



SWAROVSKI

CREATE YOUR STYLE

Psychology of Colors

The psychological power of color should never be ignored. Colors evoke emotion, influence our thoughts, and even moderate our stress levels. Experts believe that the way a color affects us correlates with how that color behaves in nature - think about the carefree outdoor mood that we associate with the color blue, for instance; in evolutionary terms, it says clear, storm-free skies, which brings to mind stability and calm.

The colors we are drawn to reflect our personalities, telling the world about the kind of person we are, what we want to communicate, and even revealing a glimpse of our anxieties. So, it's important to choose colors wisely. Swarovski has always been fascinated by the psychology of color, and applies its color-coding expertise to each and every new color palette. During this program we will feature some of the hues in the current assortment, and find out how to identify the shades that complement the person that you are.



11 MONTHS • 11 COLORS

STARTING THIS MAY...

Sign up to the CYS Community to follow the journey of the Psychology of Colors

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