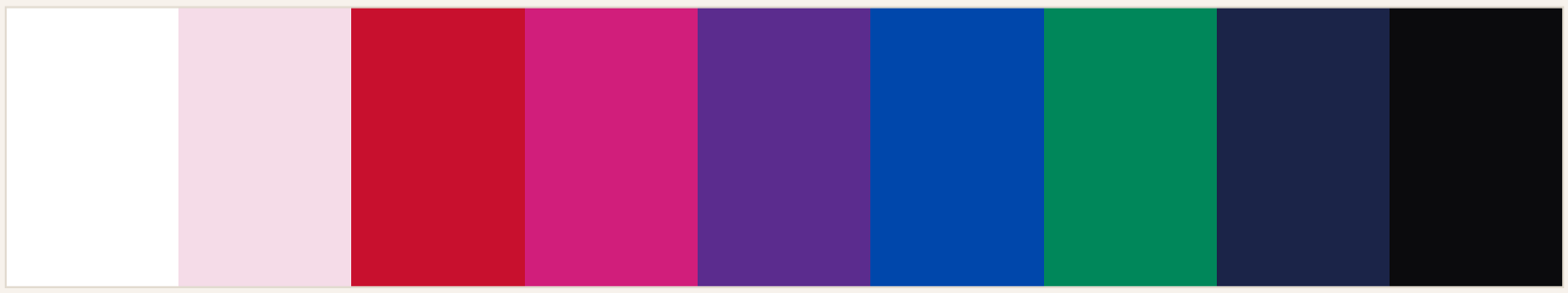
THE PRIVATE COLOUR EDIT

# True *Winter.*

Your 29 best colours, the pieces to build around them – and the foundation layers beneath. A free seasonal colour guide from Her Style Code.



◆ COOL ◆ CLEAR ◆ HIGH CONTRAST

SEASONAL COLOUR GUIDE

Dress the layer no one sees. Perfectly.

herstylecode.com

# Welcome, Winter

So, you are a True Winter. Or at least you suspect you might be – which is exactly why you are holding this guide. Either way, congratulations. You belong to one of the most striking colour seasons there is.

True Winters look their absolute best in colours that are **cool, clear and full of contrast**. Think of a snowy landscape at night: crisp white snow, a black sky, and a few jewel-like lights glowing in between. That is your world. And once you learn to dress in it, you will be amazed how much brighter, fresher and more awake you look.

This guide is designed to be used, not just read. Keep it on your phone when you go shopping, print the pocket card at the back, and use the checklists before you buy anything new. Little by little, your wardrobe will start to fall into place.

## What's inside


01 **Are you a True Winter?**
How to recognise your season – and its neighbours

02 **Your palette**
Your 29 best colours, with reference codes

03 **Your neutrals**
The backbone of your wardrobe

04 **Colours to avoid**
And what to wear instead

05 **Colour combinations**
Ready-made pairings that always work

06 **A True Winter capsule**
15 pieces, endless outfits

07 **Underneath it all**
Lingerie, base layers and hosiery

08 **Metals, accessories & prints**
The finishing touches

09 **Make-up & hair**
Your best shades from head to toe

10 **Shopping checklist & pocket card**
Take your season with you


*A note on colour accuracy:* every screen and every printer shows colour slightly differently. The colour codes in this guide are a reliable reference, but always judge a real garment in daylight, held up close to your face.

# Are you a True Winter?

Every colour season has a **dominant characteristic** – the one dimension of colour that matters most for you. For True Winter, that characteristic is **temperature**. You are cool. Purely, unmistakably cool. Your secondary qualities are clarity (you need clean, unclouded colours) and depth (you can carry dark, saturated shades with ease).

| TEMPERATURE | CLARITY | VALUE |
| --- | --- | --- |
| Cool | Clear | Medium to dark |

## You might be a True Winter if…

- your natural hair is dark – a cool dark brown, black-brown or black (or has turned a beautiful silver or white)
- your eyes are deep cool brown, black-brown, cool grey, or a clear icy blue or green
- your skin has a cool undertone – it can be anything from porcelain to the deepest ebony
- there is a striking contrast between your hair, skin and eyes
- black and pure white make you look polished rather than harsh
- gold jewellery makes your skin look sallow, while silver makes it glow
- orange, camel and mustard make you look tired – or simply 'off'

## Meet the neighbours

Colour seasons sit next to each other on a wheel, and it is easy to mix up neighbouring seasons. Here is how True Winter differs from the seasons closest to it:

### Dark Winter

Depth comes first. Darker, slightly richer palette – think burgundy, forest green and espresso. Can borrow a touch of warmth.

### Bright Winter

Clarity comes first. Brighter, more electric colours – think hot pink, lemon and turquoise. Can borrow a touch of warmth.

### True Summer

Also cool, but soft rather than clear. Dusty, greyed colours like slate blue and rose. Black is too harsh here.

If two seasons both look plausible, compare their palettes side by side against your face in daylight. The season that makes your skin look smoother and your eyes brighter is the right one.

PART

# 02

## *Your palette*

These are the colours that create harmony with your natural colouring. Wear them near your face, build your wardrobe around them, and let them do the work for you.

# Your True Winter palette

Twenty-nine colours, all of them cool, clear and confident. You don't need to own them all – most True Winters gravitate towards a handful of favourites. Tick the ones you love.

### NEUTRALS

- Pure White #FFFFFF
- Icy Grey #E4E7EC
- Silver Grey #A8ADB5
- Graphite #4A4D55
- Charcoal #33353A
- True Black #0B0B0D
- Navy #1B2448
- Cool Taupe #6C6470

### REDS & PINKS

- True Red #C8102E
- Cranberry #9B1B3D
- Burgundy #6A1530
- Raspberry #C2185B
- Fuchsia #D11E7B
- Icy Pink #F5DCE8

### BLUES & PURPLES

- Royal Blue #2346A6
- Cobalt #0047AB
- Sapphire #0F3D8C
- Icy Blue #DCEAF5
- Royal Purple #5B2C8E
- Amethyst #7B4BA6
- Deep Plum #4B1D44
- Icy Violet #E4DEF3

### GREENS & YELLOWS

- Emerald #00875A
- Pine #0B5345
- Cool Teal #00707A
- Hot Turquoise #00A3AD
- Icy Mint #DDF2EA
- Lemon #F3E33B
- Icy Lemon #FAF6CC

The **icy colours** – Icy Grey, Icy Pink, Icy Blue, Icy Violet, Icy Mint and Icy Lemon – are your version of pastels. They are almost white with just a breath of colour. Regular pastels, which contain more pigment and often a touch of warmth, will look chalky on you.

# Your neutrals

If your palette were a house, your neutrals would be its walls. They are the colours you buy your investment pieces in – coats, tailoring, trousers, shoes and bags – because they go with everything else in your palette.

Most people's neutrals are beige, camel and brown. Yours are not. Your neutrals are **black, white, grey and navy**, and they are some of the most elegant colours there are.

### True Black
Your signature. Few seasons can wear black right next to the face – you can, and you look sensational in it.

### Pure White
Crisp, bright, optical white. Not ivory, not cream. Pure white shirts are your best friend.

### Charcoal & Graphite
Softer than black but just as cool. Perfect for tailoring and knitwear.

### Navy
Deep and inky. Your alternative to black for coats, denim and suits.

### Silver & Icy Grey
Light neutrals for summer, knitwear and anything you want to look fresh.

### Cool Taupe
A greyed, slightly purple taupe – your answer to beige when you want something softer.

## The 60 / 30 / 10 rule

A simple formula for a balanced outfit: roughly **60%** of what you wear is a neutral, **30%** is a second neutral or a softer colour from your palette, and **10%** is a statement colour. For example: a navy coat (60%), a white shirt (30%) and a fuchsia scarf (10%).



# Colours to avoid

Remember the bird of prey on the cherry branch? The wrong colours do the same thing to your appearance. Warm, muted and earthy colours will make your skin look sallow, highlight shadows and dark circles, and make your striking features look oddly flat.

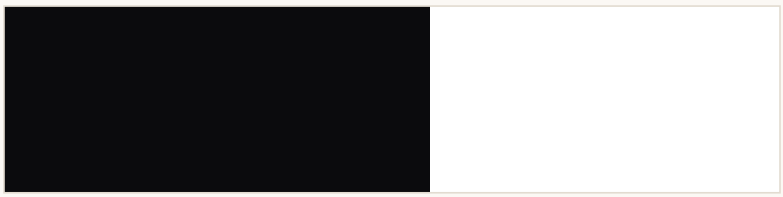
But here is the good news: for almost every colour you need to avoid, there is a True Winter version that gives you the same effect. Just swap it.

| INSTEAD OF | | WEAR |
|---|---|---|
| Orange | → | **True Red** — The same energy, without turning you yellow. |
| Camel & tan | → | **Charcoal** — For coats and tailoring that look expensive on you. |
| Ivory & cream | → | **Pure White** — Cream looks dingy next to your skin. Optical white looks fresh. |
| Mustard | → | **Lemon** — If you want yellow, make it cool and clear. |
| Olive & khaki | → | **Pine** — A cool, deep green for your casual pieces. |
| Rust & terracotta | → | **Cranberry** — Rich and deep, but cool. |
| Peach & coral | → | **Raspberry** — For lips, blouses and summer dresses. |
| Dusty mauve & sage | → | **Icy Violet** — Swap muted pastels for icy ones. |
| Chocolate brown | → | **True Black** — Your darkest neutral is black – or navy. |

*Love a colour that isn't in your palette?* Wear it away from your face – as trousers, a skirt, shoes or a bag. The further it is from your face, the less it matters.

# Colour combinations

True Winters shine in **contrast**. Where other seasons blend colours softly, you can put light and dark side by side and look completely at ease. Here are eight combinations to get you started – each one is a complete outfit idea.



## The classic

True Black + Pure White

Black trousers, white shirt. Never fails.



## Nautical, elevated

Navy + Pure White + True Red

Navy blazer, white tee, red lip or bag.



## Modern power

Charcoal + Fuchsia

Charcoal suit with a fuchsia blouse.



## Quiet luxury

Icy Grey + Royal Purple

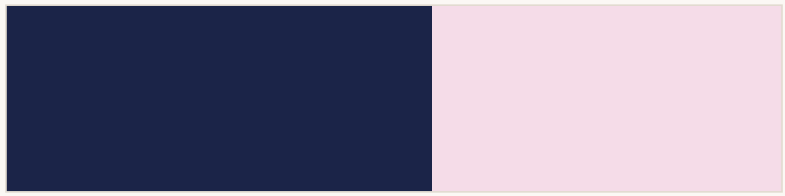
Grey cashmere with purple silk.



## Evening

True Black + Emerald

Emerald satin with black accessories.



## Soft but sharp

Navy + Icy Pink

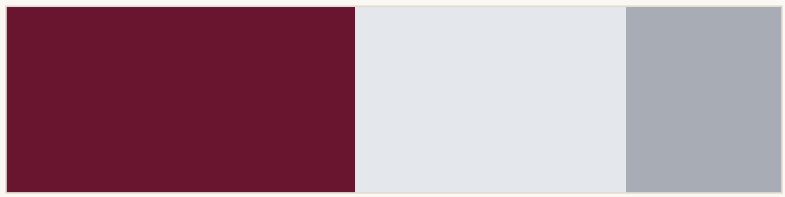
Navy coat over an icy pink knit.



## Summer

Pure White + Cobalt

White linen with a cobalt dress or scarf.



## Winter weekend

Burgundy + Icy Grey + Silver Grey

Burgundy jumper, grey jeans, silver details.

# A True Winter capsule

Here is a sample capsule of fifteen pieces built entirely from your palette. It is a starting point, not a shopping list – adapt it to your own lifestyle, your climate and the way you actually spend your days. Notice how every piece goes with every other piece. That's the magic of a concept.

### OUTERWEAR

- Navy wool coat
- Black tailored blazer

### TOPS

- Crisp white shirt
- Charcoal fine-knit jumper
- Icy pink cashmere
- Emerald silk blouse
- True red knit

### BOTTOMS

- Black tailored trousers
- Dark indigo jeans
- Charcoal pencil skirt

### DRESSES

- Black sheath dress
- Cobalt wrap dress

### SHOES & BAG

- Black pointed pumps
- Black ankle boots
- Silver-grey leather tote

## Six outfit formulas

- **The office:** charcoal pencil skirt + white shirt + black blazer + black pumps
- **The weekend:** dark jeans + icy pink cashmere + navy coat + black ankle boots
- **The meeting:** black trousers + emerald blouse + black blazer + silver-grey tote
- **The dinner:** black sheath dress + silver jewellery + true red lip
- **The day off:** dark jeans + true red knit + white shirt collar peeking out
- **The summer lunch:** cobalt wrap dress + black pumps + silver-grey tote

*Stylist's tip*

Build your capsule from the bottom up: neutrals first, colours second. If your coat, trousers and shoes are all in your neutrals, every colourful top you buy will work with all of them.

# Underneath it all

Most colour guides stop at the outfit. But what you wear *underneath* your clothes can make or break the whole look. A visible bra line, the wrong 'nude' showing through a white shirt, or tan tights with a black dress – these little details are often what separates a good outfit from a truly polished one.

**There are two simple rules to remember: if it shouldn't be seen, match your skin. If it can be seen, match your palette.**

## When it shouldn't be seen

- **Under white and light colours,** never wear a white bra – it will show through. Choose a nude that matches the depth of your skin as closely as possible.
- **Choose a cool or neutral nude.** Many 'nude' lingerie shades are peachy or apricot. On cool-toned skin, these can show through light fabric as a warm, orange-ish patch. Look for shades described as rosy, cool or neutral.
- **Under sheer black,** wear black. A black slip or camisole under black chiffon looks intentional and chic.
- **Seamless and smooth** fabrics work best under silk, satin and fine knits – all of which you will be wearing a lot of.

## When it can be seen

- **Lingerie sets:** black, pure white, true red, fuchsia, emerald, sapphire and icy pink are all stunning on you.
- **Avoid champagne, ivory and beige lace** – they look yellowed next to your skin. Choose black or optical white lace instead.
- **Camisoles and layering tops:** black, white, icy grey and navy. A camisole that shows at a neckline should be from your palette.

## Hosiery

- **Sheer black** is your most elegant option – it echoes your natural contrast.
- **Opaque black, navy or charcoal** in winter, matched to your skirt or shoes for a longer leg line.
- **Skip tan or 'sun-kissed' tights.** If you want a bare-leg effect, choose the sheerest shade that matches your skin depth with no warm tint.

*Stylist's tip*

Try the white shirt test: put on your favourite white shirt and stand by a window in daylight. If you can see your bra through it, it isn't the right nude for you – go one shade closer to your own skin.

# Metals, accessories & prints

## Metals

Silver · White gold · Platinum · Polished steel · Gunmetal

Cool, bright metals are your best choice. Yellow gold tends to make your skin look sallow; if you love the look of gold, choose white gold or platinum instead, or keep yellow gold away from your face (for example on a watch or ring).

## Jewellery & stones

Clear, brilliant stones that echo your jewel-like palette: **diamonds and crystals, sapphires, rubies, emeralds, amethysts and onyx.** Pearls should be bright white or grey – cream pearls can look yellow on you. Bold, sculptural pieces suit your strong contrast better than tiny, delicate ones.

## Bags, shoes & belts

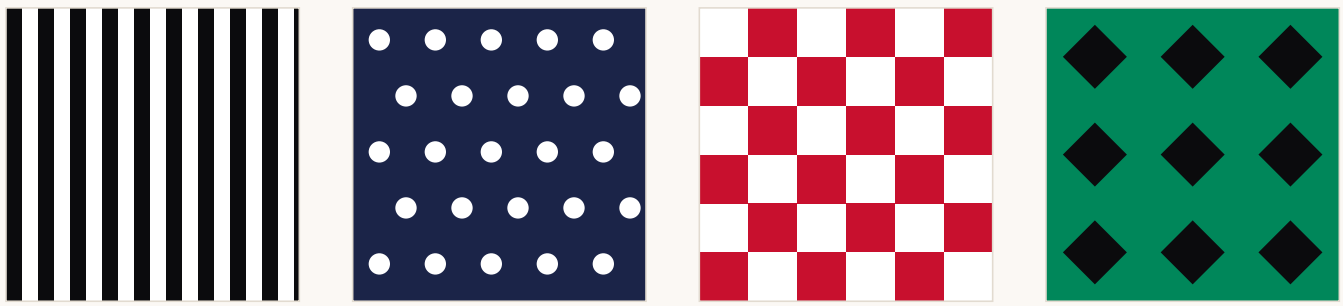
Black, navy, charcoal, burgundy and silver-grey. Smooth or polished finishes – patent, satin and sleek leather – suit you better than suede in warm tan or distressed, earthy textures.

## Eyewear

Black, charcoal, navy, silver metal or clear crystal frames. Avoid warm tortoiseshell and gold frames, which sit right next to your face.

## Prints & patterns

Your prints should have the same qualities as your colours: **crisp and high-contrast.** Think black-and-white stripes, polka dots, houndstooth, graphic geometrics and bold, clearly defined florals. Avoid blurry watercolour prints, faded florals and earthy paisleys – they look muddy on you.



*Stylist's tip*

Not sure about a piece of jewellery? Hold a silver and a gold piece under your chin, one at a time. With silver, your skin should look clearer and brighter – that is your answer.

# Make-up & hair

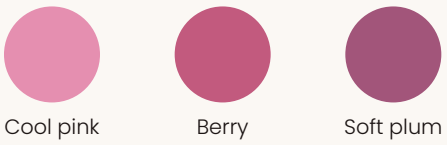
The same principles apply to your face: cool, clear and defined. True Winters can wear more colour on the face than most seasons – and actually look *more* natural for it, because the colour matches the strength of their features.

**LIPS**




A blue-based red is your signature lip. Avoid orange-reds, corals and warm brown nudes.

**CHEEKS**




Choose cool pinks and berries. Peach and bronze blushers will look muddy.

**EYES**




Black liner and mascara. Charcoal, navy and plum shadows; silver for evening. Skip warm bronzes and golds.

**NAILS**




Polished and glossy. A red manicure is a True Winter classic.

## Foundation

Match your foundation to your skin's depth, and choose a cool or neutral undertone. A foundation that is too warm will create a visible line at the jaw and make your complexion look flat.

## Hair

Your natural hair colour is almost always your best hair colour. If you colour your hair, stay cool and deep: **cool dark brown, black-brown, black or blue-black.** Avoid golden highlights, caramel balayage and copper tones – they fight with your skin. And if you are going grey: lucky you. Silver and white hair look spectacular on True Winters.

# Shopping checklist

Before you buy anything new, run it through these five questions. If the answer to any of them is 'no', put it back. Your future self (and your wallet) will thank you.

- [ ] **Is it cool?**
  Does the colour lean towards blue rather than yellow? Compare it with something you know is warm, like a camel coat.

- [ ] **Is it clear?**
  Is the colour clean and vivid – or dusty, greyed and faded? You want clean.

- [ ] **Is there enough contrast?**
  Hold it next to your face in daylight. Do your eyes look brighter? Does your skin look smoother?

- [ ] **Does it fit my concept?**
  Is it in your palette? Does it suit your personal style and your lifestyle?

- [ ] **Does it go with three things I own?**
  If you can't name three items it works with, it will end up as visual clutter.

## Your pocket card

Cut out this card, keep it in your wallet, or take a screenshot for your phone.

*True Winter*

COOL · CLEAR · HIGH CONTRAST

Metals: silver, white gold, platinum  Lips: blue-red, berry

Avoid: orange, camel, mustard, olive, cream, gold

# My True Winter notes

Use this page to record your favourite colours, the pieces you already own that work, and the gaps you want to fill. I recommend using a pencil – your wardrobe is a work in progress.

## My top five colours

## Pieces I already own in my palette

## Pieces I want to replace

## Gaps to fill

HER STYLE CODE

*“Your clothes should have no other purpose than to complement you and highlight your natural beauty.”*

Outfit ideas and the foundation pieces beneath them, chosen for every neckline, fabric and silhouette. Discover more free guides – and subscribe to receive new ones first – at **herstylecode.com**.

Her STYLECODE

herstylecode.com

© 2026 Her Style Code. All rights reserved.
This guide is free for personal use. It may not be resold, redistributed or reproduced without written permission.