



Color Combination In A Suit And Its Effect On Human Psychology

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Annotation: In this article you will learn what each color means? How do colors affect our emotional state? You will also learn what color psychology is and how color combinations are perceived in different cultures?

Key words: psychology of color, research, perception, color, color scheme, meaning, consciousness, symbolism, influence of color, functionality.

Introduction: In this article, we will introduce you to the basic concepts of color psychology. The purpose of the study is to study how colors originated. To analyze the influence of color combinations on the perception of personality.

Each color has its own meaning, its own character, which influences our life and behavior much more than it seems. Each color and shade is associated with certain feelings, thoughts, and emotions. Color Psychology: What Is It and What Does It Do? What is the significance of flowers in human life? [1]

Color is the effect that light has on our eyes after it hits an object. In order for us to perceive colors, the reflections of colors coming from a light source falling on a surface must reach our eyes. The color we see is the part of the radiation reflected off the surface of the object. [2]

In plain language, color is the sensation that a person receives when light rays hit their eye. A stream of light with the same spectral composition will cause different sensations in different people due to the fact that they have different characteristics of the perception of the eye, and the color will be different for each of them. There is no color without light. It's simple – it is light and its spectrum that gives rise to color. The color of an object depends on the composition of the electromagnetic radiation spectrum that is emitted to it and the wavelengths that it contains in certain proportions.

There is a whole science of color, which includes knowledge about nature, color and light, basic, composite and additional chromatic tones, the main characteristics of color, color harmonies, psychological patterns of color perception and color culture in various types of art, called coloristics. With the help of coloristics, you can create color combinations. [2]



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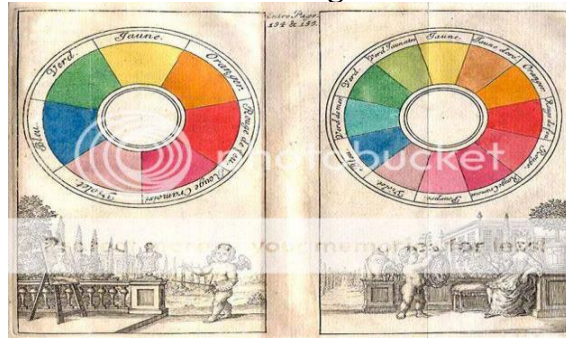
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The first color wheel was described by Isaac Newton in the late 17th century. Newton was the first to investigate the properties of color and discovered that white breaks down into seven components. Newton described a model of the color wheel by dividing the circle into 7 parts: red, orange, yellow, green, blue, indigo, and violet.

Noticing, while experimenting with glasses, the decomposition of a sunbeam by a prism, the fact of a continuous change of color in the spectrum, Newton formulated a surprising idea about the complex composition of a simple sunbeam. If a white ray, passing through a prism, stretches into a ribbon of different colors from red to violet, deviating more and more from the straight path, then the white ray is the sum of multicolored radiations, which means that our vision sums up the colors, generating some colors from others according to certain laws. [3]



Further, this topic was studied by Johannes Itten, a Swiss artist and teacher of the Bauhaus. He is known for his contribution to the study of coloristics in the early 20th century. In his book *The Art of Color*, Itten described in detail the principles of working with color and his color wheel. Itten's circle is a scheme of 12 colors. It is now the most popular tool for everyone.

Now let's look at the impact of color solutions on our lives. Whether we realize it or not, colors have a certain impact on our entire lives. Usually, we intuitively look for the color we need. If we feel tired in the morning, we involuntarily choose clothes of warm and lively colors of orange, yellow or red. Sensitive people choose colors most accurately. These are usually women, as men are more closely bound by social boundaries and often suppress the desire to wear clothes of the desired color. [4]

Color psychology, on the other hand, is the study of how we are affected by a particular color. Colors can change our perceptions, feelings, and even make us anxious. With the help of color, you can improve memory and attention, and even persuade a person to make a particular decision. Knowing the meanings of colors is key to understanding people's behavior. Research in the field of color psychology does not stop.

There are several types of color impact on a person, but we will consider the physical and psychological. Physical impact refers to the effect of color on the functional systems of the human body. Red and blue have the most striking ability to do this, especially at maximum saturation. The psychological impact of color. Here we will talk about the feelings and experiences that we can experience under the influence of this or that color. [5]

The white color is a symbol of the world in which all colors and all material properties disappear. That is why it acts on our psyche as silence. But this silence is not dead, but, on the contrary, full of possibilities.



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Black, on the other hand, is really silence without a future. The balance of white and black gives birth to gray. Naturally, the color gray can give neither movement nor sound. Gray is silent and motionless, but this stillness is of a different character from that of green, born of two active colors, yellow and blue. Therefore, gray is an inconsolable immobility.

Red stimulates the nervous system, activates all functions of the body. This color is the color of life, of the sun, of fire. It evokes opposite feelings – love and hate, joy and anger. It is the most striking, it makes a person talkative, it excites and intensifies emotions - all revolutionary flags are invariably red. It makes lazy people more active. [6]

The blue color brings a sense of peace and infinity and relaxes a person. This cold light affects the endocrine system, our stress responses, relaxation, and the body's defense system against infections and allergies.

Yellow stimulates vision and the nervous system. To a greater extent, it is perceived by the left hemisphere of the brain, its "intellectual" half, and can have a positive impact on learning and the acquisition of professional skills. Yellow improves the mood of people who are always dissatisfied with something. [7]

Green is the most familiar for the organ of vision. It has a calming effect, and therefore a walk among the greenery is often extraordinarily healing.

Orange represents joy and happiness. It has a beneficial effect on a person who suffers from depression or is prone to excessive pessimism. People who wake up in the morning already tired, dissatisfied, and do not say a word until they drink a cup of coffee, have a complete change in mood as soon as they look at the world through an orange glass for at least a few minutes after waking up.

Purple is always associated with spirituality. It acts on the subconscious and helps a person to know himself, enhancing the effect of meditation. If you put on purple glasses and go to a crowded place, you can be sure that no one will even approach you. And if you want to curb your appetite, wear purple glasses when sitting down at the table. Dishes in purple look very unappetizing. [7]

The choice of color preferences (favorite color) depends on many factors: temperament, character of a person, family traditions, etc. As a result of numerous studies, foreign scientists have come to the conclusion that the preference for colors is biologically innate.

Children under the age of 1 year, regardless of race and location, show the same preferences: they prefer red, orange and yellow to green, blue and purple.

Among adults, the colors are distributed according to their popularity (in order of decreasing preference): blue - purple - white - pink - purple - red - green - yellow - orange - brown - black.

The Symbolism of Color in Different Cultures. B. Berlin and P. Kay, having studied various cultures, came to the conclusion that among most cultures there are common tendencies in the categorization of colors. It is generally accepted that there are six primary colors, and all the others are grouped around them in one way or another. [5]

As for the meanings: in Europe, it is not customary to dress brightly for a funeral, black or dark colors are preferred. In Asia, mourning symbolizes the color white. However, earlier in Europe, this color was widely used by women in mourning, they covered their heads with large white kerchiefs. Different people can assign different meanings to the same color. It depends on fashion, our emotional state, where we live, or our stage of life. For example, the preference for



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black decreases with age (if we are not talking about children), because black takes on a negative connotation as we age. [8]

The symbolism of color in different countries. Colors are important in people's lives. They can remind us of our travels to our favorite cities and countries. Colors can also evoke associations associated with natural phenomena or some important and special events for us. Colors affect how a person feels. But the meaning of color is perceived differently in the cultures of countries. Over the years, colors have shaped people's beliefs, emotions, and history.

Color psychology has an impact on all cultures of the world, evoking various emotions in the process. In one culture, the color may represent happiness and warmth, in another it may be associated with betrayal and jealousy. Next, let's take a look at what different colors are in different countries.

Blue is a positive color that is considered the safest in the world. In Europe and North America, blue symbolizes power, security, and trust. It's a soothing color. But for some cultures, it symbolizes sadness, loneliness, and depression. Also, in some cultures, the color blue is used to ward off evil and is considered a symbol of healing. In Albania, Afghanistan, Iran, Greece and Turkey, it is widely believed that the use of blue amulets in the shape of eyes will protect the wearer from the evil eye.

The color blue is a symbol of spirituality, paradise and immortality in many cultures in the East. Ukraine uses blue as a symbol of good health, while Hindus associate blue with their god Krishna, who represents divine joy and love in opposition to sin and pain. For followers of Judaism, the color blue is associated with divinity and holiness. In many cultures, blue is a masculine symbol, which is why blue things are associated with boys. But in China, this color is associated with women. In Latin American countries, where the majority of the population is Catholic, the color blue stands for the Virgin Mary. It is also considered a color associated with wealth, good health, and hope. read more. [8]

Yellow is the color of sunlight, making many people warm and cheerful. However, in some cultures, its meaning is darker. When the Chinese use the term yellow book or yellow picture, they are referring to uncensored photographs. The tabloid press in Russia means sensations, scandals, gossip and rumors that are not always confirmed by facts. In Germany, it is a symbol of jealousy. While in France, in addition to being associated with jealousy, yellow signifies contradiction, weakness, and betrayal. The darker meaning of yellow dates back several centuries to the French.

For example, in the 10th century, the doors of criminals and traitors in France were painted yellow. The meaning of yellow in Africa is reversed. On the continent, yellow is for high-ranking people. Since yellow is very similar to gold, it is associated with success and money. This color for the Egyptians is the personification of wealth and power, the reason why tombs and mummies are painted yellow. For them, the color also means mourning. In some Latin American cultures, yellow is also associated with death, mourning, and sorrow. [9]

Yellow is also highly prized in Japan, where it has symbolized refinement, wealth, and bravery since 1357. When it was the time of the war of dynasties, and yellow chrysanthemums were worn by warriors as a symbol of the Japanese emperor and his royal family. Wearing a flower represented a bold promise to serve them. The color is considered lucky in Thailand, and people wear yellow every Monday to attract good luck for the whole week.



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Green is a color with opposite meanings among crops. In the West, green is associated with jealousy, greed, inexperience, wealth, concern for the environment, spring, freshness, nature, and good luck. It is a color associated with the military. Due to the green landscapes of Ireland, it was called the Emerald Isle. Green is the national color of Mexico and is used as a symbol of independence from Spain. However, the color is banned in Indonesia. [10]

Likewise, the color is associated with death in countries teeming with dense forests. In the Middle East, however, green is the traditional color of Islam. It symbolizes wealth, good fortune, and fertility. In Asian cultures, it represents new life, fertility, and youth. In China, however, it is associated with adultery, and men in China do not wear green hats because it means that their wives have become adulterers. In Israel, bad news is indicated in green. Although Japan believes that green is a symbol of eternal life, it signifies corruption in North Africa. [10]

The color red in Western cultures is associated with danger, love, action, passion, energy, and excitement, but it is also the color used in Russia to symbolize revolution and communism. Red is an auspicious color in Asian cultures. In many Asian countries, red is the color of long life, happiness, holidays, prosperity, joy, and good luck. Therefore, it is common for Asian brides to wear red wedding dresses. During special events and holidays, Asians give red envelopes with money. Many people wear red during New Year's Eve celebrations.

Spirituality, sensuality, fertility, strength, wealth, fire, fear, beauty, love, and purity are the terms associated with the color red in India. A woman in India with red henna on her hands means that she is already married. A woman also indicates that she is married by applying sindoor (red powder) along her hairline. However, in some African countries, it is a symbol of death. In Nigeria, red symbolizes vitality and aggression, while in Iran, it is a symbol of courage and good fortune. [11]

Orange in the West is associated with warmth, harvest and the autumn season. Hindus believe that the color of saffron (soft orange) is sacred and auspicious. In other Eastern cultures, orange is a symbol of good health, happiness, love, and humility.

Buddhist monks prefer to wear orange robes because they represent many positive qualities. The Dutch royal family uses orange as their personal color. In Egypt, it is a color that is used to signify mourning. The meaning is the opposite of what Chinese and Japanese cultures attach to orange, where it signifies good health, love, happiness, and courage. It is a symbol of fire in India, as well as a color that symbolizes bravery and strength in some European countries. [12]

Purple stands for nobility, spirituality, faith, piety, wealth are some of the terms that are associated with purple. In the old days, purple dye was very rare and difficult to obtain because it was extracted from a certain species of sea snail. It was costly to produce purple fabrics, so it became a symbol of the monarchy.

Buddhist monks with the highest rank are the only ones allowed to wear purple robes in Japan. It is the color of repentance among Catholics. However, for Thais, British, Indians, Italians, and Brazilians, purple is meant for mourning. Brazilians don't wear purple unless the person is attending a wake or funeral. In other countries, it symbolizes honor. [13]

In Western cultures, brides wear white, this is a tradition because they associate white with purity, innocence, peace, and elegance. However, in Korea, China, and other Asian countries, it is a symbol of bad luck, mourning, and death, so this color is only worn during funerals. But in Peru, the color is a symbol of time, good health, and angels. [14]



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What does the color black mean? In studies concerning the psychology of color in different cultures, most people associate black with formality and austerity. However, black is also associated with mystery, bad luck (black cat), disease, cruelty, magic, mourning, evil, and death. Black is a symbol of masculinity, maturity, and age in Africa. Color revival and mourning in the Middle East. [15]

Things for a girl, tenderness, care, romance, love and femininity are words that Western cultures associate with the color pink. These terms symbolize the color pink in some eastern countries. In Japan, it is more associated with men, although it is not exclusive in terms of clothing, both men and women can wear pink clothes. In Latin America, it is a symbol of architecture. In South Korea, pink symbolizes trust. Many prison cells are painted pink because pink is believed to stimulate the mind, has a calming effect on people, and can reduce aggressive behavior. [16]

Hence, it should be noted that each color has its own perceptual meaning in each culture. If one color in one culture is worn to a funeral and this color signifies death, loss, grief, the same color in another country can denote purity, new life, etc. Understanding the influence of color allows you to use it more consciously in everyday life, from home décor to clothing choices.

Thus, color is a representation of a person's life in all manifestations of his consciousness. It reveals all the facets of human existence within the limits of creation and destruction, determines the mentality of people who lived in the past and live in the modern world, the attitude of a person to existence, to himself, to the surrounding people and phenomena that appear to a person as a result of internal changes in existence and his own consciousness

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