ABSTRACT

DESIGN OF FASHION GUIDE ILLUSTRATION BOOK "COLOR ME RIGHT" FOR CLOTHING COLOR SELECTION BASED ON WOMEN'S SKINTONE AGED 17-40 YEARS

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Choosing the right clothing color for your skin tone is an important issue in the fashion world, especially in Indonesia, which has a variety of skin tones. Beauty standards that tend to prioritize white skin often make it difficult for many women to find clothing color references that match their skin characteristics. To answer this need, this study designed an illustrated fashion guide book "Color Me Right" which provides recommendations for choosing clothing colors based on the skin tone of women aged 17-40 years. The method used in this study is a qualitative method, with data collection through literature studies, interviews with color analysis experts, and observations of fashion trends and color preferences among Indonesian women. The data obtained were analyzed to identify the main skin tone categories (cool, warm, neutral) and determine the most appropriate clothing colors for each category. The results of the study showed a significant relationship between skin tone and clothing color selection that can increase individual confidence and appearance. The resulting guidebook contains recommendations for clothing colors based on skin tone categories, complete with visual illustrations and practical tips, so that it can help Indonesian women express themselves and build personal branding through the right fashion.

Key words: *Fashion, Skintone, Style, Women.*