BEFORE YOU START

Is this guide *for you?*

This guide helps you use Soft Autumn. It does not decide whether Soft 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 52 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 71.

BIJOU

test first. i will wait.

SECTION 2 · YOUR PALETTE

Corals, oranges and reds

Six muted corals and oranges, and two reds with brown in them.

Corals and oranges

6 COLORS

Muted coral
#D9806A
RGB 217 128 106
CMYK 0 41 51 15
best accent

Soft terracotta
#C26E54
RGB 194 110 84
CMYK 0 43 57 24
best accent

Soft orange
#E2A878
RGB 226 168 120
CMYK 0 26 47 11
best accent

Soft peach
#E6B58E
RGB 230 181 142
CMYK 0 21 38 10
best accent

Faded orange
#D9965C
RGB 217 150 92
CMYK 0 31 58 15
best accent

Warm clay
#BE8068
RGB 190 128 104
CMYK 0 33 45 25
best accent

Reds

2 COLORS

Rust
#A85537
RGB 168 85 55
CMYK 0 49 67 34
statement

Soft brick
#A8584A
RGB 168 88 74
CMYK 0 48 56 34
best accent

DO **Wear Muted coral or Soft peach near your face, and keep Rust to one piece.**

WHY They lean warm and carry some gray, so skin keeps its color. Rust is strong, so it works as a detail.

TRADITION

DO **Choose Soft brick over a bright red.**

WHY Brown in a red keeps it soft. A pure red can speak before you do.

TRADITION

Deep skin. Soft terracotta and Warm clay tend to read rich. Check Soft peach for chalk at the jaw.

Fair skin. Muted coral and Soft orange are gentle near fair skin. If Rust feels strong, wear it as a bag or a scarf.

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 often lands between Soft Autumn and Soft Summer.

YOUR BEST 8 COLORS

Moss	Olive	Sage	Muted teal	Dusty rose	Soft terracotta	Soft khaki	Soft cream
#7D8F5B	#8A8B4A	#9CAE8C	#4F8C85	#B77E86	#C26E54	#A59B7B	#F1E6D0

LIP
Dusty rose or Soft terracotta
#B77E86
#C26E54

BLUSH
Warm rose blush
#CC8885

HIGHLIGHTER
Soft champagne
BASE: CLEAR

EYES
Olive and bronze
#8A8B4A
#94704A

METAL
Brushed gold, and soft rose gold can work

WHAT GOES WRONG, AND THE FIX

1. ⊗ **Orange and bright coral pull yellow** → ✓ Pick Muted coral or Dusty rose over a coral with orange in it.
2. ⊗ **Optic white and icy pastels turn the skin gray** → ✓ Try Soft cream or Sage as a scarf before a top, and stay with soft, warm colors.
3. ⊗ **A foundation that reads pink or orange** → ✓ Look for the letter O or the words “neutral olive,” and test at your jaw in daylight.

⊘ **SKIP** Bright orange and a cool pink blush near the face, which can pull yellow or gray against olive skin.

ONE OUTFIT, IN PROPORTION · SAGE UP TOP



Sage sweater | Soft khaki tailored trousers | Soft brown boots

Sage 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 cooler, grayer colors feel easier, read Soft Summer too.**

SECTION 4 · MAKEUP

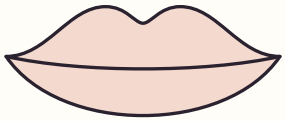
Softer or *bolder*

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

Lip

Peach lip, your everyday lip

SOFTER · SHEER

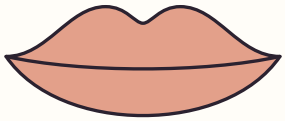


One dab, pressed in with a finger.

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

Sheer. Lower opacity.

BOLDER · FULL



A full coat.

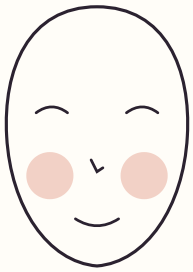
Line the lip first if you want a sharp edge. Pairs are on page 36.

Peach lip #E3A08A

Blush

Coral blush, your first blush

SOFTER · SHEER

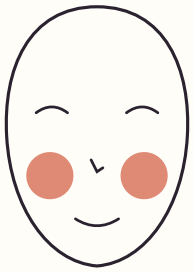


One light tap on the apples, blended out.

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.

Coral blush #DE8A74

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 37 shows the math for each shade.