



## Taking the Grey out of **Colour** Choice

**Have you ever noticed how many shades of brown paint there are?  
Or had trouble picking a cushion the same green as your carpet?  
Can anyone really distinguish turquoise from teal?**

Although choosing and matching colours confidently is not yet a tertiary qualification, it is a handy skill in a society brimming with a kaleidoscope of consumables.

Three years ago friends and unashamed shopaholics, Linda Worland and Helen Pearson, started brainstorming to create a product that would make choosing and matching colours less cumbersome and more accurate.

They had both, at times, resorted to carrying a shoe or hat while shopping to colour coordinate outfits...hardly a practical everyday option.

What they sought was something that they could easily cart around and barely notice – as compact as a set of keys.

They also knew that this product would have a much broader application than matching a stiletto to a fascinator.

The result is **colours4me**, a stylish colour guide that will fit in a pocket, handbag, drawer or glove box.

Featuring 400 uniquely coded colours, this portable and affordable (\$19.95) guide is designed to simplify shopping for buyers and sellers.

**colours4me** takes the guesswork out of identifying and matching colours. It is the perfect accessory for anybody interested in fashion, homewares, craft and hobbies.

**Media Enquiries: Email: [info@colours4me.com.au](mailto:info@colours4me.com.au)**

**###**



We are a recently established Melbourne based company with a new and exciting product we hope you'll love!

The colours4me colour guide takes the guess work out of colour matching many items in your life.

The colours4me colour guide has over 400 different colours and comes in a handy size (40mm x 100mm x 25mm), ideal for the drawer, car, handbag or just in your pocket.

Here is a list of some items that can be colour matched:

**Fashion Items:**

- Handbags, Hats, Shoes & Clothing
- Wedding Accessories
- Evening Wear
- Sports wear & Swimwear

**Homewares:**

- Cushions, Manchester, Napery & Furnishings
- Pictures, Lamp Shades, Rugs/Mats, Curtains & Carpet

**Craft/Hobby Supplies:**

- Fabric, Buttons, Cotton, Zips, Beads & Crystals
- Paper, Ribbon, Glass, Tiles, Lace & Paint

We hope you enjoy your colours4me colour guide, and please tell your friends about us.

*At colours4me we put the colours in your hands.*

Linda & Helen

Founders



### What the designers say...

#### Linda...

"I confess I have always been meticulous about matching colours, whether it be the clothing I wear, or how I decorate a room. It's so rewarding to 'get it right'.

I like to think that I have an eye for detail, and can hold most colours in my head, but the lighting in shops can make colour choices unrealistic.

Being a craft lover, sewer and avid jewellery maker I was constantly carrying around items I needed to match, from beads to buttons and samples of fabric.

There are just so many colour options, and it is all too easy to get it wrong, often resulting in the hassle of a returned purchase.

Since using our colour guide I haven't had that problem. And instead of opening my handbag to a handful of fabric samples that I am endlessly looking to match, I can now open my handbag to my **colours4me** colour guide, my trusty little shopping buddy!"

#### Helen...

"I'm a career woman in my mid-forties, a wife, a mother of two young adults and a self confessed shop-a-holic.

I class myself as a highly intelligent female, however, I am the first to admit I cannot carry colour in my head, and therefore I have lost count of the times I have returned the 'wrong colour' cushion, shoe or bag.

I call turquoise – teal and maroon - burgundy, so imagine my joy to finally have a colour guide to take shopping.

These days it doesn't matter what colour perceptions I, the shop assistant or the manufacturer have.

My **colours4me** colour guide helps me make the right choice and I never have to return purchases because they are the wrong colour.

That's what I call a highly intelligent female!"