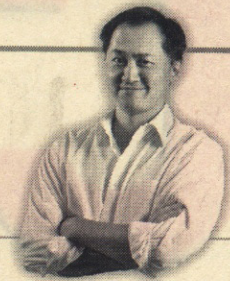


CITYSEEN

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AFFECT RESULTS

Forget Wayne Rooney's foot and Ronaldo's weight, Eve Roth Lindsay (below) at Savvy Style: Colour Me Beautiful says colour is the key to a team's success. The stylist sent us an irrelevant but fun note, suggesting a team's tone has a major affect on its mood, emotions and competitive advantage. Here in brief is her analysis:

White (England, Germany): "They have a fresh and clean approach. However, white is undemanding and plain ... let's hope [they] don't play simple and boring football."

Blue (Argentina, Italy, France, Japan): "Conveys feelings of trust, making it ideal for team sports. Its calm and authoritative nature will give any team a positive edge."

Orange (Holland): "Energetic and enthusiastic ... however, if the match goes into extra time they will need their concentration to avoid feeling restless and impatient."

Red (Spain, Portugal): "Famed for its energy-giving properties, red is confident and full of ambition. England, with red stripes, will need to be careful that they don't pick up on its aggressive and impatient side effects."

Yellow (Brazil, Australia): "The colour of activity. Players can benefit from its impulsive and uninhibited qualities, but they need to be careful of its volatile vibe."

