

# London College of Style



## Analysis for Creatives

Advanced Diploma  
Course Guide

lcs



**“The training was fantastic and deeply informative. I particularly enjoyed the Colour Psychology element — it has already impacted both my life and my work with clients.”**

**Sara Benson**

**“THANK YOU so so much!!  
So happy with my results and  
have loved this course so much  
and all of you that I’ve met.”**

**Charlotte Verdeyeyen**





# Contents

|                                       |    |
|---------------------------------------|----|
| Discover colour analysis              | 7  |
| A day in the life of a Colour Analyst | 8  |
| So, what does life at LCS look like?  | 10 |
| Let's get into the details            | 12 |
| How your training is structured       | 18 |
| Meet your team                        | 20 |
| Industry opportunities                | 23 |
| Your Global Accreditation             | 24 |
| Frequently asked questions            | 26 |





# Discover Colour Analysis

## Ever dreamed of running your own business as a professional Colour Analyst?

Imagine building a thriving business, creating a loyal community of clients, and establishing yourself as an expert in colour and style. If that excites you, then this course is for you. As the **premier accredited Colour Analysis training** from LCS, this programme provides everything you need to master the art of colour and launch a successful business.

### Do I have what it takes?

You might be wondering:

*“Am I suited to becoming a Colour Analyst?”*

Have you ever put on a sweater, looked in the mirror, and felt like something wasn't quite right? Maybe your skin appeared washed out, fine lines seemed more pronounced, or you looked more tired than usual. That's the power of colour—when we wear shades that don't harmonise with our natural skin tone, they can dull our complexion and drain our energy.

But the right colours? They work like magic. They **enhance radiance, smooth the complexion, and make features**

**appear fresher and more vibrant.** And it's not just about appearance—**colour influences mood, confidence, and how others perceive us.** Understanding this is what makes Colour Analysis such a transformative and valuable skill.

Perhaps you already have a natural eye for colour? Do you instinctively know which shades suit you best? Maybe you have a flair for mixing colours in fashion, art, interiors, or design—or you're always the first to spot a new colour trend. If so, you may have the makings of an exceptional Colour Analyst!

Of course, it's not just about colour—it's about **people.** Are you empathetic and intuitive? A great Colour Analyst connects with clients on a personal level, guiding them through powerful image transformations with warmth and confidence. The ability to **listen, understand, and support clients** as they embrace new colours and changes is just as important as the technical expertise.

If you're fascinated by the impact of colour and passionate about helping others feel their best, this course is the perfect next step. It will equip you with the **skills, knowledge, and confidence** to turn your passion into a rewarding and successful career.



# A day in the life of a Colour Analyst

As a colour analyst, each day brings the opportunity to transform lives through the power of colour. Armed with your colour kit—complete with drapes, fans, a bib, and sometimes colour-correcting lights—you step into your role not just as a stylist, but as a guide, helping clients rediscover their confidence, self-expression, and inner radiance. Whether you're working from your beautifully curated home studio or travelling to clients' homes, each consultation is a deeply personal and transformative experience.

You might be supporting a client preparing for a life milestone—a career move, a promotion, dating again after a break, or a special celebration—or simply helping them feel more empowered and aligned in their everyday life. Through colour, you help them see themselves in a new light—often quite literally—and reconnect with their authentic identity.

Running your own colour analysis business means every day is different and full of purpose. You could be hosting inspiring group workshops or colour discovery events, collaborating with makeup artists, beauty professionals, or fashion brands, or even sharing your expertise on podcasts, in local media, or online. Some days will be filled with one-to-one sessions, others spent creating content for your digital platforms, nurturing your community, or designing bespoke packages that blend colour analysis with wardrobe edits, personal styling, or shopping experiences.

It's a business built on passion, connection, and creativity—where you help people

feel seen, celebrated, and beautifully themselves. And as your confidence and experience grow, so does your impact. You're not just helping clients find their best colours—you're helping them shine from the inside out.

The skills you gain through this course open doors to a wide range of exciting career opportunities. Many of our graduates go on to launch thriving colour analysis businesses, carving out flexible, fulfilling careers that fit their lifestyle and values. Whether self-employed or stepping into roles within established companies, your training can lead to diverse and rewarding paths such as:

Colour Analyst

Public Speaker

Corporate Trainer

Personal Stylist

Brand Affiliate Partner

Celebrity Stylist

Beauty Expert

Fashion Expert

Graphic Designer

Interior Designer

These skills are not only invaluable for careers in fashion, beauty, and styling—they're also highly transferable across industries such as branding, marketing, creative direction, and design. With your passion, creativity, and new expertise, the possibilities are truly endless.





# So, what does life at LCS look like?

It's an immersive, hands-on training experience like no other.

When we created LCS, we set out to do things differently. You've probably experienced formal education before—whether at school, college, or university—but one of the first things our aspiring Colour Analysts tell us is just how unique LCS feels. It's industry-focused, yet unexpectedly relaxed, friendly, and welcoming. We combine professionalism with warmth—because we believe the best learning happens when you feel inspired, supported, and seen.

We're absolutely serious about colour analysis, and if you're here, you're in exactly the right place.

From the moment you begin, you'll receive your beautiful LCS Colour Kit—a joyful unboxing moment in itself—containing four colour fans, over 40 precision-calibrated drapes, a colour bib, and more, giving you the tools you need to deliver truly professional consultations.

You'll dive straight into practical learning, working through no fewer than six colour case studies, all carefully photographed and submitted for expert feedback to refine your accuracy and technique. You'll also be trained in delivering online colour analysis—so you can confidently work with clients across the globe, expanding your business far beyond your local area.

Our tutors are not only industry experts—they're real, relatable, and bring decades of real-world experience to every lesson. You'll be learning alongside professional colour specialists who'll share the trade secrets, insider know-how, and honest truths that only come from working in the field.

You'll also connect with inspiring, successful colour analysts who've built thriving businesses and are passionate about mentoring the next generation. We believe in opening doors and giving you an authentic insider's view of the industry.

By the end of your training, you'll walk away with a globally recognised certification and accreditation, fully equipped to work as a professional colour analyst anywhere in the world. The London College of Style is accredited by the British Accreditation Council, so your qualification carries weight and credibility internationally.

You'll also gain exclusive access to our BossUp Membership Community—a lifelong support network designed to keep your business and personal growth flourishing. From live global events and ongoing mentoring to personal development and industry opportunities, you'll always be connected, supported, and evolving.



As the UK's leading independent fashion and personal styling training provider, LCS is multi-award-winning, globally accredited, and based in the heart of London—one of the world's most exciting fashion capitals.

Our training is also fully accessible online, meaning wherever you are in the world, you can join our vibrant, supportive community and start building your dream career.

## Become a Qualified, Accredited Colour Practitioner

This advanced-level training equips you with everything you need to become a fully qualified and accredited Colour Practitioner, recognised for your professional expertise and depth of knowledge.

By the end of this course, you will be confidently able to:

- **Run chargeable, stand-alone colour consultations** with paying clients, offering a transformational service that adds real value.
- **Gain accreditation and be officially listed on the LCS Directory** as a qualified Colour Analyst, showcasing your credentials to potential clients and collaborators.
- **Position yourself as an authority on colour**, with the confidence to speak knowledgeably about colour theory, genetics, and psychology.
- **Deliver advanced insights** into colour primaries and secondaries, skin tone genetics, personality profiling, and colour psychology—empowering your clients on a deeper level.

This qualification not only opens new doors professionally but also enhances your credibility, positioning you as a trusted expert in your field. Whether you're launching your own business, collaborating with brands, or expanding your personal styling services, this is your next step toward building a career you love—with purpose, impact, and style.



# Let's get into the details

Your colour analysis journey at LCS begins with a strong foundation rooted in the principles of classic colour theory—brought to life in a modern, holistic way.

You'll start by mastering **Foundational Colour Analysis**, covering:

- **Colour Primaries**  
Understanding skin tone as warm or cool, and how it forms the basis of a client's colour season.
- **The Four Seasons Method**  
One of the most accurate and widely used systems in colour analysis. Warm tones align with **Spring** and **Autumn**, while cool tones fall into **Summer** and **Winter**.
- **Secondary Influences**  
How hair colour, eye colour, brows, and lashes contribute to a client's overall palette.

- **Personality & Colour Psychology**  
Because at LCS, we believe colour is not just what you wear—it's how you feel. You'll explore how personality and colour are intrinsically linked, helping you provide more personalised and empowering consultations.

You'll then move on to mastering the **art of draping**—a hands-on, visual process that allows you to determine a client's most flattering colour palette using the professional LCS colour drapes included in your kit.

You'll also explore **online colour analysis**, gaining access to the Glowing Colour online portfolio system (included on a trial basis during training), so you can expand your client reach globally and deliver high-quality consultations virtually—an essential skill in today's digital world.







## Building Your Colour Business

Beyond technique, we guide you through the essential steps to build and grow your colour analysis business. From setting up your services and attracting clients, to pricing, packaging, and marketing yourself with confidence, you'll leave with a business-ready mindset and strategy.

## About the LCS Holistic Colour Analysis System

There are many colour systems available, but at LCS, we believe in a more **holistic and client-focused approach**. That's why we teach our unique LCS Holistic Colour Analysis System, rooted in the **Four Seasons method**—a clear, intuitive, and effective way to understand colour harmony.

We enrich this system with additional layers of analysis—**personality traits, colour psychology, and secondary influences**—to help you offer an experience that feels deeply personal and empowering to each client.

While other systems like the **Tonal System** (which focuses on clarity, depth, and undertone with dominant traits such as muted, bright, deep, light, cool or warm) are well known, we've found the Seasonal method offers more simplicity, accuracy, and adaptability—especially for aspiring colour professionals wanting to build a versatile, client-friendly business.

## How it Works: The Four Seasons System at LCS

Our system starts with skin tone and complexion as the primary consideration—what we see as the foundation of accurate colour analysis. Hair and eye colour are secondary contributors, adding nuance and depth to the final analysis. This framework is supported by genetic principles:

**Warm complexions**  
have a yellow or golden undertone

**Cool complexions**  
have a blue undertone

These are then divided into four distinct seasons:

**Spring**  
warm, bright, and clear

**Winter**  
cool, vibrant, and strong

**Autumn**  
warm, muted, and rich

**Summer**  
cool, soft, and delicate

You'll learn how to confidently identify a client's season and guide them to make the most of their true colours using their bespoke seasonal colour fan. Each fan includes over **100 curated shades per season**, offering endless options for self-expression. Clients love that their colour fan becomes a trusted tool that lasts a lifetime—opening up rather than limiting their wardrobe choices.

## The Legacy of Colour Analysis

Our system is inspired by pioneering colour theorists such as **Bernice Kentner**, who helped shape the modern colour analysis movement with her best-selling book *Color Me A Season*. Alongside trailblazers like **Suzanne Caygill** and **Carole Jackson**,

she placed skin tone and personality at the heart of the colour experience—an ethos we proudly continue at LCS today.



# Setting up your colour practitioner business

This is your opportunity to turn your passion for colour into a thriving career. Through this immersive training, you'll develop the confidence and practical skills to work one-on-one with clients, delivering highly personalised services such as professional colour analysis, wardrobe guidance, and style transformation consultations.

Colour analysis offers a powerful pathway to launch your own business or work with popular fashion and beauty brands, retail stores, or style consultancies. Whether you dream of working independently or collaborating with established names in

the industry, this training sets you up for success.

And if you're ready to take things further, our **5-week Start & Grow Business Programme** will give you the tools to build and launch your personal styling or colour analysis business with confidence. You'll establish your brand identity, build your online presence, and learn how to create a service-based business that attracts paying clients. You'll also benefit from expert mentorship to guide you through the process of launching your business in the real world.



# Training highlights

- **Colour Draping**

Master the step-by-step process of using professional colour drapes to determine your clients' most flattering colour palette during real-life consultations. You'll complete no fewer than six case studies—including a self-analysis—supported by expert feedback from experienced LCS tutors. This hands-on training will refine your colour eye and build your confidence in visual analysis, preparing you to deliver accurate and empowering results for every client.

- **Colour Psychology**

Explore the powerful connection between colour, mood, and emotion. Learn how colours influence energy, behaviour, and perception—and how to guide your clients in choosing colours that reflect how they want to feel and be seen. Whether it's for mood-boosting everyday style, a special occasion, or a meaningful life transition, you'll develop the skills to personalise your advice for each individual.

- **Genetics & Colour Analysis Foundations**

Understand the science behind colour analysis by exploring **primary and secondary characteristics**—from skin tone to hair, eyes, and brows. You'll learn how to identify both primary and secondary influences and guide your clients towards their most flattering “wow” colours that naturally enhance their features.

- **Colour Personalities**

Discover how personality traits and energetic presence shape colour preferences. You'll be trained to analyse and identify your client's unique **Colour Personality**, combining genetics with psychology to help them select colours that not only suit their complexion but also reflect their true inner essence.

- **Online Colour Analysis**

Expand your reach with confidence through **online colour consultations** using the innovative Glowing Colour system (included on a trial basis during your training). You'll learn how to deliver professional, accurate colour analysis services virtually—perfect for growing your business with global clients.

- **Industry Collaborations**

Take your training further with real-world industry opportunities. You'll benefit from our exclusive **Kettlewell Colours Partnership**, where you can become an affiliate and earn commission by recommending beautiful, high-quality seasonal clothing to your clients. It's a brilliant way to add value to your services while creating an additional income stream.



# How your training is structured

Your Colour Analysis training is designed to be immersive, flexible, and highly interactive—giving you the support and structure you need to develop advanced skills with confidence.

You'll take part in a series of **10 live online masterclass sessions**, delivered once per week. Each session is led by expert tutors and designed to help you build your knowledge step by step. You'll also be set **weekly challenges and practical tasks** to deepen your learning and apply your skills in real-world situations.

Can't make a session? No problem—all **masterclasses are fully recorded**, so you can catch up at a time that suits you.

To keep you connected and supported throughout your training, you'll join a **dedicated WhatsApp community group** and **Google Classroom**, where you can interact with fellow trainees, receive tutor feedback, share progress, and stay motivated.

You'll also gain **lifetime access to our digital learning platform**, packed with valuable resources, including:

- Downloadable assets and reading materials
- Canva templates for your business
- Professional tools, guides, and templates
- Easy access via desktop, laptop, or tablet

This means you can revisit your training materials at any time, long after the course ends—ensuring you always have support as your business grows.

**Check the course dates and running times** on the relevant course page [here](#).

Please note: Lifetime access to the LCS learning platform is available subject to our terms and conditions.



## Course fees

For current pricing, please visit our website at [www.londoncollegeofstyle.com](http://www.londoncollegeofstyle.com). Prices are adjusted annually in line with inflation, so we recommend booking early to secure the current rate.

All course fees can be paid in interest-free instalments. For a personalised payment plan, please contact the LCS team at: [enquiries@londoncollegeofstyle.com](mailto:enquiries@londoncollegeofstyle.com)

## Course deposit

Places are in high demand; therefore, a deposit must be received to secure your place on this course. Course deposits are non-refundable.

For more information on fees, deposits, and refunds, please refer to our Terms & Conditions. Contact: [admissions@londoncollegeofstyle.com](mailto:admissions@londoncollegeofstyle.com) to confirm your booking and process payment.

## Entry requirements

To join this course, the following requirements apply:

A **competent understanding of spoken and written English** is essential (IELTS Level 6 or equivalent).

You must be **18 years or older**.

A **moderate level of digital literacy** is required, including confidence using:

- Web browsers and search engines
- Word processing software (e.g., Word, Pages)
- Social media platforms (e.g., Instagram, Pinterest)

Don't worry if you're not an expert—**Canva training** for accessing and using templates will be available via the learning platform to support you.

**Access to a laptop or tablet** is essential for completing key course components such as:

- Mood boards
- Templates
- Portfolio creation
- Online analysis and learning materials

As part of your training, you'll also receive **complimentary trial access** to the *Glowing Colour* online colour analysis platform for several weeks—allowing you to practice and deliver online consultations with confidence.



# Meet your team

## Personal Styling experts who appear on this training.

### Jules



#### JULES STANDISH

Head of Colour, Colour Expert

Jules Standish is a leading Colour and Style Expert, widely recognised in the industry as *The Colour Counsellor*. She is passionate about helping people discover their true colours and boost confidence through mindful dressing. Jules has featured on ITV's *Lorraine*, the *Chrissy B Show*, Sky TV, BBC South East News, Radio 4's *Today Programme*, and is a go-to colour expert for publications including *The Sun*, *Daily Mail*, and *The Telegraph*.

She is the bestselling author of *How NOT to Wear Black*, *The Essential Guide to Mindful Dressing*, and *A Colourful Dose of Optimism*, available in leading bookstores in London and internationally. Jules leads the Colour Analysis training at LCS, bringing her expert knowledge and warm, inspiring teaching style to every session.

### Tracy



#### TRACY HOOPER

Head of Colour Online, Colour Expert

Tracy Hooper is a highly experienced Colour Expert and Personal Stylist with over 25 years in the fashion industry. Beginning her career as a Seamstress and Fashion Designer, she has spent the past 12 years helping individuals elevate their personal style and confidence through the power of colour and image.

Tracy has worked with high-profile brands including Carolina Herrera, hosting VIP styling events, and has contributed to media features such as *Fabulous Magazine* and client events for Helms Briscoe. She is also a sought-after speaker on personal branding, having presented at events for organisations including Travel Counsellors and the Pro-Languages Conference.

Tracy specialises in helping entrepreneurs and business owners communicate their brand through personal style. As Head of Colour Online at LCS, she has developed online training programmes and teaches both on campus and online, with a particular passion for mentoring students to grow successful businesses.

### Sian



#### SIAN CLARKE

Colour Expert & Personal Stylist, LCS Tutor

Sian Clarke is a Celebrity Stylist and Colour Expert who brings a wealth of industry experience to her role at LCS. She has worked with public figures including Sarah Pascoe, Dawn O'Porter, Alice Levine, and Katherine Ormerod, and has featured on *Channel 5*, *Heart FM*, *Sunday Times Style*, and multiple podcasts.

Sian is a fully qualified advanced Colour Analyst and believes true style begins within. She is passionate about helping clients navigate transformative moments in life and reconnect with their authentic self through colour and style. Sian teaches Colour Analysis at LCS under the guidance of Head of Colour, Jules Standish.

### Alpha



#### ALPA MEHTA

Colour Expert & Personal Stylist, LCS Tutor

Alpa Mehta is a renowned Colour Expert and Personal Stylist, bringing a wealth of industry knowledge and experience to her role at LCS. She is the founder of *AM Style* and is fully qualified as an advanced Colour Analyst, specialising in helping individuals discover their most empowering and authentic colours.

Alpa works extensively with both individual and corporate clients, delivering colour workshops and personal branding sessions for organisations including Lloyds Bank, BT, and Cisco. She is a sought-after public speaker and has delivered keynote talks for events such as Women in Tech conferences and International Women's Day. Alpa is passionate about the transformational power of colour and brings that energy into every session she teaches.





# Industry opportunities

Through the LCS Agency, graduates gain access to exciting industry opportunities designed to enhance your career prospects.

Join the LCS Industry Opportunities WhatsApp Group for real-time updates on internships, voluntary placements, and paid jobs (availability subject to your visa status and right to work in the United Kingdom).

Gain exclusive access to industry experiences that allow you to build valuable connections in styling and fashion. Opportunities include shadowing

personal stylists, collaborating with brands, luxury in-store placements, participating in London Fashion Week, assisting celebrity personal stylists, attending press days and events, supporting book launches, working on music videos, and exploring television, media, and press opportunities.

Please note that these opportunities are offered based on supply and demand.

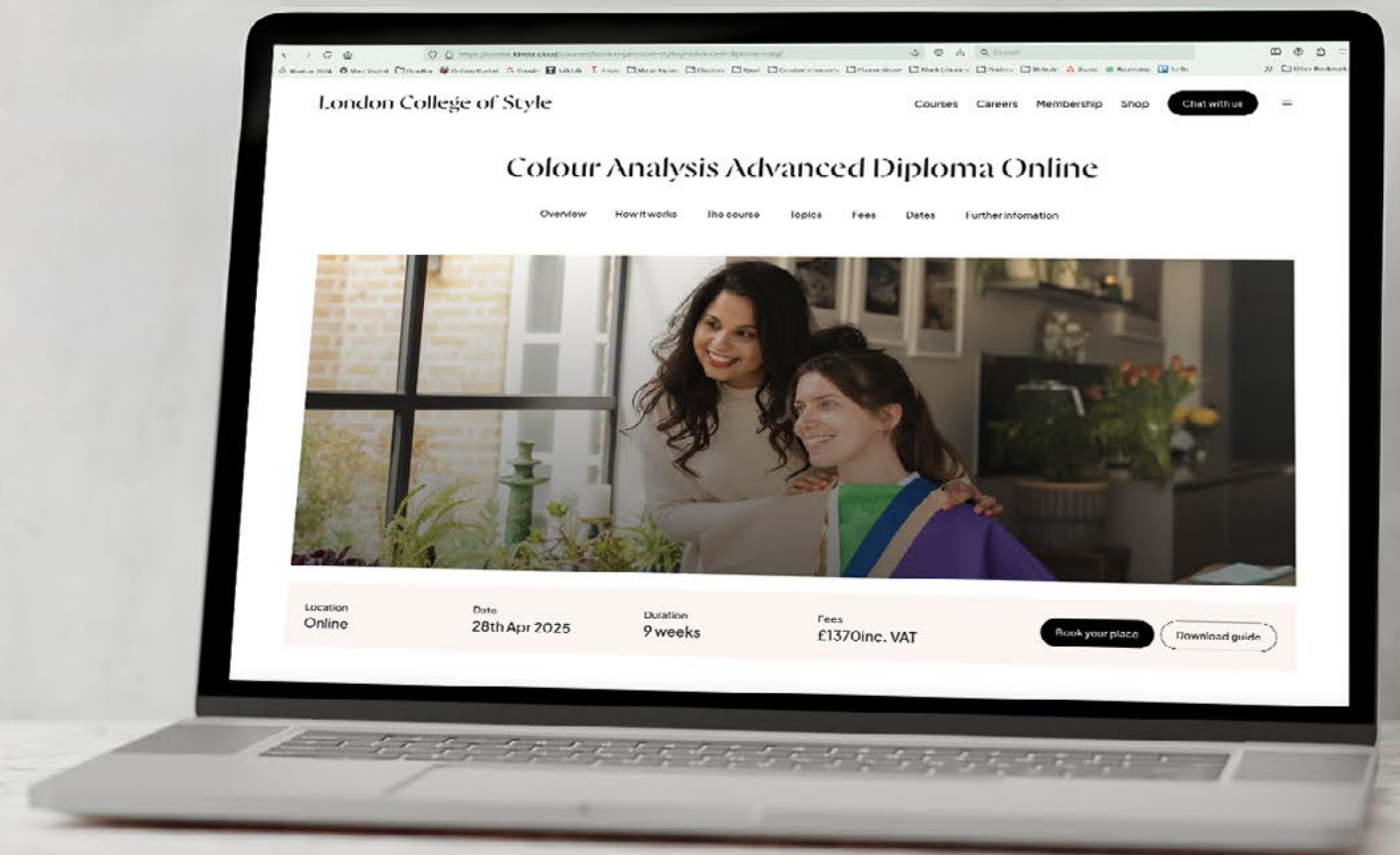
**Disclaimer:** All LCS industry opportunities are limited in number based on partner demand and suitability of placement and are conditional bonus 'extras' to training. LCS opportunities in no way constitute the product sold or traded. LCS opportunities may fluctuate based on industry events and will be distributed to the LCS community, where all graduates are welcome to apply.



# Your Global Accreditation

Upon successful completion of your training, you'll receive an industry-recognised **Advanced Diploma Certificate** accredited by the **London College of Style** and the **British Accreditation Council**.

You'll also enjoy lifetime access to the **LCS learning platform and resources**.





# Frequently asked questions

- **Can I start my learning immediately?**

LCS offers a start date for this course. Please check your start date before enrolling. You will not be able to access tuition / learning prior to the start date.

- **Will my learning experience be interactive with LCS experts and fellow Colour Analysts in training**

Yes! - We are firm believers in group personalised and experiential training. Tutors will engage you in live weekly masterclasses, providing a friendly and personal experience where you can share work and experiences and receive feedback and support. Interact with tutors or network with other Colour Analysts in training, discussing topics in your groups. You'll be able to ask questions, gain feedback and share your progress.

- **Does this training lead to qualified status as an accredited LCS Colour Analyst / Colour Practitioner?**

Yes, it does. This is our flagship, advanced-level training course, delivered online over nine weeks. Completion of the *Colour for Creatives Advanced Diploma* leads to accredited Colour Practitioner status with the London College of Style (LCS). This qualification enables you to offer professional, stand-alone colour analysis services and includes in-depth study of colour psychology, personality profiling, secondary influences, and the use of a full professional draping kit. This advanced training is essential for anyone wishing to offer colour analysis services independently or speak at colour-related events with confidence and professional impact.

- **What is the difference between an LCS Colour Analyst and a Colour Practitioner?**

These two terms are interchangeable – both refer to someone who has successfully completed the *Colour for Creatives Advanced Diploma* and is qualified to practise as a professional colour expert.

- **Are colour materials included in the course?**

Yes, all professional colour materials are included and will be shipped to you at least one week before the course begins. Your LCS Professional Colour Kit includes:

- Four luxury colour fans (Spring, Summer, Autumn and Winter), each with approximately 100 colours
- A white bib
- A colour box
- Over 40 professional drapes, including a wide spectrum of blues, greens, reds, yellows, purples, pinks, neutrals, metallics and more
- A colour wheel
- Branded kit bag

Your materials will be dispatched once you are enrolled, and a member of our team will liaise with you regarding shipping arrangements. *(Please note: shipping costs are applied at checkout.)*

- **Will I need to find my own clients for practice?**

Yes, you will be required to practise your colour analysis skills on six case studies. These can be friends or family members who are willing to be photographed and have their images shared with your tutor for assessment purposes. For more information about how we protect this data, please refer to our Data Protection Policy at the end of this document.

- **How long is the course?**

This is a nine-week course. One module will unlock each week, with the final (tenth) week scheduled for completion of your case studies and final assessment. Please note, you cannot fast-track the course – modules are released weekly to support a paced, progressive learning experience. You will retain lifetime access to the learning platform.

- **How much time should I dedicate each week?**

We recommend allowing 3–4 hours per week to complete each module, including challenges, assessments and video content.

- **How will I know I'm making progress?**

Your course is structured into ten modules, each including interactive challenges, quizzes, and practical assessments. Each week you'll complete a module challenge and assessment to track your learning progress. Tutors will provide feedback on both your achievements and areas for development, helping you grow in confidence and skill throughout the programme.

- **How will I be assessed?**

Assessment is a mix of short quizzes and practical tasks throughout the course. You'll also complete a final assessment using your case study work. Certificates are awarded with grades of Pass, Merit or Distinction, depending on your performance.

- **Will I receive a recognised qualification?**

Yes! Upon successful completion of the course, you'll receive two certificates:

- An accredited Diploma Certificate from the London College of Style (LCS)
- CPD Certification from the CPD Certification Service, awarding you 40 hours of Continued Professional Development (CPD) training points, recognised by employers and industry professionals.

- **What are the technical requirements for the course?**

To get the most from your learning experience, we recommend accessing the course via a laptop or tablet. While you can use a smartphone, a larger screen is preferable to view materials clearly. Some tasks may require access to Word documents, spreadsheets, or Canva templates, and you may be asked to use platforms like Pinterest or upload images. If you need help with any technical aspects, our friendly tech support team is available on weekdays throughout your training.

If you have any further questions, feel free to reach out to the LCS team:  
[enquiries@londoncollegeofstyle.com](mailto:enquiries@londoncollegeofstyle.com)  
or call +44 02030 969 966.



# London College of Style

Course Guide



Advanced Diploma

## Colour Analysis for Creatives