egypt was known for its extensive use of colour. They dyed their textiles with minerals and plants like madder, safflower, alkanet and mulberry or parts of animals like the cochineal insect.

Roman emperors exclusively used the colour purple to dye their clothes. This expensive commodity gave them the regal status over their subjects and up until today the colour purple gives a 'royal and elegant' impression.

In the 16th Century the demand for dyes expanded into world wide trading. The development of synthetic dyes made it possible to produce a larger range of colours and nowadays we are able to dye our textiles in any possible colour.

Although there are a large variety of coloured clothes available, you are still drawn like a magnet to some colours and avoid others. Why? Because behind every colour is an emotion and message. By wearing that **PINK** blouse or **BLUE** shirt you are using the colour subconsciously as a microphone to express your emotions

"You don't need to say anything – the colour of your clothes says it all....." Colour is a very fast way of communicating and before you have opened your mouth to speak, the colours you wear have already been talking and influencing the impression you make on others

Do you know what your colours say about you?  
Do you know what message you are giving by wearing that **ORANGE** tie, **BLACK** trousers or **RED** jacket?

Not only is the colour relevant but also where you place the colour(s).

# P

## POSITIONING OF COLOURS Where to wear your colours

Colours can be used in every item of clothing including shawls, hats, shoes and other accessories. Where you are wearing a colour influences the impression you are giving.

The illustration below shows the use of the same colour combination worn in different positions

The lady wearing the **WHITE** blouse is more approachable presenting herself as being in control, whilst the lady with the **BLACK** blouse is presenting herself as being more open-minded but is guarding her emotions





## DRESS TO IMPRESS

To show a **CULTURED & ELEGANT** attitude.

Purple suit  
White top

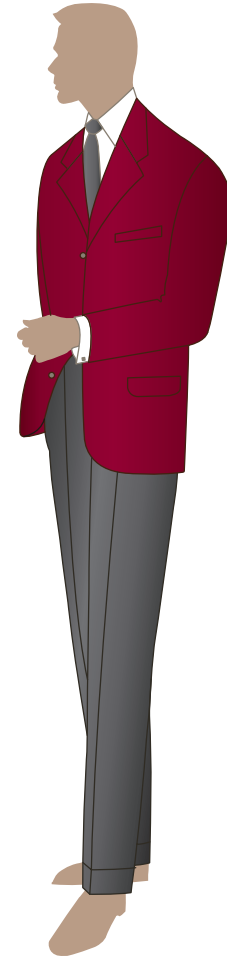


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## DRESS TO IMPRESS

To show a **CULTURED & ELEGANT** attitude.

White shirt  
Burgundy jacket  
Grey tie  
Grey trousers



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# DRESS TO IMPRESS

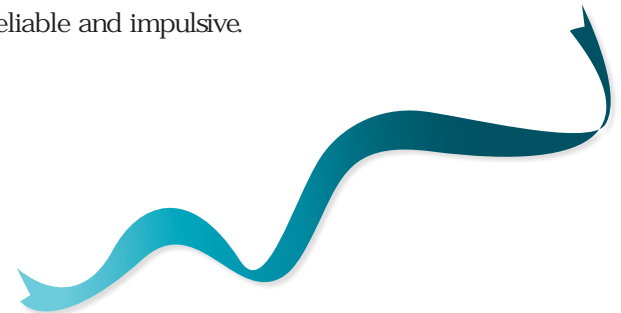
## LIST OF TURQUOISE






































in alphabetical order

















































ARTISTIC	IDEALISTIC
BRIGHT	IMAGINATIVE
CALM	INSPIRED
CHATTY	INVENTIVE
CHEERFUL	KIND
CLEAR-THINKING	OPEN-HEARTED
COMMUNICATIVE	OPTIMISTIC
COMPASSIONATE	ORIGINAL
CONFIDENT	OUTGOING
CONSIDERATE	PEACEFUL
CREATIVE	PERFECTIONIST
CREATIVE COMMUNICATION	PLACID
EXQUISITE	RELAXED
GIFTED	SENSITIVE
GRACEFUL	SERENE

SOCIABLE	UNDERSTANDING
SPARKLING	UNIQUE
SPONTANEOUS	VISIONARY
SYMPATHETIC	YOUTHFUL
TALKATIVE	YOUNG AT HEART
TENDER-HEARTED	
TRANQUIL	

When you wear the colour **TURQUOISE** more than 70% of the time you are portraying the negative characteristics of the colour. Namely: indecisive, unreliable and impulsive.



CIVILIZED					
CLASSIC					
CLEAR-THINKING					
COLLECTED					
COMFORTING					
COMMANDING					
COMMUNICATIVE					
COMPASSIONATE					
COMPETENT					
COMPOSED					
COMPREHENSIVE					
CONCENTRATION					
CONCERNED					

CONFIDENT							
CONSERVATIVE							
CONSIDERATE							
CONSISTENT							
CONSTANT							
CONSTRUCTIVE							
CONTEMPLATIVE							
CONTENT							
CONTROLLED							
CONVENTIONAL							
CONVINCING							
COOLNESS OF MIND							
CO-OPERATIVE							

## COLOUR COACHING

### YOUR EMOTIONAL MAKEOVER



Colour can be used to create different impressions but at the same time can be used to influence your emotions. Colour Coaching, based on the psychology of colour, is a ground-breaking programme developed to empower clients to not only change the message they are giving but also their own emotions, how they feel. Positive changes can be made in your life if you eliminate, adapt or introduce new colours into your clothing.

Colour Coaching highlights your present emotional profile and provides tailor-made advice on the specific colours that can support your personal development and stimulate fulfilment.

Do you want to take the next step?

Visit [www.colourcomfort.com](http://www.colourcomfort.com)

## A ABOUT THE AUTHOR



Thelma's journey studying alternative therapies began with Ortho Molecular Science of Nutrition, Reiki, Body-Mind Analysis, Face Reading, The Reconnection and Reconnective Healing and Esoteric Numerology leading to Aura Soma®. It was Aura Soma, which uses client's colour choices of equilibrium bottles to give guidance and insight into their life, that started her fascination for colour. Her enthusiasm, knowledge and research have given her the tools to create this new concept called Colour Coaching.

Thelma van der Werff is a Chartered Colour Therapist and Author of the book "Why are you wearing those colours?". This book explains the emotional significance of 17 colours and how to use colour in your clothing on a daily basis to achieve harmony and fulfilment.

Thelma is a registered Aura Soma practitioner with The Art & Science International Academy of Colour Technologies and is a member of the New Zealand Charter of Health Practitioners.

Thelma was born in Groningen in The Netherlands and currently lives in Auckland New Zealand with her husband, two sons, two dogs and a cat.

For more information, please visit her website:

[www.colourcomfort.com](http://www.colourcomfort.com)