

## How Color Sells: Want to Spur Creativity? Just Add Purple!

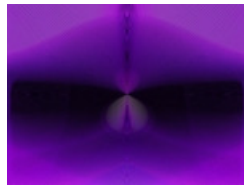
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Color isn't just what comes out of a paint can or box of crayons, it is all around us. Color is in advertising, fashion, retail, food, furniture, nature and, well, everything!

Mastering the psychology, the placement and even the tint can mean a major boost in your marketing and your branding. If you are at all creative you'll embrace the purple hues shared here.

Purple in the last few years has actually been called a neutral at times! It can be as black as aubergine and eggplant, as



inviting as plum and amethyst, and as soft as pale lilac and ice lavender. It is the favorite color almost universally of teenagers, particularly now with the resurgence of tie die and all things retro.

Purple hues promote creativity and daydreaming and lateral thinking (purple prose). It is often the preferred color of creative types. (Yes, it is my favorite shade!) At the same time it is ideal in a

bedroom as an antidote to insomnia. It is said that purple calms one's internal dialogue, and slows the pulse and heart rate.



With royal associations and religious use (particularly at Easter), purple tints are often

considered luxurious and for those of a free spirit. In recent years, a society of ladies over 50 has gained momentum and they are known as The Red Hat Society, wearing red hats and purple dresses. Their practice is based on a poem about wearing purple when a woman is 50.

Purple also suppresses the appetite; there are not a lot of purple foods on the market save for beets and eggplant. More often purple is considered the color of a bruised or unhealthy fruit or vegetable (not to mention human!) Know your healthy uses of purple and you will have aced a bit of marketing magic and of course, creativity!



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