

Are you dressing happy?

20%

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

BUT ARE WE PREDISPOSED TO OUR WARDROBE CHOICES?

Introverts

30%

less likely to wear bright colours.

20%

choose plain clothes or black.

vs.

Extroverts

10%

more likely to wear contrasting patterns.

35%

match shoes and accessories.

"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



Tickled Pink?

The top 5 colours the UK loves to wear;



MOST COLOURFUL AGES. . .

1. 66 - 75 years!

2. 56 - 65 4. 26 - 35

3. 46 - 55 5. 36 - 45

9 OUT OF 10

66 - 75 year olds prefer not to wear black

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."

Dr. J. Hibberd,

LEADING CLINICAL PSYCHOLOGIST

Research via smartsurvey by Moshulu

moshulu.co.uk/sole-style

