

COLOR STORY: “What’s your color story?”



NATURAL AND SOCIAL CONTEXT

Colors are the amino acids of fashion, automotive, consumer goods, and home interior markets. For humans color frequencies reveal hidden layers of our personality. It makes sense. Color itself has personality, symbolism, and a dedicated place in the visible light spectrum. The grass is green. The sky is blue. The earth even has tones that are subject to mineral content. And if you have ever been to the red rocks of Arizona, you know that color is a feeling. It’s just visceral. And so we can learn a lot from color science about the deeper part of the inner self.

Before DNA testing there were color companies like Lusher Color Diagnostic and Color Code Personality Science, both assessment tools focused on the psychology of personality. More colloquially, Color Me Beautiful, Carole Jackson’s classic assessment, relies on a typology of seasons to describe subjective color. In either case, we are speaking of improving self-knowledge in order to improve our social projection. But if we broaden the conversation to include the social mechanics of color, and we look at Chris Rock, who recently hosted the Oscars, the opportunity to contain the topic of diversity, using comedy, relapsed into color bias. (In asking Hollywood to hire “black” actors he left out all the other ethnic populations, bringing retaliation by Asian advocates.) In this context, to make diversity “racy” is still reductive. So when we speak of color types we can understand that the echo of social and industrial processes we participate in may need new language to inflect the complexity of difference that we can begin to see from simple observation of the phenomena of color. so that any meaningful conversation can be inclusive rather than polarized.

The “bronze type” is a social meme that is designed to be a moniker for an aesthetic label that doesn’t exist yet. Perhaps an aesthetic intervention (rather than a social or political one), it carries etymological implications that are creative and affirmative -- not defensive. Words in culture, like color in design, create clear direction that people can follow. And within the context of fashion and consumer products, color affinity is what precedes market enterprise, and ultimately guides the impulses of consumers. Understanding that color is polysemous -- and that “black” is at best a metonymic place-holder for the larger amorphous group -- means that we all need a little color counseling if we are to address the symptoms of marginalization in a radical way. In other words, even people of color need a little color theory. Color, a subtext at the basis of all visual phenomena, describes an intangible value from a realm that unifies the common physical world we inhabit.

By stacking color science with diversity, and installing new language for phenotypes, Color Story can initiate a creative discourse that can impact how brands and media understand and use color, elevating the conversation to an aesthetic level, beyond the superficial bias typically applied. We know that color is regional, seasonal, cultural, and personal. And that the way color is used around the world is no longer indigenous to the components of color as found in nature. But today, buying a polo in Seattle is a different experience than buying a polo in Dallas. It’s the same shirt, but only certain colors will be offered. So plan on making a trip to Washington state if you’re in the market for a teal Ralph Lauren 2-button knit pullover.

Because color starts with fabrication, each year’s color forecast is preceded by three or four years development. The market runs on color like plants run on sunshine. Nevertheless, color is highly personal, and there are dozens of blues that each have a base and highlights, endemic to thread and finish alike. Only your eye can tell if the shade of blue is skewed to red or green values. Because of this it’s likely that a singular blue will be complementary to your skin tone. As well, each person has a favorite color, and often a color palette that can include color combinations. Add to that fabric and silhouette preferences and we can see that color, though basic to design, quickly becomes a complex issue factored by designer and consumer individuality.

SHOW FORMAT

Having a proper color profile, including an assessment of your particular skin type, is essential to understanding how color theory can be complementary to building self-esteem and confidence in expressing and representing your personality. By using color science to understand what colors work for your particular type, your relationship to fashion can be aligned in a way that is both conceptual and functional. This will be showcased as institutional color graphs, with a companion color trending sequence from the street.

Color typing begins with color language. Knowing the underlying hue of your skin type -- ivory, smoke, amber, melon, violet, honey, bark, ink, and olive are typical values -- sets up a direction for what part of the color wheel will look best, both photographically and to the naked eye. Our featured viewer, who is having a hard time finding her look or image, will undergo a one-on-one interview with a color profile specialist. After a photo session, using color calibrated full spectrum lights, the colorist will identify the color values into an assessment.

Using a color wheel, we will then identify what colors are complementary, and what specific color values might be off-putting, depending on the overall arrangement of the look. The featured viewer will then choose three different looks, which an assigned personal shopper, working with the color profile, will help to bring to life using featured designers and brands. This process will integrate Pantone color nomenclature, seasonal sponsored fashion products, and the overall dressing goals of the viewer, who will receive gift cards and/or a selection of fashion products that uniquely complement and celebrate his or her real-life color story.

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TREATMENT



DURATION: 30 Minutes

REALITY GENRE: Celebreality / Fashion-Makeover

FRANCHISE EXTENSIONS: PPG Global Color Forecast
MyColorPassport.com
Fashion / Home Product
Integration
Pantone Color Guide

INTRO / BUG

A kaleidoscope of colors, shapes and patterns, swirling in mechanical harmony, like a compressed jewel of forecasted colors, featured from consumer goods and fashion products. Voiceover: “Every product has a color: a color name, and a color story. The work behind color is so massive it fuels entire industries, requiring years of planning before fabrics or finishes ever actually make it into the hands of consumers. Not just an industrial process, the natural phenomena of color is also highly stylized. Nature uses color discretely, hiding pigments in rock minerals, and reserving flourishes for attracting reproductive mates. But when color preference is personalized into a color story, it can become a gateway into understanding your own nature.”

A montage of items featuring colors from the current forecast: from the perfunctory, to the more exquisite, we see a suite of products that speak the elective dialect of color that is just hitting the market. “Want a new blender in ‘limpet shell?’ Just ask for it, by name. Need a new dress in ‘serenity’ blue? There is the reason you might like it better on the rack...”

BREAK

LOGO / BUMPER

The Color Story logo: a Pantone color wheel spinning. Then an arrow stops pointing at a fashion doll, like in a game of spin the bottle: “What’s your color story?”

SEGMENT 1

In an office we look at a color matrix with a color assessment for the featured celebrity guest. “Those are my colors?” On the other side of the voice is Julia Roberts. She is looking at her color profile. “These are the colors I usually wear, but you’re saying these will look good on me too?” A goofy smile, “I would never think to wear ‘snorkel blue.” Moving Pantone color squares like chess pieces on a grid, “If you combine green flash with rose quartz I’ll like it better.” Julia is looking at a rack of clothes that have been handpicked for her session to match her color profile. “I’ll try it on, but I can already tell you I hate it!” Colors that do not match her muted sensibility, or what might be characterized as a more relaxed approach to fashion seem to be haunting Julia. Walking toward the dressing rack, “You know, there is a reason green is in the middle of the color spectrum.”

BREAK

SEGMENT 2

Julia reluctantly swipes through frocks on a rack. She appears to be retaliating against the garment rack itself, hell-bent to find one thing she likes. Inside the dressing room she quips with a joke, “Looks like a golf caddy spilled an icecream cone on a ballerina, then the punch line, “at the 18th hole.” True, it does have a lot of polka dots. Next outfit. “I’m thinking safari tent, what about you?” That’s a no. And then finally, “This one is not so bad. I can handle the “table cloth” look with blueberry marmalade. What’s this dress called? Picnic for one?” Exactly, it’s an Ivanka Trump A-line sun dress. “What’s the color called?” “Snorkel Blue.” “It’s actually kind of relaxing. I’m just not sure I’m ready to over-throw an ant colony. Does it come in green?” Julia likes green better than pink or blue.

BREAK

SEGMENT 3

Julia is finally wearing an outfit that she likes. The color analyst is assessing the particular shade of green and its composite nature. “It’s a tertiary, in the aquamarine family.” “It’s kind of a jewel tone, which I love. But it’s more of a fun green...” She handles it, “...maybe a little fabric softener though,,,” she laughs. We find out that green is more of a neutral color for Julia, and that she’s not crazy about linen.

Based on selections from featured designer collections, the analyst locks down the accent colors that are complementary to Julia’s core color profile, using accessories that showcase this season’s forecast. This further illustrates how the matrix of colors from the forecast are designed to coordinate. A stylist arranges the particular spectrum of the current color forecast that will be used to capture Julia’s personal color profile in an editorial spread based on what is showing this season.

BREAK

SEGMENT 4

After the shoot, which will be presented as an O Magazine editorial, and an Oprah.com featurette, Julia’s color profile is mapped onto other consumer products which have been arranged into displays. The color analyst discusses how color in apparel, consumer goods, and living environments functions not only by skin type, but as part of a spectrum where hue, tint and value can produce an emotional response. “This is why knowing your color profile can help you stay calm and focused -- or whatever emotion you need to experience.”

But you can also update your color profile every season. And because color is based on affinity, it’s intuitive. All you have to do is see it to know if you like it. And when you know your own color story you become more confident in making the right choices while you’re shopping.

The episode ends with Julia telling a personal story that involves color. This anecdote should personalize color with emotion and memory, which will complete the episode’s journey with the featured celebrity. Viewers and fans can use the same color tools to map their own color charts on Oprah.com.

EYECATCH / EXIT

Color wheel paint drip, final credits, and links to online tools.