

# The dress

*This article is about the viral phenomenon. For other uses, see [The Dress](#).*

**The dress** is a [viral phenomenon](#) on the [Internet](#) that came in 2015. Viewers of the image disagreed on whether the [dress](#) depicted in a photograph was coloured black and blue, or white and gold. The phenomenon revealed differences in human colour perception, which have been the subject of ongoing scientific investigations into [neuroscience](#) and [vision science](#), producing a number of papers published in peer-reviewed scientific journals.



The original photograph of the dress

The phenomenon originated from a washed-out colour photograph of a dress posted on the [social networking service Facebook](#). Within a week, more than ten million [tweets](#) had mentioned the dress, using [hashtags](#) such as [#thedress](#), [#whiteandgold](#), and [#blackandblue](#). Although the dress was eventually confirmed to be coloured black and blue,<sup>[1][2]</sup> the image prompted much online discussion of different users' perceptions of the colour of the dress. Members of the scientific community began to investigate the photograph for new insights into human [colour vision](#).

The dress was identified as a product of the retailer Roman Originals, which experienced a major surge in sales of the dress as a result of the incident. The retailer produced a one-off version of the dress in white and gold as part of a charity campaign.<sup>[3]</sup>

## Origin

## Response

Response

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Scientific explanations

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Legacy

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See also

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References

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External links

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