

COLOURS AND EMOTIONS:

THE INFLUENCE OF PERSONAL EMOTIONS ON CLOTHING COLOUR CHOICES

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BACKGROUND

This research paper explores the intricate relationship between colour and mood by investigating how emotional states influence individuals' colour choices in their clothing. Nowadays, fashion is an irreplaceable part of our daily lives. Fashion is a trendy style or practice, notably in clothing, accessories, footwear and makeup. Since fashion is a tool for personal expression, people can try on different roles in life by wearing different clothes. Fashion trends are also an important reference for the designers to design the garments according to their preferences at that time. Television, videotapes, books, and music are constantly introducing us to new fashion trends. Movies also have a significant influence on fashion.

RESEARCH OBJECTIVES

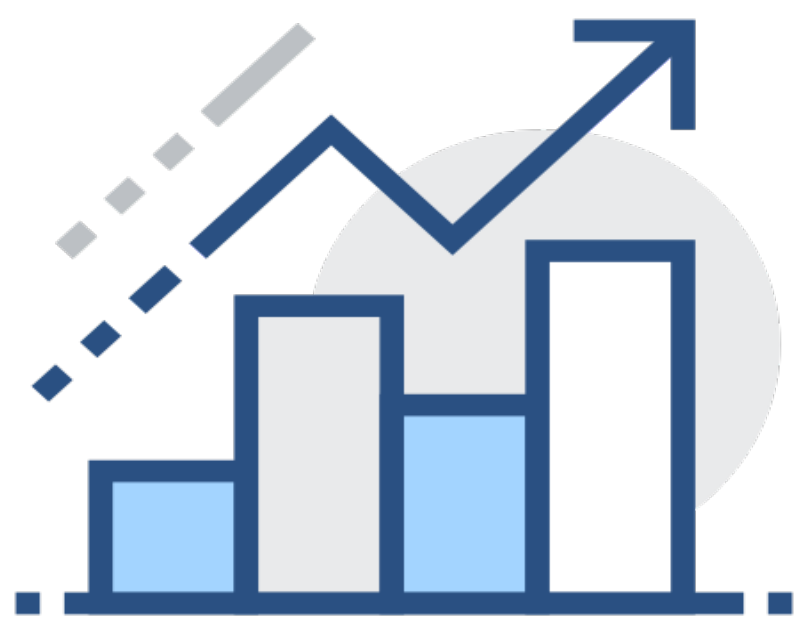
- ❖ To investigate the definition of colour
- ❖ To examine the correlation between colours and emotional states, specifically how individuals gravitate towards darker colours when feeling sad or downcast, and brighter colours when feeling happy

METHODOLOGY



Questionnaire

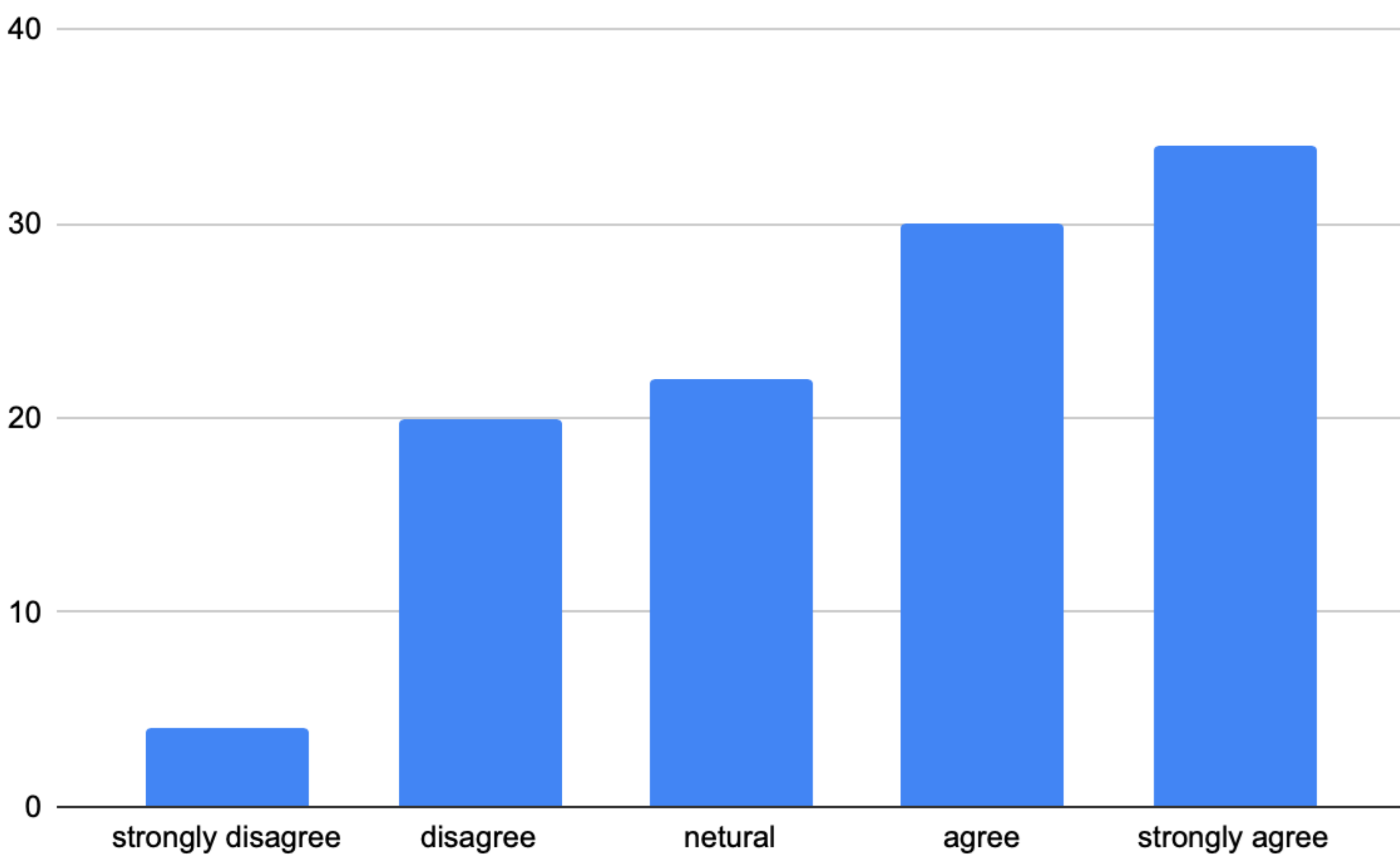
Collect the data from Hong Kong teenagers' attitude towards colours and emotions on different social media



Quantitative Analysis

Insert data into Statistical Product and Service Solutions (SPSS) to analyse the data in order to explore the close correlation between colours and emotions.

FINDINGS

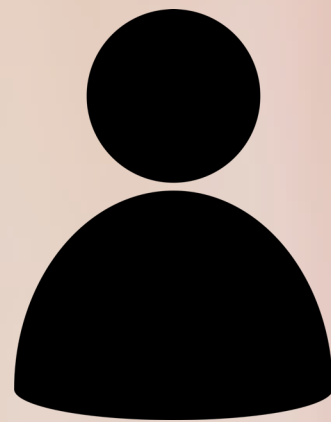


Most of the respondents have positive attitude toward “do you change your clothing colour choices based on your mood?”

Besides, people willing to wear black, grey, dark blue, monotone colours when they feel upset.

Q: The reason you choose the above colour?

A: Blacks is often seen as a safe, neutral color. It can provide a sense of comfort and security during difficult times. Also, I don't want to draw attention.



Respondent A

On the other hand, people willing to wear bright colour when they feel joyful.

Q: The reason you choose the above colour?

A: It gives me a youthful, refreshing and comfortable feelings which suits my mood.

Respondent B



CONCLUSION

The study strongly supports the connection between colors and emotions. People systematically choose bright colors when they are joyful and dark colors when they are upset, showing that emotional consistency is the most common reason. This trend shows the psychological importance of color in self-exposure and emotion control and applies to fashion design and consumer research.