



Eye Shadow: How to Choose an Eye-Color Palette

Mini-brochure: shade families by eye colour & undertone, finishes by texture/age, day-to-night pairings, brush guide, mistakes checklist.

Match by Eye Colour (fast map)

Eye Colour	Enhances (contrast/complement)	Soft Neutrals (everyday)	Night Out (pop)
Blue	warm bronze, copper, peach, terracotta	taupe, soft brown, champagne	plum, eggplant, rust-metallic
Green	rose-gold, mauve, cranberry, warm purples	mink-taupe, khaki-olive	aubergine, deep berry shimmer
Hazel	olive, warm browns, gold, copper	camel, bronze-taupe	emerald, forest green metallic
Brown	cool plum, navy, charcoal, sapphire	mocha, cocoa, matte beige	gold-leaf, electric blue liner
Grey	slate, mauve-rose, cool taupe	silver-taupe, soft graphite	charcoal-smoke, icy shimmer

Mini Swatch Palette by Eye Colour

Blue					
	Bronze	Copper	Peach	Terracotta	Plum
Green					
	Rose-Gold	Mauve	Cranberry	Warm Purple	
Hazel					
	Olive	Warm Brown	Gold	Copper	Emerald
Brown					
	Cool Plum	Navy	Charcoal	Sapphire	Gold
Grey					
	Slate	Mauve-Rose	Cool Taupe	Silver	Graphite

Undertone & Finish (texture matters)

- Cool undertones: cool taupes, plums, silvers; prefer satin/matte for texture-friendly finish.
- Warm undertones: golds, coppers, olives; soft-shimmer/metallic for evening pop.



- Neutral: mix both lanes; choose depth by iris depth (light eyes → lighter lids; deep eyes → richer tones).
- Mature lids/texture: avoid chunky glitter; choose fine shimmer, satin or soft-matte.

Day → Night Pairings (quick recipes)

- Soft Office (blue/grey eyes): matte taupe lid, cool brown crease; add plum pencil for evening.
- Warm Everyday (green/hazel): camel lid, olive liner; add rose-gold shimmer centre for night.
- Classic Brown Eyes: beige-gold lid, mocha crease; night—add navy liner or sapphire pop.

Brush & Application Order

- Base: lay down primer; set crease with a touch of powder.
- Order: transition (matte) → lid shade → deepen outer V → liner/shimmer as needed.
- Brushes: fluffy blender (crease), flat shader (lid), small detail (outer V/liner).
- Blend edges softly; keep inner corner brighter for awake look.

Common Mistakes (and quick fixes)

- Choosing only iris-matching shades → add contrast (complementary) for pop.
- Too much shimmer on textured lids → switch to satin/matte; use shimmer just on mobile lid.
- Skipping depth → add a touch of a deeper neutral at the outer V/last third of lash line.
- Harsh edges → clean with a tiny bit of concealer or skin-tone shadow.



Scan the QR to open the full article with examples and palettes.