BEFORE YOU START

Is this guide *for you?*

This guide helps you use Deep Winter. It does not decide whether Deep 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 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 and pinks

Twelve reds and pinks that lean blue, from deep to clear.

Reds and pinks

12 COLORS

Ruby
#A5122F
RGB 165 18 47
CMYK 0 89 72 35
best accent

Berry
#8B1F4F
RGB 139 31 79
CMYK 0 78 43 45
best accent

Deep raspberry
#B0215F
RGB 176 33 95
CMYK 0 81 46 31
best accent

Cool burgundy
#5A1030
RGB 90 16 48
CMYK 0 82 47 65
best accent

True red
#C10025
RGB 193 0 37
CMYK 0 100 81 24
statement

Fuchsia
#C2188A
RGB 194 24 138
CMYK 0 88 29 24
statement

Cherry
#B40047
RGB 180 0 71
CMYK 0 100 61 29
best accent

Garnet
#7C0935
RGB 124 9 53
CMYK 0 93 57 51
best accent

Mulberry
#6E2758
RGB 110 39 88
CMYK 0 65 20 57
best accent

Magenta
#C222A3
RGB 194 34 163
CMYK 0 82 16 24
statement

Cool rose
#C24D80
RGB 194 77 128
CMYK 0 60 34 24
best accent

Orchid pink
#E08BB9
RGB 224 139 185
CMYK 0 38 17 12
light

DO Wear one red or pink near your face, and keep the rest of the outfit quiet.

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

TRADITION

DO Treat Orchid pink as your light pink: a scarf, or a shirt under a coat.

WHY It is the lightest color in this family, so it needs clear blue in it to avoid going chalky.

TRADITION

Deep skin. Cherry, Ruby and Deep raspberry tend to read rich and clear. Check any pale pink for chalk before you buy.

Fair skin. Berry and Ruby near the face are strong. If they feel heavy, try Cool burgundy or Mulberry, which are a little quieter.

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

Deep emerald	Teal	Pine	Ruby	Plum	Berry	Midnight navy	Icy pink
#0B5D44	#0E6B73	#134B3A	#A5122F	#5C2A5F	#8B1F4F	#14213D	#F2C6DA

LIP
Rose-leaning berry
#8B1F4F

BLUSH
Berry rose, not coral
#8B1F4F

HIGHLIGHTER
Icy champagne
BASE: CLEAR

EYES
Plum and deep teal
#5C2A5F
#0E6B73

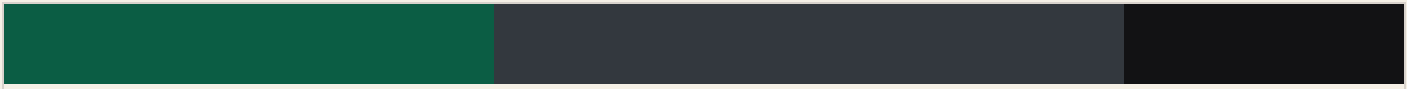
METAL
Silver, and yellow gold can work

WHAT GOES WRONG, AND THE FIX

1	Orange-based colors pull orange	Pick berry rose over coral, and a rose-leaning berry over an orange-leaning red.
2	Cool pastels flatten the green and read gray	Try icy pink as a scarf before a top, and stay with deep, clear 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 Orange bronzer and very warm golden tones, which can pull yellow against olive skin.

ONE OUTFIT, IN PROPORTION · DEEP EMERALD UP TOP



Deep emerald sweater | Charcoal tailored trousers | Black boots

Deep 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 Deep Autumn too.

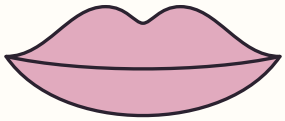
Softer or *bolder*

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

Lip

Deep raspberry, your everyday lip

SOFTER · SHEER

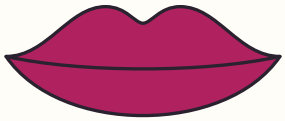


One dab, pressed in with a finger.

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

Sheer. Lower opacity.

BOLDER · FULL



A full coat.

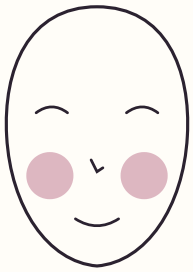
Line the lip first if you want a sharp edge. Pairs are on page 34.

Deep raspberry
#B0215F

Blush

Deep cool rose, your first blush

SOFTER · SHEER

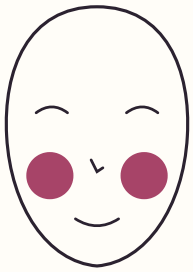


One light tap on the apples, blended out.

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.

Deep cool rose
#A74468

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.