

Find the dress

FOR YOUR SHAPE & COMPLEXION

COURTESY OF RIVER ISLAND

We all have different figures and skin tones, and sometimes we can't explain why we put on a dress one day and feel great, then try another the next week and feel our confidence dip. So, what's the secret to looking and feeling flawless?

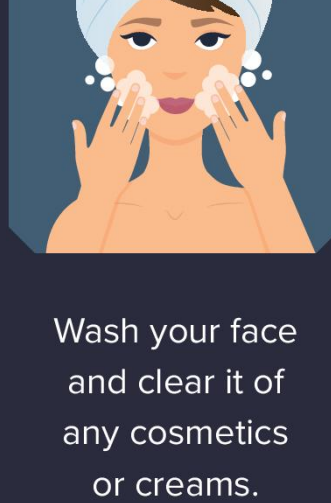
Every lady should be able to step outside with confidence. Alongside leading women's dresses retailer — River Island — we've explored how women of all shapes and complexions can dress to dazzle in the perfect garment for their frame and skin tone. Check out which options match you from the choices below and discover your ideal day and night dress style.

Skin tone

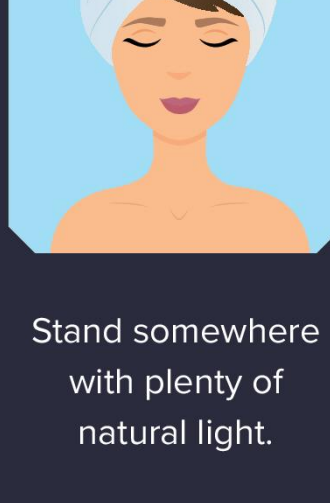
You must have worn something at one time and been told: "that's definitely your colour", then thrown on another shade later and thought: 'this does nothing for me'. So, are there some colours we should dodge and others we should embrace? The short answer is yes, and here, we're going to find out the best dress shades for each complexion.

DEFINING YOUR SKIN TONE

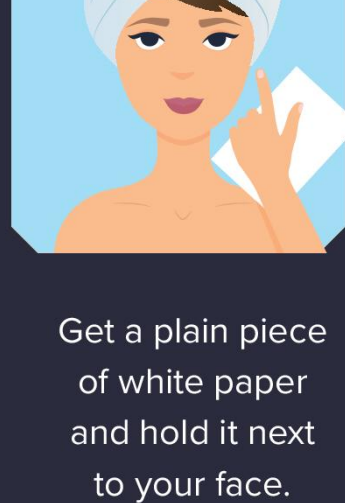
To find out your skin tone, simply:



Wash your face and clear it of any cosmetics or creams.



Stand somewhere with plenty of natural light.



Get a plain piece of white paper and hold it next to your face.

What colour does your skin look compared to the paper?

Pink or blueish? You have a **cool skin tone**.

Yellow, greenish or golden? You have a **warm skin tone**.

Grey or a mix? You have a **neutral skin tone**.

Now, look at the underside of your forearms. If your veins look:

Blue or purple? You have a **cool skin tone**.

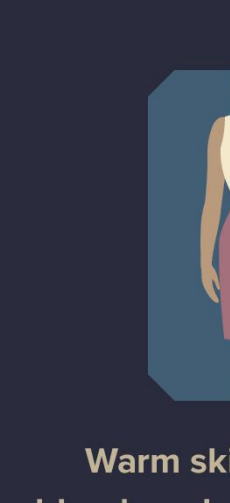
Green? You have a **warm skin tone**.

Hard to tell? You have a **neutral skin tone**.

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MATCHING DRESS COLOUR TO YOUR SKIN TONE

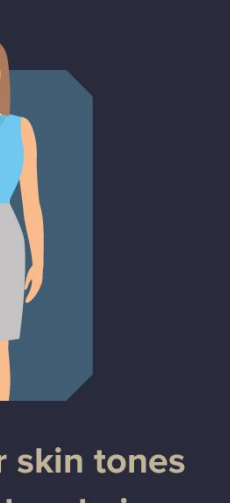
Now you know your skin tone, you can find which dress shades will enhance your appearance. But remember; girls with the same skin tone don't necessarily have the same skin or hair colour. So, we've separated each type further:



Cool skin tones with dark hair
Sapphire, deep purple, emerald, bright red, black, white.



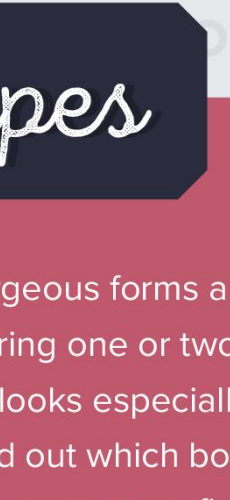
Cool skin tones with light brown or blonde hair
Baby pink, powder blue, pastel green, lavender.



Warm skin tones with olive or auburn hair
Olive, cream, brown, mustard, burgundy, red, amber, moss green.



Warm skin tones with blonde or bright ginger hair
Coral, cream, teal, pastel yellow, bright purple.



Neutral colour skin tones with any colour hair
Dusty pink, light blue, taupe, soft grey, peach, jade, black

Now you've nailed down your ideal dress colour collection it's time to match it with your most flattering dress design for your body shape...

Body Shapes

The female body comes in all kinds of gorgeous forms and sizes. Although this doesn't limit you to only wearing one or two styles of dresses, it may mean that your body shape looks especially stunning in one dress design over another. Now, find out which body shape matches you and which dress style complements your figure best:

THE HOURGLASS

As an hourglass lady, you have a curvy outline with a small, defined waist. Your hips and bust line are also the same width.



GOAL OF THE HOURGLASS WOMAN

To show off your waist and flaunt your curvy outline.

IDEAL DRESS STYLE

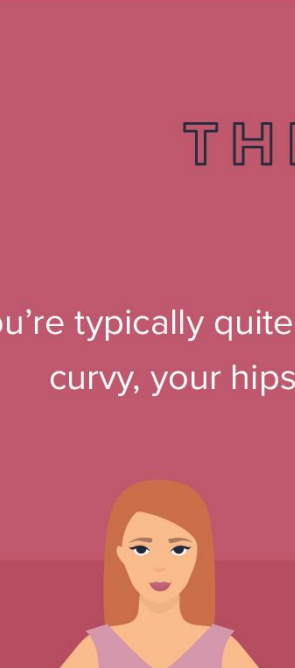
- Scoop-neck bodycon
- Sweetheart wrap-around

WHY THESE DRESSES?

They hug your waist for a gorgeous silhouette and keep your bust balanced in comparison to the rest of the body for an all-over flawless look.

THE PEAR

You have wide hips that are broader than your shoulders and defined waistline.



GOAL OF THE PEAR WOMAN

To emphasise your upper body and create a 'balanced' frame to show off your waist.

IDEAL DRESS STYLE

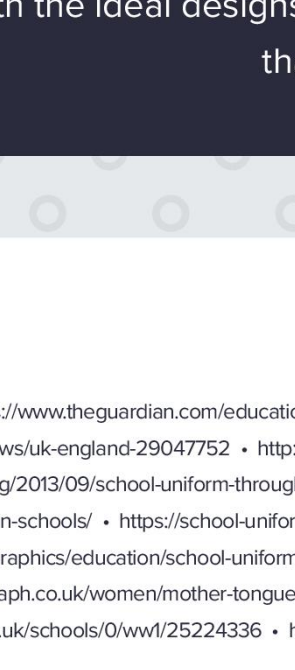
- Tulip strapless
- A-line with embellished neckline

WHY THESE DRESSES?

These dresses draw attention to your shoulders to even out your bottom-heavy frame. You will also highlight your beautiful, narrow waist and flatteringly cover your hips as the fabric flares outwards.

THE APPLE

Slim legs and arms — with an average or above-average bust — you carry most of your weight around your torso and chest.



GOAL OF THE APPLE WOMAN

To minimise your mid-section and accentuate your shoulders and legs.

IDEAL DRESS STYLE

- Short, V-neck shift
- Square neck A-line

WHY THESE DRESSES?

With these short hemlines, you can show off your shapely legs. The way the dresses fall will compliment your mid-section by floating over your stomach, while the low necklines will flatter your bust.

THE RECTANGLE

You're typically quite tall and thin with a small bust. Not particularly curvy, your hips are about the same width as your waist.

GOAL OF THE RECTANGLE WOMAN

To emphasise the thinnest part of your waist to give the illusion of curves.

IDEAL DRESS STYLE

- Frill tie-waist dress
- Ruffle-front cold-shoulder dress

WHY THESE DRESSES?

These styles will create the illusion of a curvier outline from shoulder to waist to hips. The belts will pull you in at the waist to widen the width ratio between your thighs and mid-torso, while the embellishments will add feminine volume to your chest area for an all-round stunning silhouette.

GET THE PERFECT DRESS FOR YOUR SHAPE AND COMPLEXION

Knowing what style and shade is going to suit you first will make dress shopping easier and quicker. Simply match your skin-perfect colours with the ideal designs for your figure, and you have a flawless outfit that you know will flatter you.

SOURCES

<https://www.theguardian.com/education/gallery/2009/may/16/school-uniforms-through-the-ages> • <http://www.bbc.co.uk/news/uk-england-29047752> • <http://www.historyextra.com/article/premium/school-uniforms> • <https://www.vix.com/blog/2013/09/school-uniform-through-time-and-space/> • <http://www.bbc.co.uk/schools> • <https://visual.ly/community/victorian-schools/> • <https://school-uniforms.procon.org/view.resource.php?resourceID=006507> • <https://visual.ly/community/Infographics/education/school-uniforms-through-decades> • <http://www.bbc.co.uk/schools/0/ww1/25268181> • <http://www.telegraph.co.uk/women/mother-tongue/11062985/Why-do-the-British-get-school-uniforms-so-wrong.html> • <http://www.bbc.co.uk/schools/0/ww1/25224336> • http://www.bbc.co.uk/schools/primaryhistory/victorian_britain/children_at_school/

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