BEFORE YOU START

Is this guide *for you?*

This guide helps you use Bright Winter. It does not decide whether Bright Winter is yours. Read the three boxes, then decide.

IT IS FOR YOU IF

- You know your season, or half know it, and still buy shades that read wrong.
- You want a routine for an ordinary Tuesday, not a look for one night.
- You would rather start with what you own than buy a whole new bag of makeup.
- You like knowing why a rule works, with notes for fair to deep skin.

HAVE THESE READY

- A season to try. Not sure yet? The free test on the site takes about 6 minutes and needs no photo. Page 6 has the gray strip.
- A window with daylight.
- Your makeup bag and one shelf of your closet.
- Your phone, for the palette PDF.

WHAT IT DOES NOT DO

- It does not decide your season. The free test and the gray strip do that.
- It does not cover fit, tailoring, skin care or a dye formula.
- It does not judge you. A season is a frame for choosing color.
- It does not name products. Picks live on the site, by price tier.

WHEN A PERSON HELPS MORE

A tailor

For fit, hems and how a piece sits on your body. A guide cannot see you.

A colorist

For a dye formula or a big change in hair color. Page 51 helps you say what you want.

A dermatologist

For skin care, a reaction to a product, or skin that hurts or changes. This guide is about color, not skin health.

Read it and another season fits you better? You can swap for any season within 30 days, free. The note is on page 70.

BIJOU

test first. i will wait.

Reds and pinks

Four cool reds and nine vivid pinks, from Vivid red to Deep berry.

Reds

4 COLORS

Vivid red
#E0192F
RGB 224 25 47
CMYK 0 89 79 12
best accent

Fiery red
#F9083A
RGB 249 8 58
CMYK 0 97 77 2
statement

Crimson
#DC1B4F
RGB 220 27 79
CMYK 0 88 64 14
best accent

Ruby
#B80F3A
RGB 184 15 58
CMYK 0 92 68 28
best accent

Pinks

9 COLORS

Vivid raspberry
#D4206F
RGB 212 32 111
CMYK 0 85 48 17
best accent

Fuchsia
#D32C9A
RGB 211 44 154
CMYK 0 79 27 17
best accent

Shocking pink
#FF2D95
RGB 255 45 149
CMYK 0 82 42 0
statement

Hot pink
#FF4FA8
RGB 255 79 168
CMYK 0 69 34 0
best accent

Magenta
#C3168F
RGB 195 22 143
CMYK 0 89 27 24
best accent

Bright raspberry
#E0245E
RGB 224 36 94
CMYK 0 84 58 12
best accent

Bright rose
#EE4C8A
RGB 238 76 138
CMYK 0 68 42 7
best accent

Cool pink
#F574B4
RGB 245 116 180
CMYK 0 53 27 4
best accent

Deep berry
#A3145E
RGB 163 20 94
CMYK 0 88 42 36
best accent

DO Wear Vivid red or Crimson near your face, and keep Fiery red to one piece.

WHY These reds lean blue, so skin keeps its own color instead of picking up orange.

TRADITION

DO Choose Fuchsia, Hot pink or Vivid raspberry over a soft or coral pink.

WHY A pink with blue in it keeps your face first. A pale or orange-leaning pink can fade.

TRADITION

Fair skin. Vivid red and Cool pink read clear near fair skin. If Shocking pink feels loud, try it as a bag.

Deep skin. Fuchsia, Magenta and Deep berry tend to read rich. Check Cool pink for chalk at the jaw.

Olive skin

Olive is an undertone, not a season. It sits between warm and cool with a little green, so it is easy to put in the wrong group.

YOUR BEST 8 COLORS

Emerald	Bright teal	Bright turquoise	Vivid red	Fuchsia	Cobalt	Black	Pure white
#05A05F	#00958F	#00A9C7	#E0192F	#D32C9A	#2B6FE0	#0E0E10	#FFFFFF

LIP
Blue-leaning red or fuchsia
#E0192F
#D32C9A

BLUSH
Rose fuchsia, not coral
#D6409A

HIGHLIGHTER
Icy silver, clear base
BASE: CLEAR

EYES
Steel gray and turquoise
#7F8896
#00B1CC

METAL
Silver, small gold you own

WHAT GOES WRONG, AND THE FIX

1. ⊗ **Orange-leaning reds pull orange** → ✓ Pick Vivid red or Crimson over a red with orange in it.
2. ⊗ **Peach and soft pastels flatten the green and read gray** → ✓ Try Icy pink as a scarf before a top, and stay with clear, vivid colors.
3. ⊗ **A foundation that reads pink or orange** → ✓ Look for the words “olive” or “neutral olive,” and test at your jaw in daylight.

⊘ **SKIP** Golden bronzer and warm peach tones, which can pull yellow against olive skin.

ONE OUTFIT, IN PROPORTION · EMERALD UP TOP



Emerald top | Charcoal wide-leg trousers | Black boots

Emerald tends to sit well with the green in olive skin.

CHECK IT BY ASKING **Does this color make my skin look grayer or more yellow-green? If cream brings you back to life, read Bright Spring too.**

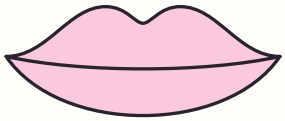
Softer or *bolder*

The same shade, two amounts. Pick the amount by the day, and the shade stays yours.

Lip

Cool pink, your everyday lip

SOFTER · SHEER

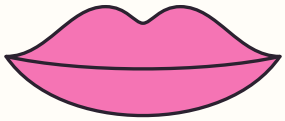


One dab, pressed in with a finger.

Blot once. Your own lip shows through, so the color reads lighter.

Sheer. Lower opacity.

BOLDER · FULL



A full coat.

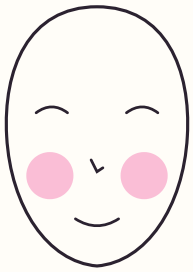
Line the lip first if you want a sharp edge. Pairs are on page 35.

Cool pink #F574B4

Blush

Bright pink blush, your first blush

SOFTER · SHEER

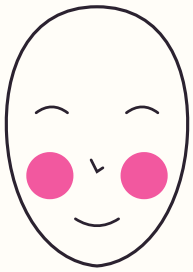


One light tap on the apples, blended out.

The color lifts the cheek and your skin shows through.

Sheer. Lower opacity.

BOLDER · FULL



Two layers, built up where the cheek rounds.

Blend the edge out so the color has no hard line.

Bright pink blush #F2589F

DO **Start sheer. Add a layer when you want more.**

WHY Sheer lets your own color show through, so it reads softer. A full coat covers it, so the color you wear is the color on the label.

TRADITION *for the amounts.*

On a deeper lip, a sheer coat can read deeper than it looks here. Page 36 shows the math for each shade.