

Woman to Watch: Kerry Jones Stich

Sandy Sloane 3:16 p.m. EST February 9, 2016



Kerry Jones Stich leads a "colorful life" — in the truest sense of the words.

The owner of Indigo Tones LLC, a personal color analysis service, helps people understand what their personal colors are to help simplify their lives and ensure people feel confident that they are presenting their best self to the world.

During her career as a human resources professional, Stich realized that she reacted more favorably to people who looked professional in flattering colors.

"When someone looked 'put together,' they always seemed to exude a great degree of confidence," she says.

She once read about color analysis, which led to having her own color analysis done. During a period of transition in her professional life, she reflected on how much she enjoyed learning about colors. The thought of opening her own color analysis studio took shape.

With her background, she thought she could teach people how to present themselves in the best light possible by dressing the part in colors that complement their features. She found the perfect studio in Pittsford, and Indigo Tones was born.

The name comes from the idea that color is just like music "traveling to the eyes the way music travels to the ears, both providing harmony and balance".

Stich's background in human resources is a great complement to being a color analyst. In HR, she enjoyed matching people to the right job; and as a color analyst, she matches people to the right colors. Just like in employment, what works for one person does not necessarily work for others.

"There is no one-size-fits-all in any situation," she says.

Tom Laemlein, who nominated her, thinks Indigo Tones is a natural extension of Stich's personality and the way she shares joy with others.

“I watched Kerry do a color analysis for my adult daughter, Kathryn. I never gave much thought to the colors of someone’s personal brand, but it all made sense — and was quite sensible. The end result was not only fun, but empowering and confidence-building. Watching her give that to my beautiful daughter was a great gift.”

Stich likes to concentrate on her passions and her positive business growth is a direct result of that attitude.

“I consider myself so fortunate; I have a wonderful circle of family and friends, a career that I love, and the ability to live life on my own terms, relying on my inner voice to guide me every step of the way.”

Personal: Single, mother of two, lives in Pittsford.

Education: Bachelor's degree in personnel management, Syracuse University, 1986.

What are you reading right now? *Evolve your Brain, The Honeymoon Effect, Blue Mind* ... books about how healing our brain and how our thoughts can create our reality.

What app can't you live without? Google ... I Google everything to understand the world around me.

What are your future goals? I want to spend time with my friends and family and travel around the globe. As I continue to provide new products and services to my clients, I hope my business will continue to have a global appeal, which will facilitate travel and connection.

What gets you up every morning? I very much look forward to my very early morning meditation.

Career advice for someone just starting out in a professional career? Follow your heart about what works for you. I have a unique business where there was not a path to follow, so I relied on what made sense to me and ran my business in my comfort zone.

Favorite things to do in Rochester: Hike around the many trails on or near the water, go to the Finger Lakes and Durand-Eastman Beach.

Favorite movie: I'm a romantic: *Pride and Prejudice*.

Favorite quote: "*Be the change you wish to see in the world.*" — Gandhi

Sandy Sloane is a freelance writer living in the Rochester area.