BEFORE YOU START

Is this guide *for you?*

This guide helps you use Soft Summer. It does not decide whether Soft Summer 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.

Pinks and roses

Ten pinks and roses with gray in them, from Dusty pink to Soft cranberry.

Pinks and roses

10 COLORS

Dusty rose
#C98393
RGB 201 131 147
CMYK 0 35 27 21
best accent

Mauve
#A9788F
RGB 169 120 143
CMYK 0 29 15 34
best accent

Soft raspberry
#B35C7C
RGB 179 92 124
CMYK 0 49 31 30
best accent

Dusty pink
#D9A5B0
RGB 217 165 176
CMYK 0 24 19 15
best accent

Deep rose
#A8436A
RGB 168 67 106
CMYK 0 60 37 34
statement

Rosewood
#9C5A6C
RGB 156 90 108
CMYK 0 42 31 39
best accent

Dusty berry
#8F4F6E
RGB 143 79 110
CMYK 0 45 23 44
best accent

Rosy mauve
#B98A9E
RGB 185 138 158
CMYK 0 25 15 27
best accent

Soft cranberry
#8E3F5E
RGB 142 63 94
CMYK 0 56 34 44
statement

Dusty magenta
#A5577D
RGB 165 87 125
CMYK 0 47 24 35
best accent

DO Wear Dusty rose or Mauve near your face, and keep Deep rose to one piece.

WHY They lean a little blue and carry gray, so nothing jumps ahead of your face.

TRADITION

DO Choose Soft raspberry over a hot pink.

WHY A muted berry gives you color that stays blended. A saturated pink can speak before you do.

TRADITION

Deep skin. Soft raspberry, Dusty berry and Rosewood tend to read rich. Check Dusty pink for chalk at the jaw.

Fair skin. Dusty pink and Rosy mauve are gentle near fair skin. If Deep rose 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 Summer and Soft Autumn.

YOUR BEST 8 COLORS

Muted jade	Soft teal	Mauve	Dusty rose	Slate blue	Soft plum	Dusty charcoal	Greige
#6FA08C	#5E9496	#A9788F	#C98393	#6A82A8	#8A5E82	#55595E	#B5AEA6

LIP
Mauve with a cool lean
#A9788F
#B98A9E

BLUSH
Mauve blush, not peach
#B98298

HIGHLIGHTER
Pink champagne
BASE: CLEAR

EYES
Taupe and sage
#A99894
#94A89B

METAL
Brushed silver or rose gold

WHAT GOES WRONG, AND THE FIX

1	Golden and orange tones pull yellow	Pick dusty rose or mauve over coral and peach.
2	Stark white and icy pastels turn the skin gray	Try sage gray-green or blue-gray as a scarf before a top, and stay with soft 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 A golden bronzer and a peach blush near the face, which can pull yellow against olive skin.

ONE OUTFIT, IN PROPORTION · MUTED JADE UP TOP



Muted jade sweater · Greige tailored trousers · Rose brown boots

Muted jade 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 warm, earthy colors feel easier, read Soft Autumn too.**

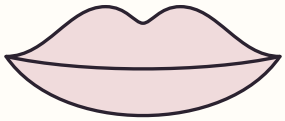
Softer or *bolder*

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

Lip

Dusty pink, your everyday lip

SOFTER · SHEER

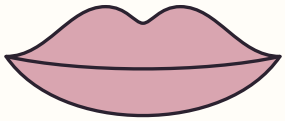


One dab, pressed in with a finger.

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

Sheer. Lower opacity.

BOLDER · FULL



A full coat.

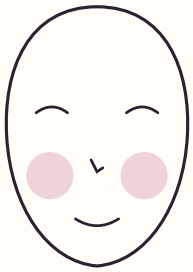
Line the lip first if you want a sharp edge. Pairs are on page 35.

Dusty pink
#D9A5B0

Blush

Rose blush, your first blush

SOFTER · SHEER

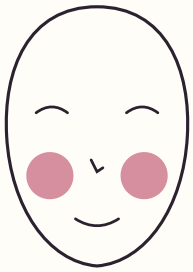


One light tap on the apples, blended out.

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.

Rose blush
#D58F9E

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.