



IT'S ALL ABOUT

# HUE



**COLOR IS EVOCATIVE, INTUITIVE AND INCREDIBLY POWERFUL. HOW YOU USE COLOR SETS THE MOOD FOR YOUR STORE AND FOR YOUR CUSTOMERS WHEN THEY SHOP WITH YOU. EVERYDAY, I TRY TO HELP PEOPLE UNDERSTAND HOW TO BETTER UNDERSTAND HOW COLOR INFLUENCES EVERY ASPECT OF OUR LIVES. HERE ARE SOME OF THE QUESTIONS I'M OFTEN ASKED ABOUT HOW TO USE COLOR TO DEVELOP AN IMAGE OR ENVIRONMENT. I HOPE IT HELPS YOU CREATE THE IMPRESSION YOU WANT FOR YOUR STORE. ( cont. on page 22 )**

**by Dewey Sadka**

(cont. from page 21)

**QUESTION:** How do I use different colors in my showroom and not make the wall look funny with two colors butting up against each other? Is there a way to smooth the transition?

**ANSWER:** Here are three suggestions to make colorful displays flow throughout your store.

1. First select a color palette that you prefer. Do you want to use white tones to create a more open feeling; brown tones to create a warm and cozy area; or black tones to introduce drama and emotion? Consider the shades below.

The White Tones



The Brown Tones



The Black Tones



2. Keep the lightest/darkest color tones equal, and they will flow from one room to another. Test your color choices by reproducing them on a copy machine in black and white. Right away, you will be able to tweak one of them to make the flow even more uniform.

3. Also, you can make the long wall color change unnoticeable by using a floor standing almost to the ceiling, an oversized floor to mesmerize the eye. Add other vertical lines such as picture groupings and wall hangings, and you will give your long horizontal wall a much sexier look.

**QUESTION:** I have a retail space that needs to attract attention. What exciting, bold colors can I use that won't overpower my product lines.

**ANSWER:** Be original. Consider painting using the spectrum to create exciting energy. Allow your wall colors to flow in the below sequence and your art, pillows and carpets will dazzle customers and accentuate with coordinating colors.



**QUESTION:** What if my store is in an older home. What would look marvelous and be in vogue?

**ANSWER:** Consider using the luxury colors which are from the black tones family. Below are a few recommended bold color combinations for walls, furniture, carpets or accessories.



**QUESTION:** My store features kitchens. How do I go about choosing colors for my sleek, clean-lined, very popular today, honey-toned kitchen cabinetry?

**ANSWER:** Below are a few recommendations.

Navy and arctic blue would be beautiful. The colors pop against the wood cabinets.



Another beautiful combination would be forest green with accents of aqua.



The final combination works well for choppy spaces and really helps the cabinets fit in the room. Consider leaf, accented with bronze and gold.



**QUESTION:** I've heard that blue is the most popular color to use in a bedroom because it makes you feel restful. Does color really affect people's moods?

**ANSWER:** According to our research, shades of blue relax you whereas shades of purple and lime green energize you. Color is a very personal choice. Our world first, scientifically valid system has proven, once and for all, that each color hue has a different, very personal interpretation. |

The Dewey Color System now offers courses throughout the nation on how to maximize your color choices. Check out our Web site ([www.deweycolorsystem.com](http://www.deweycolorsystem.com)) for a course nearest you. Affirm your own very personal color palette with The Dewey Color System—Choose Your Colors, Change Your Life and The Dewey Color System for Relationships—The Ultimate Compatibility Test for Love, Friendship and Career Success (Three Rivers Press/Crown Publishing a division of Random House). By surrounding yourself with décor colors that make you feel good, you'll change your life. Free sample profile at [deweycolorsystem.com](http://deweycolorsystem.com).

