1. BLACK

Black is often seen as negative space, a blueprint you wear when you want people to focus on a more interesting article of clothing, or on your character. On the contrary, black should be considered a complete look all on its own. It is the uniform of New Yorkers and goths alike, confusing sophisticated intellectuals with disaffected teenagers. It can be seen on the red carpet as either sultry (Angelina Jolie at the 2012 Oscars) or not-giving-a-fuck (Lorde at everything).
Though I’d imagine Stevie Nicks’s actual favorite color is something like purple, she sports all-black in all performances, presumably for its witchlike mystery and ability to command an audience. Black is, in the words of a very poetic Wikipedia editor, “the color most commonly associated with mourning, the end, secrets, magic, power, violence, evil, and elegance.”
2. WHITE

Although white is thought to be immovably holy for its role in weddings, it has been ostracized as an everyday color for its reputation as unflattering. In doing this, however, we forget what white does better than any other color: lace. The sleekest kinds of leather. Pristine Seinfeld sneakers. If one must avoid wearing white on one’s body—despite the potential to feel like an ice queen—I strongly advise exploring it when it comes to accessories and embellishments. If you’re a clumsy eater, remember Vivienne Westwood: “Stains are decorations.” If you just detest the association with purity, dig up a few kinderwhore references.
3. GRAY

Gray was made for nice sweaters and gross sweatpants, thus covering both ends of the Sunday-spent-at-home spectrum: productive lazy (tea, reading) and plain lazy (junk food, TV).
4. RED

Red is infallible when it comes to power-dressing, as proven by the high school hierarchy in the 1989 film *Heathers*. It is categorized as a warm color, but it is not soft, the same way Heather Chandler is an alpha female, but not feminine. In fact, red translates femininity to power, according to a thing I once watched about how red lipstick makes people think of vaginas and that’s why it’s thought of as sexy and as inappropriate to wear to the office. One master of turning the feminine into a source of power is Taylor Swift, whose music utilizes girly emotions to assert ownership over the unfortunate history of a romantic relationship. This talent is best showcased on Swift’s 2012 album, *Red*. 
5. BLUE

The conceptual opposite of red, blue is categorized as a cool color, but it is not hard. It is the sky, the water, and Joni Mitchell. It is a little hippy-dippy. It is hard to read as a word without hearing Beyoncé crooning the name of her baby in that video where they’re on the beach. Baby blue is great for a poodle skirt or a Margot Tenenbaumesque Lacoste jumper. Regular blue is the shade favored by sports teams and Mrs. Peacock. Navy blue was outed in Mindy Kaling’s 2011 memoir as a crutch for stylists trying to slim down their clients without going for the obvious color choice of black. (In navy blue’s defense, it is the best color for a peacoat.) All in all, blue is okay, but never lasts as anyone’s favorite color past the age of nine.
Type “yellow-green” into Google, and the first three suggestions are “mucus,” “urine,” and “vaginal discharge.” With “dark green,” you get “stool,” “diarrhea,” and “vegetables.” Emerald, however, is a universally perfect shade, and Tippi-Hedren-in-*The-Birds* mint is possibly the best color visible to human eyes. If green were a film character, the actor would be Oscar-nominated for tackling such a multifaceted role.
7. PINK

Pink is not a real color. It is not on the spectrum of light, and was not visible in the world until UV rays, radio waves, gamma rays, and other signifiers of the planet’s eventual demise came into existence. But despite this troubling history, pink is thought to be the most nontthreatening color, which may explain its assignment to the female gender. It’s frilly and inconsequential, and best known for its appearances on princesses, dolls, and blushing faces. Sometimes I wear lots of pink, to show that girliness and intelligence are not mutually exclusive. Sometimes I never wear pink, to show that some girls don’t identify with the idea of girliness. Pink is fraught with politics, and I still haven’t even gotten to *Pretty in Pink*, the 1986 John Hughes film; Pink, the Victoria’s Secret juniors line; or P!nk,
the pop vocalist.
8. YELLOW

While green may be cursed with an association to bodily functions, yellow gets away pretty easily. It’s bold yet sweet, and the color of one of the most well-known plaid looks from the 1995 film *Clueless*. 
9. PURPLE

The 2000s failed purple. After American Apparel V-necks tainted it with faux differentness, Justin Bieber took a stand in restoring it to innocence and even gender neutrality, but dropped the ball once he felt the need to defend his manliness with steroids and subsequent shiftlessness. What purple needs to do is take a page from Walden and go live in the woods, where it can be judged free of any cultural associations.
10. ORANGE

While many avoid orange in a solid-colored garment for fear of looking like an actual orange, it can do a lot for a print. See: ’60s–’70s Pucci, the music video for Solange’s “Losing You,” and any space dye worthy of a *Freaks and Geeks* appearance.
11. GOLD

Gold has been rightfully monopolized by disco, *Dynasty*, and the Illuminati. Gold can be legitimately glamorous, but is most fun in windbreaker form.
12. SILVER

Silver has been rightfully monopolized by New Year’s Eve, *Zenon: The Zequel*, and Beyoncé’s “Single Ladies” robot hand. Silver can be legitimately classy, but is most fun in sequin form. ✗