



The interpretation of colour psychology and its role in fashion

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Abstract

Colour plays a very crucial role in fashion. It is a potent communication contrivance and can be used to indicate action, influence mood, and even influence physiological rejoinders. The notion of color psychology has turn out to be the worthier research area in art, design, marketing and other areas recently. Colour is always an important subject in the fields of fashion. Colours and human nature are always connected to each other as the origin of colours are from light, light is a major source of energy which reflects life. In this way colours and always connected with fashion as well as human behavior.

Keywords: colour psychology, fashion, human behavior

Introduction

Colour is a potent communication contrivance and can be used to indicate action, influence mood, and even influence physiological rejoinders. The concept of color psychology has become the worthier research area in marketing, art, design, and other areas recently. Colour is always an important subject in the fields of fashion. Colours and human nature are always connected to each other as the origin of colours are from light, light is a major source of energy which reflects life. In this way colours and always connected with fashion as well as human behavior. Human being chooses a particular fashion product according to their personality, interest and taste. Colour psychology plays a big impact on human being and their preferences. Colours also stimulates different feelings, According to Paul Ekman and Wallace V. Friesen Visual depictions of facial actions of studying emotion the six basic emotions are Anger, Disgust, Fear, Happiness, Sadness, Surprise. However the main focus is to understand colour psychology in fashion and the change in human behavior according to visual interpretation due to colour.

Aristotle color theory

One of the oldest colour theories by Greek philosopher Aristotle. He has specified about two major principal of colors i.e white & black. White is presence of light, when we see sun we see pure yellow light and black is absence of light when we see darkness of sky and space we see blue color. This approach of Aristotle has indicated about primary colours. Further, he was the first to maintain that the so-called material elements are four—not that he uses them as four, but as two only, treating fire on the one hand by itself, and the elements opposed to it—earth, air and water—on the other, as a single nature.” This virtually implies that Empedokles emphasized the extraterrestrial source of all heat, the sun, as a force polar to the other, more earthbound elements. (J.L. Benson, Greek Color Theory and the Four Elements, Chapter 2: Greek color theory, page.24). This approach of Aristotle was giving a

direction towards philosophical views rather than scientific.

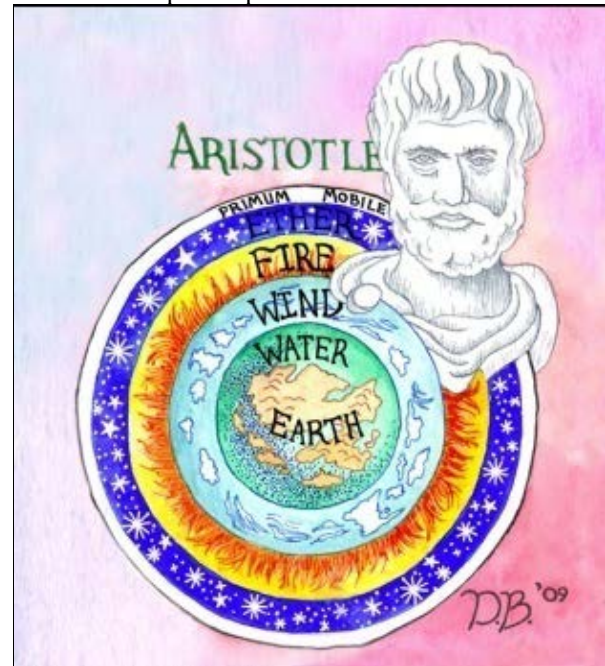


Fig 1

Leone Battista Alberti

One of the theorist from Italian renaissance art (1404-72) Alberti states that- by mixing of colours other hues are developed but there exist only four colours from which other hues are created. Red is colour of fire, blue is colour of air, green is colour of water and gray is colour of earth.

Sir Isaac Newton, the Colour Spectrum

The fundamental concepts of colours were discovered by Sir Issac Newton with the new colour theory with prism. Newton has experimented and found that the white light is separated into seven colours and called it spectrum. After analyzing the

colours of spectrum he found the following colours in order- Violet, Indigo, Blue, Green, Yellow, Orange & red.

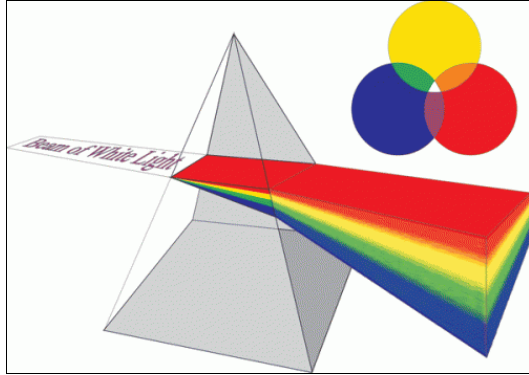


Fig 2: Newton's color spectrum

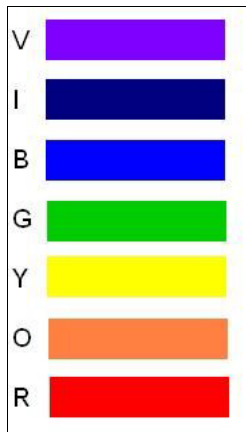


Fig 3: Seven Colors of Spectrum

Johann Wolfgang Von Goethe: He categorizes half of the colors of colour cycle into positive part and half of negative part. As per his theory the positive colors are yellow, red-yellow (orange), yellow red (vermeil) which implicates regsam, lebhaft & strebent in German which means active (regsam), lively (lebhaft), aspiring (strebent). The negative colours consist of blue, blue-red, red- blue which implicates unruhigen, weichen and schnenden in german which means troubled(unruhigen), yielding(weichen) & yearning (schnenden).

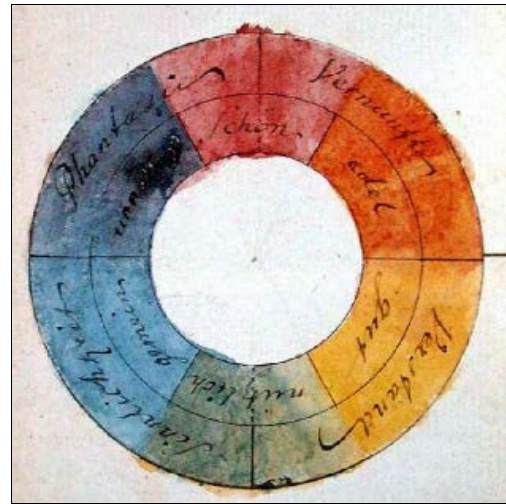


Fig 4: Goethe's Colour Circle



Fig 5: Wolfgang von Goethe colour circle and meaning

Table 1

Color	Positive trait	Negative trait	Emotion
yellow	purity pleasant	unpleasant (green, "unreinen")	joy
yellow-red	energetic,	irritating	powerfull
red-yellow	energetic, warmth, passive		happiness
blue	comfort	void cold	sadness
red-blue	active	restless	discomfort
blue-red	more active	more restless	same as red- blue, but more negative
red	seriousness, dignity, grace/charm		faith
green	calm, neutral		calm

Summary of Johann Wolfgang von Goethe's Color Circle

Color symbolism & psychology

Every color symbolizes different meaning, different people with different preferences, choice, taste, character and accordingly people choose their preference colors use them in day to day life. From their choice of colours we can identify the nature of the person. All color have different wavelength, when light strike in the eyes different wavelength needs adjustment to look at. In retina these variation of light coverts into signals to brain, which regulates our glands and hormone, each color of different wavelength stimulates psychological response and reaction.

Table 2

Color	Meaning & Symbol
White	White is considered as the symbol of light (Sunlight & moonlight), reverence, purity, truth, peace, innocence, cleanliness, simplicity, security, humility, life.
Black	Black symbolizes absence mystery, evil, death, fear, emptiness, darkness, seriousness, conventionality, rebellion, anarchism, sorrow
Grey	Grey is a combination of white and black. It stands for, humility, respect, reverence, stability, subtlety, old age or Color grey hair, pessimism, boredom, decay, dullness, pollution, urbanity, neutrality, mourning, and formality
Red	Red symbolizes passion strength, aggression, desire, energy, fire, sex, love, romance, excitement, heat, arrogance, ambition, leadership, courage, masculinity, power, danger, blood, war, anger, revolution, and radicalism.
Yellow	Yellow typically symbolizes sunlight, joy, happiness, optimism, intelligence, idealism, spirituality, wealth (gold), summer, hope, liberalism, wonder, gladness, sociability, and friendship
Blue	Blue creates a feeling of over whelmingness. It is seen as trustworthy, dependable and a symbol of commitment. It is the color of sky and the sea, and it invokes the feeling of rest,

	serenity. It is calming, cooling and helps the intuition.
Orange	Orange typically symbolizes sacrifice (especially costumes of a sanyasi are orange), happiness, energy (rising sun), balance, heat, fire, enthusiasm, flamboyance, playfulness, and desire.
Green	Green symbolizes intelligence, nature (green forest), spring, fertility, youth, environment, wealth, money, prosperity, good luck, vigour, generosity, grass, coldness, life, eternity earth, sincerity, renewal, natural abundance, growth, health, balance, harmony, stability, calming, and creative intelligence
Violet	Violet is a combination of red and blue. It symbolises royalty, nobility, envy, sensuality, spirituality, creativity, wealth, cosmos, ceremony, mystery, wisdom, enlightenment, pride, and romanticism.
Brown	Brown symbolises calm, boldness, depth, natural organisms, nature, richness, rusticity, stability, tradition, anachronism, fascism, boredom, dullness, filth, heaviness, poverty, roughness, earth, wholesomeness, steadfastness, simplicity, friendliness, and dependability.

Ref: Towards a NCERT-New Age Graphic Design-chapter 4- page no. 58-59

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