

# Why Is Everyone Going Green?

Stars brighten up the streets and the red carpet in the zesty lime shade. We tell you why this, why now

## The Celebrity Stylist Says

“Neon green is fun, vibrant and makes a bold, fearless statement — and Hollywood has taken notice,” says celebrity stylist Danielle Tavia, who has dressed clients like Kat Graham in the lucky shade. “Mixing and matching the bright hue with different prints and patterns gives any outfit the perfect pop of summertime color!” Plus, she adds, celebs love it because it enhances a tan and takes unwanted attention away from problem areas. And there’s a shade to flatter every skin tone, says Tavia. “The yellow undertones of a chartreuse suit like Rita’s liven up olive skin while the more intense green of a lime dress like Chloë’s counteracts the red tones in fair complexions.”

## The Designer Says

“As designers, we look for ways to make our creations stand out, and choosing a palette based on more atypical colors from nature does just that,” says Josep Font, creative director of celeb-fave brand Delpozo, who featured the shade in his latest collection. Plus, the citrusy shade amps up the #fierce factor of any piece from a bomber like FKA Twigs’ to a cold-shoulder top like Adriana’s.

## The Psychologist Says

“Green symbolizes money, renewal, even fertility, so it carries a lot of weight for women,” explains Michael Solomon, a consumer psychologist based in Philadelphia. “By wearing it in such a vivid shade, celebrities are calling attention to themselves, their wealth and their power.” And where it’s worn speaks volumes. Green pants like Victoria’s say, “I’m down-to-earth,” and full-on green like Rihanna’s oversized coat asserts, “I’m in charge.”

## From Tops to Bottoms, Stars Give the Green Light to the Bright Hue



FKA TWIGS



CHLOË SEVIGNY



ADRIANA LIMA



VICTORIA BECKHAM

FROM LEFT: GETTY (2), SPLASH, GETTY, SPLASH, GETTY



**RITA ORA**  
The “Shine Ya Light” singer glows in green! Her Osman suit’s bright color complements her olive complexion while silver accessories from chains to strappies add shots of shine.

**RIHANNA**  
With super-high hair, ginormous hoops, a green fuzzy Fenty x Puma coat and metallic lips, the Bajan beauty makes sure all eyes are on her!