

DO IT IN BLACK

You've read the what's hot lists, you've seen the fashion pages. They say full colour is in, they say everyone who's anyone is doing it. You nod, you find anything in your cupboard in the colour of the moment as you want to be on trend, dressing for right now. So yes to the fluoro orange sweater. Hooray I kept those electric blue cords. Let's look like the girl on the cover of that magazine. All the colour, all the shades, I'll feel so Liechtenstein, so on trend. Ladies and gents, I'm going to brighten up my life, you say.

Then you're out of the house and on the bus and it suddenly occurs to you you're going to work dressed as Mr Tumble. Hello there, Madam, do you earn your living dressing up as a clown at kids' parties on the weekends? Do you have one of those fake carnations in your button hole that squirt actual water? I bet you're a right hoot once you've had a gin! Colour, in truth, screams 'I'm fun, me' and that, my friends, is how to feel spectacularly un-fun. It was a good idea at 8.50am and now it's 11 and you feel too loud, too much, too jolly.

Be funny, be amusing, have all the one-liners but please, do it in dark colours. Life is about lowering expectations, so let them think 'This one in her big black coat and her black boots and

black jeans will be a bit down, a bit dull' and then wallop – you can be light and airy and fizzy without the burden.

Colour is for the under-10s. If you're reading this and you're nine then go ahead, match that shocking pink velour unicorn hoodie with yellow daisy jeans. But if you are older, then pack it in. Black, navy, heather grey are your friends. Let the world think you're quiet and slightly moody and a bit glum and then be the life and soul.

If you glean anything from my witterings then please let it be this – wear black. Never feel like you need to 'jazz it up' (and let's never use that phrase out loud) with a bright belt or a colourful hat or an upbeat red bolero. Black is cool, black is hot (yes, at the same time – this colour literally breaks science). Even if you're not feeling up to dealing with the whole day – meetings, chats, people, traffic, smiling, lunch, the supermarket – if it's all a bit of a headache everything will be easier if you're in black. You can handle it, you're winning, you've got everything under control. Because whatever happens, you look bloody brilliant.

Black says yeah without being offhand. It says 'I know what I'm doing' without being boastful. Black says chic without needing to be actually French and it says ageless without being boring. Black is the king of fall-backs too. Can't decide what to wear, what goes with what? Put on all black. Can't really handle pairing separates – argh, does this cream shirt work with this brown blazer? All-over black gets rid of all of that. Black is mysterious, it's deeply unflappable and effortless, even when you're making an effort. Be exactly who you already are, but do it in black.

Word Count: 560