

WHAT'S IN YOUR WARDROBE?



DO YOU FEEL SELF-CONSCIOUS
IN **BRIGHT** CLOTHES?

73% of women

say over half their wardrobe

contains black or grey



Only **14%** of women's wardrobes are
over 50% full with **BRIGHT** clothes!

WHY? AGE, PERHAPS?

*54% of women stopped
wearing bright colours when
they reached 50*

*26% of women in their
twenties have already stopped
wearing **bright colours**.*

69% say that

black or muted colours

(grey, cream, beige)

make them feel most confident

AND **78%** OF WOMEN PREFER
BRIGHTS ON OTHER PEOPLE



But...

60% of women wear **brights** on
holiday, with swimwear the most popular
choice of brightly coloured clothing

EVEN THOUGH 91% OF WOMEN CHOSE A BRIGHT
COLOUR AS THEIR FAVOURITE SHADE, HERE ARE
THE COLOURS THEY THOUGHT SUITED THEM BEST:

JUST 18% THOUGHT
THAT BRIGHT CLOTHES
SUITED THEM BEST

MUTED TONES
WERE VOTED
IN AT 38%

BLACK AND
WHITE CAME
OUT TOPS
WITH 44%

Top 3 factors INFLUENCING COLOUR CHOICE

“Choosing shades that
will flatter my figure”

“Picking hues that will
reflect my personality”

“To match what other
shades are in my wardrobe”

**BUT MAYBE WE JUST NEED
TO BE A BIT MORE CONFIDENT
WITH WHAT WE WEAR...**

*After all, those 78% can't be wrong
- if it looks good on other people,
the chances are it looks good on you.*

*And, 89% of partners prefer their
other half in **bright colours**...*