BEFORE YOU START

Is this guide *for you?*

This guide helps you use True Autumn. It does not decide whether True 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.

Rusts, oranges and reds

Six rusts and oranges with depth, and nine warm-leaning reds and berries.

Rusts and oranges

6 COLORS

Rust
#B5481F
RGB 181 72 31
CMYK 0 60 83 29
best accent

Terracotta
#C8603A
RGB 200 96 58
CMYK 0 52 71 22
best accent

Burnt orange
#D1651C
RGB 209 101 28
CMYK 0 52 87 18
best accent

Warm coral
#E27D54
RGB 226 125 84
CMYK 0 45 63 11
best accent

Pumpkin
#DB7A2A
RGB 219 122 42
CMYK 0 44 81 14
best accent

Light coral
#E8957A
RGB 232 149 122
CMYK 0 36 47 9
best accent

Reds and berries

9 COLORS

Warm brick red
#A33A2B
RGB 163 58 43
CMYK 0 64 74 36
best accent

Warm red
#C8321F
RGB 200 50 31
CMYK 0 75 84 22
statement

Warm purple
#6A3A5A
RGB 106 58 90
CMYK 0 45 15 58
statement

Orange red
#D2452B
RGB 210 69 43
CMYK 0 67 80 18
best accent

Garnet red
#A8302F
RGB 168 48 47
CMYK 0 71 72 34
best accent

Warm rose
#C9707A
RGB 201 112 122
CMYK 0 44 39 21
best accent

Mulberry
#7E3A55
RGB 126 58 85
CMYK 0 54 33 51
best accent

Warm plum
#6F3F55
RGB 111 63 85
CMYK 0 43 23 56
best accent

Wine
#6E2B35
RGB 110 43 53
CMYK 0 61 52 57
best accent

DO Wear Terracotta or Rust near your face, and keep Pumpkin for brighter days.

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

TRADITION

DO Choose Warm brick red or Garnet red over a blue-red, and keep Warm red to one piece.

WHY A red with orange or brown in it sits with warm skin. A blue-red can sit apart from it.

TRADITION

Deep skin. Rust, Burnt orange and Wine tend to read rich on deep skin. Hold Light coral up to the window first.

Fair skin. Terracotta and Warm rose are gentle near fair skin. If Warm 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. True Autumn tends to sit well on it.

YOUR BEST 8 COLORS

Terracotta	Warm coral	Moss green	Teal	Warm turquoise	Mustard	Camel	Cream
#C8603A	#E27D54	#6E8B3D	#1F7A74	#2E9C98	#D4A017	#B8874A	#F3E3BF

LIP
Terracotta or Warm coral
#C8603A
#E27D54

BLUSH
Clay blush, Coral rose blush
#CF6F50
#E2866C

HIGHLIGHTER
Pale gold
BASE: CLEAR

EYES
Gold shadow, Copper shadow
#CDA03C
#B5713F

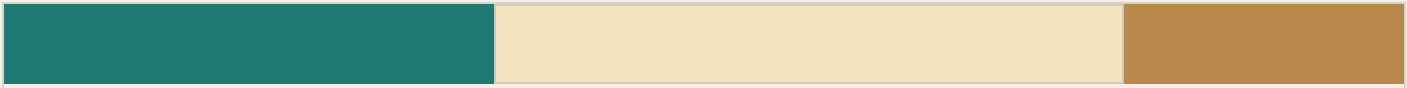
METAL
Antique gold, and brass can work

WHAT GOES WRONG, AND THE FIX

1	Blue-leaning pinks turn gray	Pick terracotta or warm rose over a pink with blue in it.
2	An orange blush that goes yellow	Test an orange-leaning blush at your cheek in daylight, and keep clay blush as the fallback.
3	A foundation that reads pink or orange	Look for the words “olive” or “yellow-neutral,” and test at your jaw in daylight.

SKIP Cool pink and cool gray near the face, which can go gray against olive skin.

ONE OUTFIT, IN PROPORTION · TEAL UP TOP



Teal sweater | Cream tailored trousers | Camel boots

Teal 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 soft, muted colors feel easier, read Soft Autumn too.

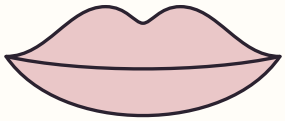
Softer or *bolder*

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

Lip

Warm rose, your everyday lip

SOFTER · SHEER

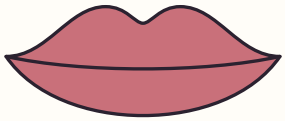


One dab, pressed in with a finger.

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

Sheer. Lower opacity.

BOLDER · FULL



A full coat.

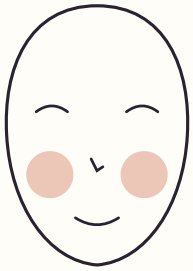
Line the lip first if you want a sharp edge. Pairs are on page 34.

Warm rose #C9707A

Blush

Clay blush, your first blush

SOFTER · SHEER

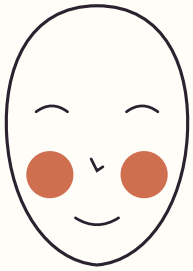


One light tap on the apples, blended out.

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.

Clay blush #CF6F50

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.