

Lifestyle / Fashion & Beauty

Colour psychology applied to activewear: at the gym, wear pink for creativity, blue for confidence, says founder of Centric clothing brand

- The Vietnamese-born founder of Centric, an LA-based athletic wear brand, was inspired to launch it after finding most workout gear was sold in neutral colours
- Ryan Hoang applies colour psychology to clothes – light blue is calming for yoga, for example – and his sales prove clients who exercise want to look the part



Kavita Daswani

Published: 2:30am, 8 Sep, 2020

Why you can trust SCMP

TOP PICKS

How can design thinking help 'reboot' our post-Covid-19 world for a better 'new normal'?

Paid Post:
Hona Kona Design Centre

1

