

Makeup Color Combination according to FaceTypes of KoreanWomen

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ABSTRACT

The purpose of this study is to extract preferred makeup color range and to suggest makeup color combination according to face types of Korean women. A review of Literature and FGI(Focus Group Interview) was undertaken for this study. Classifications of the face types of Korean women refer to previous study. The results of this study were as follows:

The preferred makeup color range was extracted total 39 colors composed of 23 colors of eye shadow, 6 colors of blusher and 10 colors of lipstick. There was higher ratio of Red/ YellowRed color and light tone for the overall color scheme. By analyzing the characteristic of makeup color combination according to face types, there were mainly in same or similar color schemes and color combination changing in saturation or brightness. In addition, there were differences in makeup color combination that form the face types.

INTRODUCTION

Makeup is the act to having the face as an expression object, and it is an important element that directly affects the way the face looks. Makeup makes it possible for a person to have various face images through the addition of different colors or textures on the face. In particular, color is a significant element to creating an effective makeup look, and harmonious color matching will make the look better. Poor color matching will have a negative effect.

The existing studies on makeup colors to produce specific images mostly consider skin color. Considering that face images consist of combined perceptions of form and color, it is necessary to suggest color matching also considering the morphological characteristics of the face.

Thus, the aim of this study is to determine the colors that Korean women favor, and based on these, to suggest makeup color matches for each face image type.

METHOD

1. **Face image type:** For Korean women's face image type, four types extracted from Baek's (2012)¹⁾ study were used: youthfulness, classiness, friendliness, and activeness.
2. **Preferred color selection and representative colors:** To select Korean women's preferred colors, previous studies on Korean cosmetics brands' colors and the actual preferred colors were reviewed. Representative color selection was done using three steps. First, the first representative colors were selected based on the results of previous studies, including the study by Youngin Kim (2003)²⁾. After this, the second representative colors were selected by

combining similar colors and giving these colors to three color specialists, who have a minimum of Ph.D. Finally, to verify the selected colors' compatibility and how they fit in the cosmetics color trends for Korean women in their 20s, five makeup specialists, who have a minimum of a master's degree, selected a total 39 colors: 10 lipstick colors, 6 blusher colors, and 23 eye shadow colors (see Figure 1).

3. **Producing Tool for makeup color combination image selection** : As a tool for makeup color combination image selection, the COS color system, which is Korea textile standard that uses color sampling produced and based on the Munsell color order system, was used to extract the samples for each colorimetric to produce the samples. Each sample's size was 2.5×2.5 cm, and for exact color distinction, they were attached to a medium grey board (N5) (see Figure 2).
4. **Makeup color combination image selection**: To extract makeup color combination images for each face image type, a focus group interview (FGI) was executed with 12 experts with over 10 years' experience. After analyzing the frequency of 60 color combinations for each image extracted using the FGI, tone was extracted in the first stage. In the second stage, the colors were extracted to create five color combination images for each face image type. Tone and color at each stage were extracted in order of frequency.

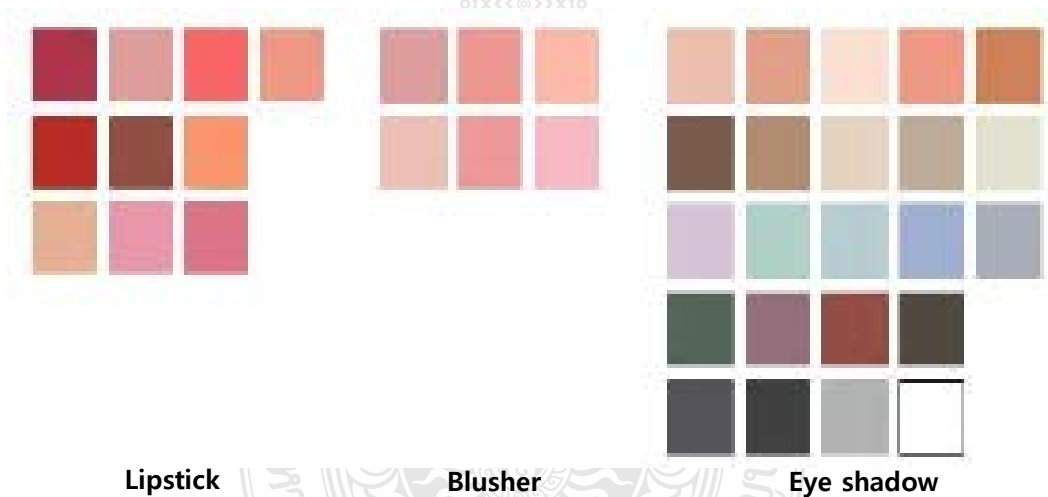


Figure 1 Selected color palette for each product category

RESULTS

1. As a result of reviewing Korean women's makeup colors, for the eye shadows, Red, YellosRed, and RedPurple colors, which can match yellow skin color, were shown in bright and soft medium/low saturation, such as p, lt, sf, and so on. On the other hand, GreenYellow, Blue, and BlueGreen colors, which can have a strong makeup effect, and vivid colors, such as v and s, have low frequency but various color scopes, and some achromatic colors were used. The color scope was narrow for the lipsticks and blushers, unlike eye shadows, so mainly Red, YellowRed, and RedPurple of p, lt, and sf were used. In particular, the lipsticks had more in Red colors and the blushers had more in YellowRed colors.

2. To produce youthfulness, based on RedPurple and Red, p, b, and It and similar colors were mainly used. Similar colors usual matched, but sometimes there was color matching with saturation change. In particular, there was lip point makeup, which gave a point on the lip by using b colors, which have high saturation; at the same time, the eye shadows and blushers had p and It colors that expressed softness.
3. To express classiness, there were two characteristics in color matching. First, by using colors with low saturation and high brightness and colors with low saturation and low brightness, contrast of brightness matching was used. Low brightness colors were used on the eyes to emphasize them. Second, utilizing saturation contrast, high saturation color was used on the lips to emphasize them. When comparing these two color matching methods, for the brightness contrast method, Red and YellowRed colors with low brightness and low saturation were used to emphasize the eyes. For the blushers and lips, natural sf and It colors were used to express intelligent and urban images. On the other hand, for the saturation contrast method, the eye shadows and blushers had RedPurple and Red with low saturation, and the lipsticks had Red colors with high brightness to express beautiful and feminine images.
4. To express friendliness, overall color brightness was higher than Korean women's skin, which belongs to the medium to low scope. While part of color matching is low saturation, it still maintains high brightness, which was different from the sophisticated makeup that used low saturation with low brightness colors. For this type, rather than using point makeup, Red colors and p and It tone colors were used, as colors were closer to the women's skin color, to express friendless and naturalness.
5. To express activeness, Red and YellowRed of It, b, and sf colors and achromatic colors were used, and there were two types of color matching. First, the eye shadows and lipsticks used nude colors to reduce the colors as much as possible, and the blushers had high saturation colors to create a healthy look. Second, for the eye shadows, achromatic colors, low brightness or low saturation colors were used to express strong images. Different from the sophisticated look, the lipstick colors had lower brightness and saturation and YellowRed colors were used rather than Red colors, which reduced the redness on the lips to reduce the feminine look.

CONCLUSION

As a result of reviewing makeup color matching images for each face image type, it was found that Korean women's makeup color combination uses similar or identical colors with changes in saturation or brightness.

According to face image type, there were different color matching characteristics. When producing face images with makeup color combination, colors were the main element used to determine femininity, brightness was used to determined strength or softness, and saturation was used to determined naturalness and artificialness.

Where the color combination was applied was different for each image. Lips express femininity, and eyes can express strong images. For healthy and natural images, cheeks can be emphasized.

The results of this study suggest effective makeup color matching methods for each face image, and the results can be utilized as material for developing coloring products.

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