

Fashion TRENDS

Survey: Black Still Reigns As *The* Wardrobe Staple

(NAPSA)—Seasons come and seasons go, each one bringing the newest “it” color for fashion. But according to a new survey, women and men agree that even though lime greens and coral pinks get all the hype, for most Americans, black is still the core color in their wardrobe.

The survey, which polled approximately 1,000 people in the general population, found that the average adult has more than 17 black garments in their closet; 22 percent admit to having more than 20 pieces.

“This survey confirms what we have always known...that black is and continues to be the core color in any wardrobe—male and female,” says Robert Kaufmann, brand manager for Rit Dye. “Black is our number one seller in dye, by more than two to one over the next most popular color, and is an excellent way to refresh those favorite black clothes so that they always look their best. As the survey shows, consumers always go back to black!”

More fun findings...

- **It's all in the jeans.** The favorite item of black clothing overall? Hands down, both men and women alike reach for that coveted pair of black pants or jeans.

- **Little black dress.** Among women, the infamous “little black dress” made a respectable showing, with 15 percent naming it as their favorite black item.

- **They don't call it “black magic” for nothing.** There is no doubt that just about everyone looks good in black. More than 50 percent agreed that black flatters their skin tone. Almost half believe it has a slimming effect on their body shape. And 35 percent admit to feeling sexy when they



Paint it black—If your favorite black clothing is looking faded, it may be time to dye it.

wear black.

- **What to wear today? How about black?** More than 22 million adults (13 million men and nine million women) wear something black just about every day.

- **Sounds like a job for Rit Dye.** An astonishing 50 percent admit to still wearing a black article of clothing that is over four years old! Almost 20 percent admit to having something that's six to 10 years old! That crisp black color might have faded a bit...perhaps it's time to renew your favorite standbys with a box of black Rit Dye?

- **Note to the ladies: Stock up on lingerie and dresses!** When asked which articles of black clothing they think are sexiest on a woman, black lingerie took the spot (with 40 percent) followed very closely by that little black dress (37 percent).

Visit www.ritdye.com for more information on Rit Dye, fabric tips, color recipes and dyeing techniques on the web.