BEFORE YOU START

Is this guide *for you?*

This guide helps you use Deep Autumn. It does not decide whether Deep Autumn 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 50 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 69.

BIJOU

test first. i will wait.

Reds, oranges and wines

Seven burnt reds and oranges with brown in them, and six warm wines and roses.

Reds and oranges

7 COLORS

Brick red
#8E2D1F
RGB 142 45 31
CMYK 0 68 78 44
best accent

Rust
#A4401F
RGB 164 64 31
CMYK 0 61 81 36
best accent

Burnt orange
#C65B17
RGB 198 91 23
CMYK 0 54 88 22
best accent

Deep red
#A01E22
RGB 160 30 34
CMYK 0 81 79 37
statement

Warm coral
#D9644A
RGB 217 100 74
CMYK 0 54 66 15
best accent

Sunset orange
#D9772B
RGB 217 119 43
CMYK 0 45 80 15
best accent

Brown red
#7A2E22
RGB 122 46 34
CMYK 0 62 72 52
best accent

Wines and roses

6 COLORS

Deep warm plum
#5C2E4A
RGB 92 46 74
CMYK 0 50 20 64
best accent

Warm burgundy
#6C1D2A
RGB 108 29 42
CMYK 0 73 61 58
best accent

Cranberry
#8A2A3A
RGB 138 42 58
CMYK 0 70 58 46
best accent

Dark mulberry
#6A2B45
RGB 106 43 69
CMYK 0 59 35 58
best accent

Rosewood
#8A4540
RGB 138 69 64
CMYK 0 50 54 46
best accent

Burnt rose
#B0584D
RGB 176 88 77
CMYK 0 50 56 31
best accent

DO Wear Brick red, Rust or Burnt orange near your face, and keep Sunset orange for brighter days.

WHY They carry brown and depth, so skin keeps its glow. A neon orange can overpower a rich face.

TRADITION

> **Deep skin.** Brick red, Rust and Warm burgundy tend to read rich on deep skin. If one feels heavy, try Rosewood.

DO Choose Warm burgundy or Cranberry over a blue-red wine, and keep Deep red to one piece.

WHY A wine with brown in it sits with a warm, deep face. A blue-red can sit apart from it.

TRADITION

> **Fair skin.** Burnt rose and Warm coral are gentle near fair skin. If Deep red feels loud, wear it as a bag or shoes.

SECTION 3 · NOTES BY SKIN TONE

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

Forest green	Olive green	Deep teal	Brick red	Burnt orange	Amber	Dark brown	Warm cream
#24512F	#707026	#145E5F	#8E2D1F	#C65B17	#D9871B	#3F2A1D	#EDDDB9

LIP
Brick or rosewood
#8E2D1F
#8A4540

BLUSH
Burnt rose, not orange
#B0584D

HIGHLIGHTER
Gold glow
BASE: CLEAR

EYES
Dark olive and deep teal
#4A4A25
#145E5F

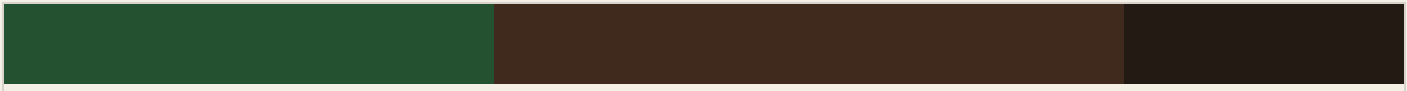
METAL
Antiqued gold, and rose gold can work

WHAT GOES WRONG, AND THE FIX

1	Very orange colors pull yellow	Pick brick or rust over a bright orange, and keep burnt orange small.
2	Pale pastels flatten the green and read gray	Try warm cream as a scarf before a top, and stay with deep, warm colors.
3	A foundation that reads pink or orange	Look for the words “olive” or “yellow-neutral,” and test at your jaw in daylight.

SKIP Bright orange and very yellow tones near the face, which can pull the green in olive skin sallow.

ONE OUTFIT, IN PROPORTION · FOREST GREEN UP TOP



Forest green sweater | Dark brown tailored trousers | Warm black-brown boots

Forest green 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 cool emerald and black are easier, read Deep Winter too.**

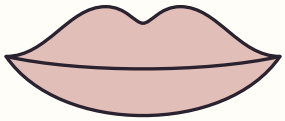
Softer or *bolder*

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

Lip

Burnt rose, your everyday lip

SOFTER · SHEER

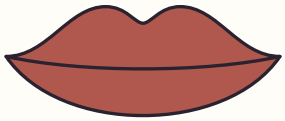


One dab, pressed in with a finger.

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

Sheer. Lower opacity.

BOLDER · FULL



A full coat.

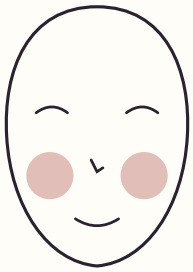
Line the lip first if you want a sharp edge. Pairs are on page 34.

Burnt rose
#B0584D

Blush

Burnt rose, your first blush

SOFTER · SHEER

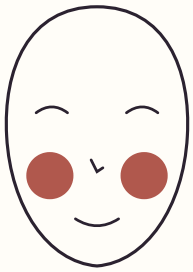


One light tap on the apples, blended out.

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.

Burnt rose
#B0584D

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 35 shows the math for each shade.