



Guess



Missoni



D&G



Balenciaga



Blackfin

# BLUE

Blue is a noble colour often associated with positive concepts. It symbolizes trust, loyalty, integrity and fidelity.

It's the antithesis to red and observing it will often relax the breathing and lower the heart rate.

It indicates reliability and austerity, and is thus often used as a base colour for trademarks associated with computers or data processing.

It's a relaxing colour that favours concentration. It's associated with the geometric shape of the circle, the symbol of the eternal movement of the spirit, as well as with calm and dynamism. In a blue room, the heartbeat decreases, sensitivity to cold increases, and time seems to pass more slowly, while objects tend to appear smaller and lighter. In blue environments, people tend to work better and are more productive.

It's considered a protective colour.

In the Middle East, doors are painted blue to ward off evil spirits. In Asia, blue is the colour of immortality.

In ancient times, being tattooed with the colour blue was a sign of distinction from nature, a symbol of growth and of belonging to a group: the application of the colour blue to the skin was considered as a means of keeping the vital energy of the blood within the body.

It is hypothesized that the Greeks suffered from a sort of colour-blindness that prevented them from seeing this colour, as it does not appear in any records.



Bluemagic