Tickled Pink?

Women who choose to avoid black consider themselves to be over 20% happier than those who wear only black.

BUT ARE WE PREDISPOSED TO OUR WARDROBE CHOICES?

Introverts

30% more likely to wear bright colours.

20% choose plain clothes or black.

Extroverts

10% more likely to wear contrasting patterns.

35% match shoes and accessories.

VS.

"Being introverted or extroverted is something we are predisposed to at birth, however the experiences you have can also have an impact..."

Dr. J. Hibberd.
LEADING CLINICAL PSYCHOLOGIST

66 - 75 year olds prefer not to wear black.

Women who choose to wear colour considered themselves to be over 20% happier than those who wear only black.

"What's interesting in this study is how colour can be linked with perceived happiness and the suggestion that colour is more likely to be worn when in a good mood. Bright colours and patterns may be a way to put yourself in a better mood..."

Dr. J. Hibberd.
LEADING CLINICAL PSYCHOLOGIST

Of 66 - 75 year olds, 9 out of 10 consider themselves to be the happiest most colourful ages...

84% of 66 - 75 year olds proved to be the happiest.

"What's interesting in this study is how colour can be linked with perceived happiness and the suggestion that colour is more likely to be worn when in a good mood. Bright colours and patterns may be a way to put yourself in a better mood..."

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Research via smart survey by Moshulu
moshulu.co.uk/sole-style