



ColorMe

INSIGHT FROM A COLOR DESIGNER

Mai Hua is a **Color Designer and blogger** based in Paris. She started out her career 15 years ago in the beauty industry. When she's not working on upcoming makeup ranges or trying to pinpoint the color that perfectly embodies a particular scent, Mai teaches at IFM (French Fashion Institute in Paris) and explores the meaning of beauty on her eponymous blog. **Here's her own vision of color.**



"I often introduce my classes by telling my students the following story: if you watch a film in black and white, you'll understand the whole story and all the subtleties of the emotional relationships between the different characters. You don't need colors to tell a story. **In that sense, color is a kind of bonus, a free gift.** This idea of a gift is also there in the fact that **everyone can wear color.** Regardless of your measurements, your age, your skin tone or the original color of your hair. You can love and wear any color that appeals to you. **In some cases, your hair can become the most visible color on your entire body.** And in some sense, coloring it is about making it part of you again. It's about playing with who you are and your image, but also with other people, because **color is the first thing the eye sees, before it sees shape or cut.**

The difficulty with color is choosing the right one. **If color is guided by desire, it will come to you as something that's completely self-evident.** On the other hand, if you stop to think about it, your brain can start dithering over "how to choose from all these options". So I think it's quite ingenious of ColorMe to create so many colours in a way that means it doesn't make a huge difference whether you choose a particular shade or the shade directly beside it. It means there's no more room for error. So you can set off with a spring in your step and go where your heart takes you. It's also why I think the idea of being yourself with ColorMe is the right one. Because **if you can free yourself from the fear of making a mistake, then you can be at one with your intuitions and desires.** Now all you have to do is own your decisions!"

